PRESIDENT’S WELCOME

Welcome to the 22nd Annual WISCPHR Conference. I hope you find this year’s conference filled with many positive educational and networking experiences that will energize you and your program.

We will kick off the conference on Friday afternoon with the invitation-only Leadership Conference featuring speaker Kris Wickline. The regular conference will open on Friday evening, highlighting speed topics and a social hour sponsored by Cardiac Science. Hopefully, you will be able to join us on Saturday morning for the “Introduction to Nordic Walking” event presented by Bonnie Dau of Revel Sports. The main conference continues Saturday with a full day of presentations by great speakers, including Pat Comoss, Murray Low, and Theodore Gronski, on a range of pertinent topics.

Please take an opportunity to thank our many sponsors and members of the Annual Meeting Planning Committee. Without the support of our sponsors, we would not be able to attract such wonderful speakers. The Annual Meeting Planning Committee works year round to make sure that we have a successful conference. Through their dedication and hard work, the committee plans speakers, topics, sponsors, mailings, emails, events, and logistics. This committee is crucial to the success of our conferences.

Please remember to complete the conference evaluation form. The information we receive from your evaluation is used to plan future conferences and make sure that we are meeting our members’ needs and expectations.

As you participate in our annual conference, consider becoming more involved in WISCPHR. There are numerous opportunities within our organization and countless benefits to your involvement. Whether it is participating on a committee such as the Annual Meeting Planning, Website, Outcomes, or Health Promotion Committees, or serving as a regional representative or on the board of directors, your unique talents, expertise, and ideas will be welcomed and appreciated in our organization. Finally, AACVPR membership offers many additional benefits and complements your WISCPHR membership. If you are not already a member of AACVPR, please consider joining today.

Thank you for deciding to attend this Annual WISCPHR Conference and for your dedication to the field of cardiac and pulmonary rehabilitation.

Sincerely,

Heather Grant, MS
President, WISCPHR
2010 Annual Conference Sponsor & Exhibitor List

GOLD LEVEL SPONSOR:
Cardiac Science  Marc Thorstenson  mthorstenson@cardiacscience.com

SILVER LEVEL SPONSOR:
Scott Care  Daryl Lehman  dlehman@scottcare.com

BRONZE LEVEL SPONSORS:
Life Systems International  Chad Rateike  crateike@lsi-medical.com
Wisconsin Beef Council  Traci Wilson  twilson@beeftips.com
Wisconsin Heart Disease & Stroke Prevention Program  Fred Petillo  Fred.petillo@dhs.wisconsin.gov

Exhibitors:
Direct Fitness Solutions  Rob Wolfe  r Wolfe@directfitnesssolutions.com
MGL Fitness  Wayne Steigelman  waynes@mglfitness.com
Summit Commercial Fitness  Tim Nikolai  tnikolai@summitcf.com

Please stop by the booths of all of our sponsors and thank them for their sponsorship of our annual conference.
2010-2011 WISCHPR GOALS

- To provide a 2011 Annual Conference in Madison, Wisconsin that contributes to the education and enhancement of individuals and cardiopulmonary rehabilitation programs statewide.
- To publish 5 newsletters providing information related to cardiac and pulmonary medicine and increasing the awareness of state and national issues.
- To present the 2011 “Award of Excellence” at the Annual Conference in Madison.
- To encourage members to get actively involved in WISCPHR and AACVPR through opportunities provided by the Leadership Committee.
- To continue to provide monetary grants to WISCPHR members and programs for educational and health promotion offerings.
- To provide guidance with Education and Health Promotion in programs and communities throughout the state.
- To promote participation in WiCORE, cardiac rehabilitation registry and WisPRO, pulmonary rehabilitation outcomes database.
- To continue to investigate enhancements to the website that provides increased access to information and communication within the membership.
- To proactively promote the interests of cardiac and pulmonary rehabilitation patients at the state and national level and work to influence policies that affect programs and patients throughout the state.
- To expand WISCPHR’s involvement with other like-minded professional associations.
- To review and amend our constitution and bylaws, reflecting ongoing structural and administrative developments.
- To create a WISCPHR Policy Manual (modeled after AACVPR’s) to help align the direction of the organization and more clearly identify organizational procedures.
- To implement a community initiative focused on improving the cardiovascular and/or pulmonary health of the Wisconsin residents.
- To continue to increase the financial status of WISCPHR by promotion of Digi-Walker sales and the WISCPHR website link with Revel Sports and Human Kinetics publishers where product sales to members yield profits for WISCPHR.
- To evaluate a relationship with students in degree programs with an intent to work in cardiac or pulmonary rehabilitation that would be mutually beneficial to WISCPHR, the student, and the affiliated school.
- To collaborate with AACVPR to plan the 2010 Annual AACVPR Conference in Milwaukee, WI.
2009-2010 WISCPHR ACCOMPLISHMENTS

- Provided the 2009 Annual Conference, contributing to the education and enhancement of cardiac and pulmonary medicine for individuals and programs statewide.

- Offered a successful Leadership Workshop to mentor incoming committee members, regional representatives, and others interested in leadership positions.

- Provided 5 newsletters to WISCPHR members.

- Presented the “Award of Excellence” to Kim Beyer from Columbia St. Mary’s Hospital, Mequon.


- Co-sponsored “Cardiac Rehab: Basics and Best Practices” presentation at the 2009 AACVPR Annual Conference.

- Promoted participation of Wisconsin and non-Wisconsin programs in the WiCore and WisPRO outcomes projects.

- Reviewed and amended the WISCPHR constitution and bylaws to reflect ongoing structural and administrative developments and to be consistent with AACVPR bylaws.

- Provided monetary grants to several WISCPHR programs for educational offerings throughout the state.

- Established a relationship with Revel Sports. (WISCPHR receives 10% of product sales when linked to the Revel Sports website from the WISCPHR website.)

- Increased the financial status of WISCPHR by continued promotion of Digi-Walker sales and the WISCPHR website link with Revel Sports and Human Kinetics publishers where product sales to WISCPHR members yield profits for the organization.

- Provided the latest reimbursement and policy updates to members related to updated CMS rules for cardiac and pulmonary rehabilitation. Continued to work proactively with AACVPR and other professional organizations to promote the interests of cardiac and pulmonary patients.
COMMITTEE REPORTS

Annual Meeting Planning
Chair/ Past President: Kim Beyer, BS
Co-Chair / President: Heather Grant, MS
Co-Chair / President – Elect: Sandy Zemke, RN

The Annual Meeting Committee is active the entire year preparing for the upcoming meeting and de-briefing after the meeting in preparation for the next meeting.

The Committee consists of the WISCPHR Immediate Past President as the Chair, the current President and the President – Elect serves as Co-Chairs, Treasurers, Secretary and other WISCPHR members.

The Committee gathers together prior to the four Board of Director meetings in the Wisconsin Dells along with 4-6 face to face meetings or phone teleconferences during the year.

Responsibilities of the Annual Meeting Committee consist of but are not limited to:
- Choosing location and date of future meetings.
- Planning the meeting agenda and luncheon
- Recruiting speakers, vendors, other volunteers, etc
- Developing meeting brochure and materials
- Working with the meeting location staff to plan room layout, food, AV needs, etc
- Securing CEUs for the participants
- Reviewing the meeting evaluations

If you are someone you know is interested in becoming an active member of this committee, please contact Kim Beyer at Kbeyer@columbia-stmarys.org, 262-243-7405.

Budget and Finance
Treasurer: Barb Scotty, MS

It has been a successful year initiating the extended term to transaction a new Treasurer onto the WISCPHR Executive Board. It is our hope that this modification will encourage members to take on the role and feel confident and comfortable to take charge. Joy Haese, Treasurer-Elect and I have met to review the book keeping and review the major responsibilities. She has taken an active role in helping with speaker compensation and we will complete the taxes together. I have started formalizing an electronic (written) summary to help guide Joy as she takes full responsibility. She will continue to add and refine those guidelines to be passed on to the next treasurer.

The actual role is one that is easily accomplished due to internet banking, Quickbooks and a team of dedicated committee chairs that make it work. Many thanks go out to Carol Boe, who has handled membership and the annual meeting registration. This is a
huge job and her effort and organization make the treasurer position so much easier. Additionally, Mark Vitcenda handles the financial arm of the outcomes accepting the payments and making deposits in addition his other WISCPhR responsibilities.

Financially, we remain very solid. We transferred funds to a money market account that will allow flexibility in accessing funds and increase the ability to earn more interest. We plan to close the savings account and transfer that into the money market with the same goal. The CD’s will remain untouched.

Finally, our affiliation with Revel Sports has been very positive and we appreciate the opportunity to work with them. It is our hope that we can continue to promote health and fitness alternatives to our membership and their patients with products that enhance wellness.

I appreciate all the support and dedication of the WISCPhR board members. They are the reason the organization is so successful and being the Treasurer is a rewarding experience.

Education and Health Promotion
Co-Chairs: Heather Grant, MS and Kim Beyer, BS

The purpose of the WISCPhR Health Promotion and Education Committee is to identify, promote, and monitor various education programs and resources and health promotion activities throughout the state which WISCPhR members can use within a specific department, hospital, or community. The Education subcommittee will assist with program planning and funding, utilizing the Educational Grant Program. The Health Promotion and Education Committee meets briefly at each WISCPhR board meeting to review applications for grants and to discuss any new opportunities to promote health promotion and education efforts for all WISCPhR members. Two members of the committee currently serve as committee co-chairs.

Committee Goals:
1) Provide education and health promotion grants to offset the cost of providing professional or community education meetings and events, group staff education presentations, or health promotion activities. Only a WISCPhR member can apply for a grant; funds may be applied to cardiopulmonary rehabilitation programs, patient support groups, WISCPhR regional groups, or to community programs.
   a) Promote the grants through the WISCPhR website, WISCPhR newsletters, and regional and state meetings.
   b) Provide and update the grant procedure and application form.
   c) Review and process all grant applications.
2) Provide information on cardiopulmonary rehabilitation education and health promotion opportunities to members through the WISCPhR website, board meetings, regional meetings, and the newsletters.
   a) Encourage all WISCPhR members to submit program ideas and materials.
3) Serve as a resource on cardiopulmonary rehabilitation education for WISCPHR Board members and programs throughout the state.

In 2010, the Education subcommittee awarded the following grants:
1) Boscobel Area Health Care’s “Heart to Heart Reunion 2010” featuring an educational presentation with Dr. John Moses as well as health screenings.
2) Grant Regional Health Center Cardiopulmonary Rehabilitation for their annual anniversary party featuring educational presentations, blood pressure and blood sugar checks, and a Q&A with a dietitian, nurse, respiratory therapist and diabetes educator.
3) Edgerton Hospital and Health Services to assist with funding for their Women Heart Support Group. This group features monthly educational presentations and provides women with an educational binder and pamphlets.
4) Tomah Memorial Hospital’s “Building a Strong Heart, You Can Do It…We Can Help” event featuring a presentation by Dr. Monique Ford. Each participant also received a Nutrition and Fitness Guide.

Leadership
Chair: Tracy Herrewig, MS

Purpose:
The WISCPHR Leadership Committee is privileged to have the responsibility of fostering an environment that encourages participation in any WISCPHR activity and leadership roles for any interested member at any level of the organization.

Goals:
1. To assist the Board of Directors in identifying and mentoring new leaders for WISCPHR and the field of cardiovascular and pulmonary health and rehabilitation.
2. To identify leadership opportunities within WISCPHR and AACVPR.
3. To foster the development of mentoring guides for committee members, committee chairs and members of the Board of Directors (Regional Reps and the Executive Committee).
4. To provide a leadership education opportunity at the annual meeting.

2009 Accomplishments
1. Development and distribution of Letters of Recognition sent to all Board of Directors, Committee Chairs, award winners and members of special projects.
2. Initiation of Regional Rep meetings
3. Development of a Leadership page on the WISCPHR website
4. Host a leadership workshop in association with the annual meeting
5. Facilitate the selection of the Award of Excellence Winner
6. Initiate the process of a potential Procedure Manual to supplement the WISCPHR Bylaws

2010 Goals
1. Facilitate a leadership workshop in association with the annual meeting
2. Provide letters of recognition to all WISCPHR leader who have fulfilled their roles in an elected or appointed position
3. Refine the Award of Excellence application and selection process
4. Explore the possibility of additional leadership educational opportunities throughout the year

**Membership Committee**
Chair: Carol Boe, MS – Meriter Hospital, Madison

The WISCPHR Membership Committee is designed to oversee those activities related to the recruitment of new members from multidiscipline specialties and the retention of current members. The committee provides members with the following benefits:

- Receive the WISCPHR e-newsletters 5 times/year which provides information on statewide issues, AACVPR issues, reimbursement updates, regional news, and timely articles concerning cardiac and pulmonary rehabilitation topics.
- Online access to the “Members Only” section on the WISCPHR website, which includes the e-newsletters, Board of Directors meeting minutes, Membership Directory, Program Directory and other valuable information.

The committee strives to meet the following goals:

- Process membership registrations and updates membership information on the WISCPHR website.
- Provide current and potential WISCPHR members with up to date information regarding membership benefits.
- Work toward providing a paperless method of becoming a member/renewing membership.
- To serve the members needs to the best of our capability.

WISCPHR membership runs from January 1 – December 31. If you renew your membership prior to January 1, you will continue to have access to all membership benefits such as newsletters and emailed updates including reimbursement news. Please check your account to be certain your email address is current.

As of March 26, WISCPHR has 181 members.

If you are interested in more information about the membership committee or have questions, please contact Carol Boe at cboe@meriter.com.
Newsletter
Co-Editors: Cindy Ostrem, MS and Shana Steele, MS

The WISCPHR newsletter is an electronic publication available to current members of WISCPHR. Contents of the newsletter include the President’s message, Reimbursement update, 3-4 informative articles relating to cardiac and pulmonary rehabilitation, and other pertinent information involving health promotion and upcoming events. Members of WISCPHR receive the newsletter by email or they can view or download it from the “Members Only” section of the WISCPHR website at www.wisc.edu/wiscphr.

There are 5 issues published annually, with each region being responsible for gathering articles and information for their respective issue. The articles/information should be submitted to the regional representative who will forward the articles to the editors. Information should be to the regional contact by the 15th day of the month prior to its mailing date. Information should be to the Editors by the 1st of the month of the mailing date, which are January, March, May, August and October. The timeline and respective regional representatives are as follows:

January—Southeast, regional contact: Chrissy Steiner
csteiner@communitymemorial.com
March—Northeast, regional contact: Joy Haese
joyhaese@yahoo.com
May—Northcentral, regional contact: Barb Templin
templin.barbara@marshfieldclinic.org
August—Northwest, regional contact: Darla Diermeier
diermeier.darla@mayo.edu
October—Southwest, regional contact: Thorne Wittstruck
Thorne_Wittstruck@ssmhc.com

Wisconsin has a wealth of talented and committed cardiopulmonary rehab professionals; please continue to share that knowledge with the WISCPHR membership. All of the membership has ownership in the newsletter. If you would like to contribute in any way to the WISCPHR newsletter, please contact Shana Steele at ssteele@tomahhospital.org, (608) 374-0358 or Cindy Ostrem at costrem@vmh.org, (608) 637-4295.

Nominations
Chair: Kim Beyer, BS

The nomination committee is responsible for formulating a suggested slate of candidates for each office and a ballot to be mailed to the general membership for additional nominee recommendations and official vote of suggested nominees. Once the formal ballot is completed the general membership has the opportunity to vote. The results of the nominations are announced at the Annual Meeting during the Business meeting at lunch.
Every year a President Elect of WISCPHR is one of the positions that are up for nominations. The President Elect is a 3 year term, the first year serving as President Elect, second year serving as President and the final year as Immediate Past President.

Secretary is nominated every other year and it is a two year term.

Treasurer is a three year term with the first year serving as a treasurer elect with the current treasurer and then the remaining two acting as the treasurer with the final year mentoring the new and upcoming treasurer elect.

If you are interested in being on the nominating committee or have someone you would like to nominate for the open positions in the upcoming year please contact Kim Beyer at kbeyer@columbia-stmarys.org.

Outcomes
Chair:  Mark Vitcenda, MS

Improvements continued on The Wisconsin Cardiac Rehabilitation Outcomes Registry (WiCORE) over the past year. There are currently over 20,000 records entered into WiCORE, and approximately 75 programs participating. Membership in WisPRO has increased to approx. 46-47 programs, with at least 5 programs from Michigan participating. Revenue from these projects is steady at approx $5000-7000 per year at current usage rates. Expenses related to web site hosting, database maintenance, and improvements to the web site are expected to be covered by user fees and small inflows from the WI Department of Public Health. Mark will be presenting data on gender differences in outcomes at the AACVPR conference in October. Karam Adawi, WISCPHR member and Brandeis University student, will be starting her study on CR utilization and outcomes. Researchers from UW-Eau Claire will be analyzing WisPRO data and proposing improved methods for reporting changes in PR outcomes. WISCPHR continues to have a successful partnership with the WI Heart Disease and Stroke Prevention Program. They will be applying for another optional grant from the CDC to start projects using CR programs and WiCORE. We should hear whether WI got the grant by this summer. Also working with HDSP to retest accuracy of WiCORE Performance Report, and updated Certification Report.

A WiCORE satisfaction survey this winter found that users were generally satisfied with WiCORE, want other outcomes added (such as a measure for functional capacity), would prefer some modifications to the reporting features, and would be interested in more support and education about using WiCORE for QI. (See attached document.)

2010 Goals:
- Continue to refine WiCORE, improve reporting features. Develop report for assessment tool outcomes, improve Parameters Report data display.
• Continue partnership with the WI Department of Public Health Heart Disease and Stroke Prevention Program on using WiCORE outcomes data to improve patient care and prevent recurrent events.
• Investigate funding sources for developing an outcomes registry for pulmonary rehab.
• Publish at least one research study or presentation using WiCORE/WisPRO/WeBOP data.

**Product Sales**
Chair: Barb Scotty

Kathy Menard Rothe transferred product sales to Barb Scotty this year. We maintain a steady flow of interest in the pedometers and orders remain steady.

Goals for this year include adding a small shipping/handling fee. I am tracking the shipping charges to get a better idea of the cost based on volume. Hopefully, by the end of the year, it will be apparent what will be good ranges for the additional fee based on volume.

We also ordered 2 new types of pedometers to trial as new alternatives. I am also working with Revel Sports to help with the walking pole promotion which will net the organization a percentage of the sales. It has been wonderful to collaborate with our member Bonnie Dau and her husband to make this affiliation work.

**Program Certification**
Chair: Erik Samuelson

The new AACVPR Certification Center opened on March 4th, 2010 and is available to all AACVPR members. In addition, all certification and/or recertification applications need to be submitted by May 1st, 2010. The new process will be presented and discussed at the upcoming WISCPHR Annual Meeting on Friday April 16th from 6:30 to 7:00 PM.

**Reimbursement and Legislation**
Chair: Sandy Zemke, RN

The goal of this committee is to educate and assist members in issues relating to reimbursement from regulatory agencies and from AACVPR. The committee chair also acts as the state reimbursement contact and serves as a liaison between AACVPR and WISCPHR and between WISCPHR members. The contact person will coordinate efforts on behalf of WISCPHR to clarify regulations as needed or answer questions that arise and are of general interest to members and programs throughout the state. This committee also keeps up to date on legislative issues, which may have an effect on cardiac and pulmonary rehabilitation services.
The effective date for Medicare coverage and payment of Cardiac, Intensive Cardiac and Pulmonary Rehabilitation Services was effective on January 1st, 2010. The reimbursement/legislative committee has been active in addressing questions regarding the implementation of the new regulations via the newsletter and e-mails to the membership. AACVPR has been instrumental in clarifying the language with CMS to make sure that language in the revisions is based on current practice.

WISCPHR once again sponsored a 4-member delegation to attend AACVPR’s Day on the Hill (DOTH), which was held March 3rd, and 4th. This is the fifth year that WISCPHR has supported the event. Meetings were held with each of the 8 Wisconsin Representatives or their health staffers and at the offices of both Senator Feingold and Senator Kohl. It remains important that we maintain an ongoing relationship with our federal delegation even though the new CMS rules for cardiac and pulmonary have been implemented. Items discussed were, the need for non-physician extenders (NP, PA) to work in cardiac and pulmonary rehab, high co-pays for some Medicare advantage plans, and ensuring that CMS makes appropriate payment corrections for cardiac rehab. Thank-you to Sue Kindschi, Stephanie Fleming, Cindy Ostrem and Lori Klienschmidt for representing WISCPHR this year.

**Website**
Chair: Mark Vitcenda, MS

The WISCPHR web site continues to be improved. During the past year, we:

- Improved accessibility and navigation.
- Added functionalities to the Annual Meeting page to allow meeting attendees to download presentation files, saving money on printing costs.
- Added information to the Leadership page.
- Created methods for administrators to easily download information such as mailing lists and member lists and to maintain the site.
- Added link to Revel Sports web site for fitness accessories sales

Many thanks go to our programmer, Dave Conner, from the University of WI-Madison Division of Information Technology for his work on this project. Our goals are to continue to provide a high-quality service for users and to provide a valuable and current source of information and assistance to our members.

2010 Goals:
- Continue to refine website content and structure as needed.
- Provide downloadable educational presentations from regional and state meetings.
- Provide members with current and future events information.
# WISCPHR Balance Sheet

**As of March 30, 2010**

## ASSETS

### Current Assets

#### Bank Accounts

- 0-000-0360-7772 (deleted) 0.00
- CD 1657 5,478.88
- CD 1665 5,607.91
- CD 2181 5,497.52
- CD 2883 4,526.93
- Money Market 25,000.00
- Refund/reimbursement -267.00
- Savings 5,338.31
- WISCVPR 42,071.80

**Total Bank Accounts** $93,254.35

#### Accounts Receivable

- 0.00

**Total Accounts Receivable** $0.00

#### Other Current Assets

- INVENTORY 1,095.00

**Total Other Current Assets** $1,095.00

**Total Current Assets** $94,349.35

**TOTAL ASSETS** $94,349.35

## LIABILITIES AND EQUITY

### Liabilities

### Equity

- Opening Balance Equity 83,561.35
- Retained Earnings 8,614.29
- Net Income 2,173.71

**Total Equity** $94,349.35

**TOTAL LIABILITIES AND EQUITY** $94,349.35

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Tuesday, Mar 30, 2010 01:42:09 PM GMT-5 - Accrual Basis
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<table>
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<table>
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<td>Digi-walkers</td>
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<td><strong>Total Cost of Goods Sold</strong></td>
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| Gross Profit                        | **$ 10,419.87** |

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| Net Operating Income                 | **$ 2,173.71** |
| Net Income                           | **$ 2,173.71** |