



Management Report

National Walking Horse Association
For the period ended December 31, 2024

Prepared on
January 9, 2025

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Profit and Loss

January - December 2024

	Total
INCOME	
2000 Affiliated Horse Show Revenue	
2000.01 Affiliation Fees	655.00
2000.02 Inspection Fees (DQP)	2,555.00
2001 Regional Show Revenue	
2001.02 Region 2	1,280.00
2001.04 Region 4	820.00
2001.05 Region 5	1,620.00
2001.06 Region 6	600.00
2001.07 Region 7	1,140.00
Total 2001 Regional Show Revenue	5,460.00
Total 2000 Affiliated Horse Show Revenue	8,670.00
2010 Annual Meeting Revenue	
2010.01 Auction Revenue	1,188.00
2010.02 Banquet	5,995.00
Total 2010 Annual Meeting Revenue	7,183.00
2400 Committee Revenue	
2400.08 High Point Awards Program	
2400.08.04 High Point Awards Program Elite AOT Nomination	1,950.00
Total 2400.08 High Point Awards Program	1,950.00
2400.10 Judges Committee Prog. Revenue	
2400.10.02 Judges Clinic Audit	200.00
2400.10.03 Apprentice Judges License \$50	150.00
2400.10.04 Judges Annual License \$75	1,975.00
Total 2400.10 Judges Committee Prog. Revenue	2,325.00
Total 2400 Committee Revenue	4,275.00
2800 Donations Un-Restricted	
2800.02 Donations Unclassified	13.00
Total 2800 Donations Un-Restricted	13.00
3000 Horse Show Revenue (NWHHA)	
3000.06 National Revenue	
3000.06.03 Consignment Income	565.00
3000.06.04 DQP Fees for National	7,980.00
3000.06.05 Grounds Fee	440.00
3000.06.06 National Merchandise Sales	1,008.00
3000.06.07 Office Fees	5,222.00
3000.06.09 R V Hookup Rental	14,165.00

	Total
3000.06.10 Raffle	196.00
3000.06.11 Shavings	7,143.00
3000.06.12 Show Fees - National	46,832.95
3000.06.13 Silent Auction	2,014.00
3000.06.14 Sponsorship - National Show	30,125.00
3000.06.15 Stalls - early or daily rate	420.00
3000.06.16 Stalls - Weekly Rate	50,155.00
Total 3000.06 National Revenue	166,265.95
Total 3000 Horse Show Revenue (NWHHA)	166,265.95
3300 Membership Revenue	0.00
3300.01 2 Year Individual Memberships	1,750.00
3300.02 Family \$125	5,625.00
3300.04 Individual \$75	12,205.00
3300.09 Temporary Show Card \$20	1,240.00
3300.10 Trail Membership	375.00
3300.11 Youth \$25	1,150.00
Total 3300 Membership Revenue	22,345.00
3400 National News Advertising Revenue	
3400.01 Advertising Back Page	400.00
3400.05 Advertising Full Page	4,625.00
3400.13 Cover of NWHHA News	1,100.00
3400.16 Package - Advertising Special	1,250.00
Total 3400 National News Advertising Revenue	7,375.00
4000 Trail Program Revenue	
4000.08 Trail Fundraiser	340.00
Total 4000 Trail Program Revenue	340.00
Total Income	216,466.95
GROSS PROFIT	216,466.95
EXPENSES	
6000 Advertising & Marketing Expenses	
6000.02 Marketing, General	1,006.80
Total 6000 Advertising & Marketing Expenses	1,006.80
6100 Annual Meeting Expenses	
6100.02 Annual Banquet	120.00
6100.03 Annual Meeting Costs	13,491.94
6100.04 Award Shipping Costs	210.44
6100.05 Awards	6,533.74
Total 6100 Annual Meeting Expenses	20,356.12
6200 Bank & Merchant Fees	
6200.01 Bank & Merchant Fees	698.81
6200.02 Paypal Processing Fee	273.74

	Total
6200.03 Stripe Processing Fees	1,182.30
6200.04 QuickBooks Payments Fees	270.74
6200.06 Go Daddy Processing Fees	374.33
Total 6200 Bank & Merchant Fees	2,799.92
6300 Committee Expenses	
6300.11.01 Horse Show Development Committee	1,000.00
6300.12.02 Trail Committee	216.81
6300.12.04 Youth Committee	351.97
Total 6300 Committee Expenses	1,568.78
6600 Donation made to another organizations	250.00
6700 DQP Program Fees	
6700.05 DQP Director Fee/Contractual	6,000.00
6700.09 DQP Program Postage Expenses	105.65
Total 6700 DQP Program Fees	6,105.65
6900 Flowers & Gifts	378.88
7000 Insurance	
7000.01 General Business Insurance	715.00
7000.04 Insurance Liability Board	2,478.00
Total 7000 Insurance	3,193.00
7175 National Horse Show Expenses	
7175.02 Arena Rental	8,000.00
7175.06 Center Ring	2,000.00
7175.09 Contracted Fees	30,725.00
7175.10 Custodial fee and Building Ser	2,398.27
7175.12 Exhibitors Party	5,709.56
7175.15 Merchandise Expense	1,302.76
7175.16 Golf Carts	425.00
7175.17 Hotel Rooms	11,995.40
7175.20 Meals	3,881.70
7175.21 Misc Show Expenses	1,136.44
7175.22 Premium payments - Nationals	1,465.00
7175.23 Printing for National Show	423.73
7175.25 R V Camp Spots	12,090.00
7175.26 Ribbon and Awards	14,882.56
7175.27 Shaving Expense	8,694.00
7175.29 Show Premium Awards	75.00
7175.31 Stalls	22,816.00
7175.32 Storage Unit for National	2,438.80
7175.33 Travel Expenses	2,864.40
7175.34 Vendor Space - Expense	500.00
Total 7175 National Horse Show Expenses	133,823.62

	Total
7500 National News Expenses	
7500.03 Design Fees	3,777.50
7500.05 Printing Fees Nat'l News	1,110.22
Total 7500 National News Expenses	4,887.72
7600 Office General Expenses	
7600.01 Contracted Labor	21,600.00
7600.05 Software & Subscriptions	1,826.27
7600.06 Office Supplies General	2,118.90
7600.07 Postage & Delivery	
7600.07.02 Postage Expenses	1,389.53
Total 7600.07 Postage & Delivery	1,389.53
7600.13 Storage Space	768.00
Total 7600 Office General Expenses	27,702.70
7900 Professional Services	
7900.01 Accounting Fees	5,650.00
Total 7900 Professional Services	5,650.00
8250 Sponsorship Expense	1,545.96
8300 Telephone Expenses	
8300.01 Conference Board Call Expenses	69.48
8300.03 Office Phone	929.61
Total 8300 Telephone Expenses	999.09
8500 Taxes & Licenses	
8500.04 Licensing Fees	49.00
Total 8500 Taxes & Licenses	49.00
8800 Website Expense	
8800.01 Website Internet Provider	675.37
Total 8800 Website Expense	675.37
8900 Award and Incentive programs	
8900.08 NWhA Scholarship	2,000.00
Total 8900 Award and Incentive programs	2,000.00
8950 Dressage expense	
8950.01 Contracted Dressage Fees	300.00
Total 8950 Dressage expense	300.00
Total Expenses	213,292.61
NET OPERATING INCOME	3,174.34
NET INCOME	\$3,174.34

Profit and Loss Comparison

January - December 2024

	Total	
	Jan - Dec 2024	Jan - Dec 2023 (PY)
INCOME		
2000 Affiliated Horse Show Revenue		
2000.01 Affiliation Fees	655.00	520.00
2000.02 Inspection Fees (DQP)	2,555.00	3,943.00
2001 Regional Show Revenue		
2001.02 Region 2	1,280.00	1,260.00
2001.03 Region 3		840.00
2001.04 Region 4	820.00	
2001.05 Region 5	1,620.00	
2001.06 Region 6	600.00	560.00
2001.07 Region 7	1,140.00	1,120.00
Total 2001 Regional Show Revenue	5,460.00	3,780.00
Total 2000 Affiliated Horse Show Revenue	8,670.00	8,243.00
2010 Annual Meeting Revenue		
2010.01 Auction Revenue	1,188.00	4,199.00
2010.02 Banquet	5,995.00	5,112.00
2010.07 Meeting Meals		-50.00
Total 2010 Annual Meeting Revenue	7,183.00	9,261.00
2400 Committee Revenue		
2400.08 High Point Awards Program		
2400.08.04 High Point Awards Program Elite AOT Nomination	1,950.00	
Total 2400.08 High Point Awards Program	1,950.00	
2400.10 Judges Committee Prog. Revenue		
2400.10.02 Judges Clinic Audit	200.00	50.00
2400.10.03 Apprentice Judges License \$50	150.00	100.00
2400.10.04 Judges Annual License \$75	1,975.00	1,875.00
Total 2400.10 Judges Committee Prog. Revenue	2,325.00	2,025.00
Total 2400 Committee Revenue	4,275.00	2,025.00
2800 Donations Un-Restricted		
2800.02 Donations Unclassified	13.00	56.36
Total 2800 Donations Un-Restricted	13.00	56.36
3000 Horse Show Revenue (NWHHA)		
3000.02 check writing fee		183.00

	Total	
	Jan - Dec 2024	Jan - Dec 2023 (PY)
3000.04 Refund for over charge		-45.00
3000.06 National Revenue		
3000.06.03 Consignment Income	565.00	1,350.00
3000.06.04 DQP Fees for National	7,980.00	8,621.00
3000.06.05 Grounds Fee	440.00	475.00
3000.06.06 National Merchandise Sales	1,008.00	1,245.00
3000.06.07 Office Fees	5,222.00	5,879.00
3000.06.09 R V Hookup Rental	14,165.00	13,810.00
3000.06.10 Raffle	196.00	805.00
3000.06.11 Shavings	7,143.00	5,201.50
3000.06.12 Show Fees - National	46,832.95	42,831.53
3000.06.13 Silent Auction	2,014.00	2,925.00
3000.06.14 Sponsorship - National Show	30,125.00	33,901.00
3000.06.15 Stalls - early or daily rate	420.00	2,530.00
3000.06.16 Stalls - Weekly Rate	50,155.00	48,720.00
Total 3000.06 National Revenue	166,265.95	168,294.03
Total 3000 Horse Show Revenue (NWHHA)	166,265.95	168,432.03
3300 Membership Revenue	0.00	
3300.01 2 Year Individual Memberships	1,750.00	1,275.00
3300.02 Family \$125	5,625.00	4,495.00
3300.04 Individual \$75	12,205.00	13,875.00
3300.06 Life \$500/\$1000		2,000.00
3300.09 Temporary Show Card \$20	1,240.00	1,420.00
3300.10 Trail Membership	375.00	300.00
3300.11 Youth \$25	1,150.00	775.00
Total 3300 Membership Revenue	22,345.00	24,140.00
3400 National News Advertising Revenue		
3400.01 Advertising Back Page	400.00	300.00
3400.04 Advertising Front Page Color		175.00
3400.05 Advertising Full Page	4,625.00	4,250.00
3400.13 Cover of NWHHA News	1,100.00	
3400.15 Nationals Edition Prem Full Page		250.00
3400.16 Package - Advertising Special	1,250.00	
3400.17 National News Printed Edition - The National		2,950.00
Total 3400 National News Advertising Revenue	7,375.00	7,925.00
3700 Return Check Fee Income		12.00
3900 Sponsorships		350.00

	Total	
	Jan - Dec 2024	Jan - Dec 2023 (PY)
4000 Trail Program Revenue		
4000.05 Trail Program Donations		80.00
4000.06 Trail Ride Santion Fee		75.00
4000.08 Trail Fundraiser	340.00	1,085.00
Total 4000 Trail Program Revenue	340.00	1,240.00
Total Income	216,466.95	221,684.39
GROSS PROFIT	216,466.95	221,684.39
EXPENSES		
6000 Advertising & Marketing Expenses		
6000.02 Marketing, General	1,006.80	688.80
Total 6000 Advertising & Marketing Expenses	1,006.80	688.80
6100 Annual Meeting Expenses		
6100.02 Annual Banquet	120.00	1,685.00
6100.03 Annual Meeting Costs	13,491.94	9,230.64
6100.04 Award Shipping Costs	210.44	252.85
6100.05 Awards	6,533.74	6,651.62
Total 6100 Annual Meeting Expenses	20,356.12	17,820.11
6200 Bank & Merchant Fees		
6200.01 Bank & Merchant Fees	698.81	187.30
6200.02 Paypal Processing Fee	273.74	410.84
6200.03 Stripe Processing Fees	1,182.30	1,003.08
6200.04 QuickBooks Payments Fees	270.74	441.87
6200.06 Go Daddy Processing Fees	374.33	653.19
Total 6200 Bank & Merchant Fees	2,799.92	2,696.28
6300 Committee Expenses		
6300.11.01 Horse Show Development Committee	1,000.00	
6300.11.02 National Show Committee		
6300.12 Written off Sponsor pledge		750.00
Total 6300.11.02 National Show Committee		750.00
6300.12.02 Trail Committee	216.81	771.23
6300.12.04 Youth Committee	351.97	
Total 6300 Committee Expenses	1,568.78	1,521.23
6600 Donation made to another organizations	250.00	
6700 DQP Program Fees		
6700.03 DQP Annual Clinic materials		207.17

	Total	
	Jan - Dec 2024	Jan - Dec 2023 (PY)
6700.05 DQP Director Fee/Contractual	6,000.00	6,000.00
6700.09 DQP Progam Postage Expenses	105.65	
6700.10 DQP Training Expenses		825.00
Total 6700 DQP Program Fees	6,105.65	7,032.17
6900 Flowers & Gifts	378.88	
7000 Insurance		
7000.01 General Business Insurance	715.00	639.00
7000.02 General Liability Show		945.00
7000.04 Insurance Liability Board	2,478.00	2,522.00
Total 7000 Insurance	3,193.00	4,106.00
7175 National Horse Show Expenses		
7175.02 Arena Rental	8,000.00	7,000.00
7175.04 Best in Show Payouts		1,000.00
7175.06 Center Ring	2,000.00	1,750.00
7175.09 Contracted Fees	30,725.00	
7175.10 Custodial fee and Building Ser	2,398.27	2,367.91
7175.12 Exhibitors Party	5,709.56	2,625.00
7175.15 Merchandise Expense	1,302.76	930.00
7175.16 Golf Carts	425.00	401.74
7175.17 Hotel Rooms	11,995.40	9,856.34
7175.20 Meals	3,881.70	3,717.54
7175.21 Misc Show Expenses	1,136.44	891.99
7175.22 Premium payments - Nationals	1,465.00	
7175.23 Printing for National Show	423.73	1,425.00
7175.25 R V Camp Spots	12,090.00	10,803.08
7175.26 Ribbon and Awards	14,882.56	10,553.47
7175.27 Shaving Expense	8,694.00	4,569.50
7175.29 Show Premium Awards	75.00	
7175.30 Staff - National Show		31,266.46
7175.31 Stalls	22,816.00	21,312.00
7175.32 Storage Unit for National	2,438.80	2,362.80
7175.33 Travel Expenses	2,864.40	1,941.64
7175.34 Vendor Space - Expense	500.00	
7175.35 National Show Card Expense		35.00
Total 7175 National Horse Show Expenses	133,823.62	114,809.47
7300 Memberships Other Association Expenses		

		Total
	Jan - Dec 2024	Jan - Dec 2023 (PY)
7300.01 Reimb Membership		62.50
Total 7300 Memberships Other Association Expenses		62.50
7500 National News Expenses		
7500.03 Design Fees	3,777.50	4,352.50
7500.05 Printing Fees Nat'l News	1,110.22	3,835.00
Total 7500 National News Expenses	4,887.72	8,187.50
7600 Office General Expenses		
7600.01 Contracted Labor	21,600.00	21,850.00
7600.05 Software & Subscriptions	1,826.27	1,630.44
7600.06 Office Supplies General	2,118.90	1,588.77
7600.07 Postage & Delivery		1,277.16
7600.07.02 Postage Expenses	1,389.53	
Total 7600.07 Postage & Delivery	1,389.53	1,277.16
7600.13 Storage Space	768.00	768.00
Total 7600 Office General Expenses	27,702.70	27,114.37
7900 Professional Services		
7900.01 Accounting Fees	5,650.00	7,120.00
Total 7900 Professional Services	5,650.00	7,120.00
8250 Sponsorship Expense	1,545.96	1,250.00
8300 Telephone Expenses		
8300.01 Conference Board Call Expenses	69.48	416.88
8300.03 Office Phone	929.61	911.21
Total 8300 Telephone Expenses	999.09	1,328.09
8500 Taxes & Licenses		
8500.04 Licensing Fees	49.00	736.00
Total 8500 Taxes & Licenses	49.00	736.00
8600 Staff Travel Expenses		
8600.01 Staff Travel/Food/Lodging		121.80
Total 8600 Staff Travel Expenses		121.80
8800 Website Expense		
8800.01 Website Internet Provider	675.37	785.48
Total 8800 Website Expense	675.37	785.48
8900 Award and Incentive programs		
8900.07 Youth - Neil Clark Award		250.00
8900.08 NWAH Scholarship	2,000.00	1,000.00
Total 8900 Award and Incentive programs	2,000.00	1,250.00

	Total	
	Jan - Dec 2024	Jan - Dec 2023 (PY)
8950 Dressage expense		
8950.01 Contracted Dressage Fees	300.00	
Total 8950 Dressage expense	300.00	
Total Expenses	213,292.61	196,629.80
NET OPERATING INCOME	3,174.34	25,054.59
NET INCOME	\$3,174.34	\$25,054.59

Balance Sheet

As of December 31, 2024

		Total
ASSETS		
Current Assets		
Bank Accounts		
1101 Checking (9949)		84,446.92
1103 QuickBooks Checking Account		613.28
Total Bank Accounts		85,060.20
Total Current Assets		85,060.20
Fixed Assets		
1300 Capital Assets		
1300.01 Office Furniture		1,953.95
1300.01.01 Depreciation Furniture		-1,953.95
Total 1300.01 Office Furniture		0.00
1300.02 Database Software Development		3,645.00
Total 1300 Capital Assets		3,645.00
Total Fixed Assets		3,645.00
TOTAL ASSETS		\$88,705.20
LIABILITIES AND EQUITY		
Liabilities		
Total Liabilities		
Equity		
1810 Prior Year Adjustments		49,591.76
1850 Retained Earnings		35,939.10
Net Income		3,174.34
Total Equity		88,705.20
TOTAL LIABILITIES AND EQUITY		\$88,705.20

Balance Sheet Comparison

As of December 31, 2024

		Total
	As of Dec 31, 2024	As of Dec 31, 2023 (PY)
ASSETS		
Current Assets		
Bank Accounts		
1101 Checking (9949)	84,446.92	80,533.71
1103 QuickBooks Checking Account	613.28	363.79
1104 Stripe Account	0.00	988.36
Total Bank Accounts	85,060.20	81,885.86
Total Current Assets	85,060.20	81,885.86
Fixed Assets		
1300 Capital Assets		
1300.01 Office Furniture	1,953.95	1,953.95
1300.01.01 Depreciation Furniture	-1,953.95	-1,953.95
Total 1300.01 Office Furniture	0.00	0.00
1300.02 Database Software Development	3,645.00	3,645.00
Total 1300 Capital Assets	3,645.00	3,645.00
Total Fixed Assets	3,645.00	3,645.00
TOTAL ASSETS	\$88,705.20	\$85,530.86
LIABILITIES AND EQUITY		
Liabilities		
Total Liabilities		
Equity		
1810 Prior Year Adjustments	49,591.76	49,591.76
1850 Retained Earnings	35,939.10	10,884.51
Net Income	3,174.34	25,054.59
Total Equity	88,705.20	85,530.86
TOTAL LIABILITIES AND EQUITY	\$88,705.20	\$85,530.86

Monthly Reports:A/R Aging Detail

As of December 31, 2024

This report contains no data for your specified date range.

Monthly Reports: Profit and Loss- Nationals

January - December 2024

	Total	
	Jan - Dec 2024	Jan - Dec 2023 (PY)
INCOME		
3000 Horse Show Revenue (NWAH)		
3000.02 check writing fee		183.00
3000.04 Refund for over charge		-45.00
3000.06 National Revenue		
3000.06.03 Consignment Income	565.00	1,350.00
3000.06.04 DQP Fees for National	7,980.00	8,621.00
3000.06.05 Grounds Fee	440.00	475.00
3000.06.06 National Merchandise Sales	1,008.00	1,245.00
3000.06.07 Office Fees	5,222.00	5,879.00
3000.06.09 R V Hookup Rental	14,165.00	13,810.00
3000.06.10 Raffle	196.00	805.00
3000.06.11 Shavings	7,143.00	5,201.50
3000.06.12 Show Fees - National	46,832.95	42,831.53
3000.06.13 Silent Auction	2,014.00	2,925.00
3000.06.14 Sponsorship - National Show	30,125.00	33,901.00
3000.06.15 Stalls - early or daily rate	420.00	2,530.00
3000.06.16 Stalls - Weekly Rate	50,155.00	48,720.00
Total 3000.06 National Revenue	166,265.95	168,294.03
Total 3000 Horse Show Revenue (NWAH)	166,265.95	168,432.03
3400 National News Advertising Revenue		
3400.01 Advertising Back Page	400.00	300.00
3400.04 Advertising Front Page Color		175.00
3400.05 Advertising Full Page	4,400.00	4,475.00
3400.13 Cover of NWAH News	1,100.00	
3400.15 Nationals Edition Prem Full Page		250.00
3400.16 Package - Advertising Special	1,250.00	
3400.17 National News Printed Edition - The National		2,950.00
Total 3400 National News Advertising Revenue	7,150.00	8,150.00
Total Income	173,415.95	176,582.03
GROSS PROFIT	173,415.95	176,582.03

EXPENSES

7175 National Horse Show Expenses		
7175.02 Arena Rental	8,000.00	7,000.00

	Total	
	Jan - Dec 2024	Jan - Dec 2023 (PY)
7175.04 Best in Show Payouts		1,000.00
7175.06 Center Ring	2,000.00	1,750.00
7175.09 Contracted Fees	30,725.00	
7175.10 Custodial fee and Building Ser	2,398.27	2,367.91
7175.12 Exhibitors Party	5,709.56	2,625.00
7175.15 Merchandise Expense	1,302.76	930.00
7175.16 Golf Carts	425.00	401.74
7175.17 Hotel Rooms	11,995.40	9,856.34
7175.20 Meals	3,881.70	3,717.54
7175.21 Misc Show Expenses	1,136.44	891.99
7175.22 Premium payments - Nationals	1,465.00	
7175.23 Printing for National Show	423.73	1,425.00
7175.25 R V Camp Spots	12,090.00	10,803.08
7175.26 Ribbon and Awards	14,882.56	10,553.47
7175.27 Shaving Expense	8,694.00	4,569.50
7175.29 Show Premium Awards	75.00	
7175.30 Staff - National Show		31,266.46
7175.31 Stalls	22,816.00	21,312.00
7175.32 Storage Unit for National	2,438.80	2,362.80
7175.33 Travel Expenses	2,864.40	1,941.64
7175.34 Vendor Space - Expense	500.00	
7175.35 National Show Card Expense		35.00
Total 7175 National Horse Show Expenses	133,823.62	114,809.47
7500 National News Expenses		
7500.03 Design Fees	3,777.50	4,352.50
7500.05 Printing Fees Nat'l News	1,110.22	3,835.00
Total 7500 National News Expenses	4,887.72	8,187.50
Total Expenses	138,711.34	122,996.97
NET OPERATING INCOME	34,704.61	53,585.06
NET INCOME	\$34,704.61	\$53,585.06