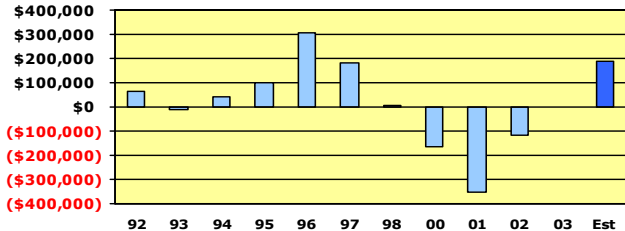


Association Indicators American Accounting Association 2004 Annual Meeting

HISTORY OF CHANGES IN UNRESTRICTED NET ASSETS

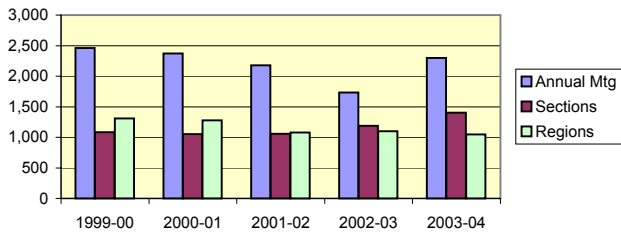


Note that dues increases were imposed in 1996 and 2004, a budget crisis occurred in 2001 and cost controls resulted in a breakeven budget in 2003. Barring unforeseen circumstances, we expect to exceed our predicted surplus of \$190,665 for 03-04.

Unrestricted Net Assets at	6/30/2004	6/30/2003
General Fund	\$1,303,533	\$1,044,979
Acct. Behavior & Org. Section	\$54,923	\$46,840
Accounting Programs Leadership Group	\$70,759	\$72,908
American Taxation Association	\$64,437	\$51,061
Artificial Intelligence Section	\$46,615	\$42,398
Auditing Section	\$156,554	\$97,157
Diversity Section	\$14,792	\$9,383
Financial Accounting & Reporting Section	\$144,343	\$139,293
Gender Issues Section	\$18,782	\$17,774
Government & Non-Profit Section	\$17,988	\$16,228
Information Systems Section	\$100,075	\$89,560
International Accounting Section	\$114,506	\$118,146
Management Accounting Section	\$53,411	\$59,735
Public Interest Section	\$20,491	\$20,845
Teaching & Curriculum Section	\$98,732	\$89,820
Two Year College Section	\$9,330	\$10,261
Mid-Atlantic Region	\$6,043	\$33,098
Midwest Region	\$44,857	\$51,570
Northeast Region	\$45,682	\$38,317
Ohio Region	\$9,340	\$11,828
Southeast Region	\$54,072	\$73,106
Southwest Region	* \$34,826	\$22,718
Western Region	* \$47,867	\$23,149
Total all funds	\$2,531,958	\$2,180,174

The first ten months of this year show an overall balance sheet improvement for the association as a whole. The \$50 dues increase implemented this year provided the General Fund with an additional \$160,000 through June 30 and most Sections have seen their fund balances increase as well. * Hotel expenses for Southwest and Western Regions are not yet posted for the current year.

AAA Meeting Attendance

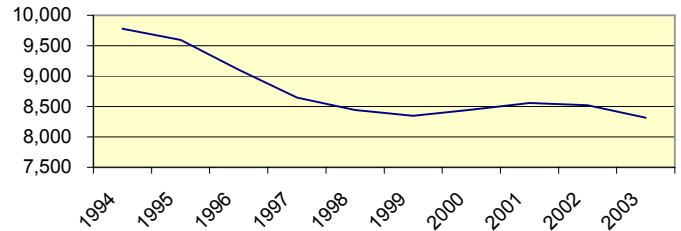


FARS first meeting in 2002-03 had 147 registrants. The Southwest Region held its first independent meeting in 2003-04 with 109 in attendance (prior year attendance at SWAFAD included). Annual Meeting attendance for 2004 is estimated. Highest recent Annual Meeting attendance -- 2528 in Chicago 1996.

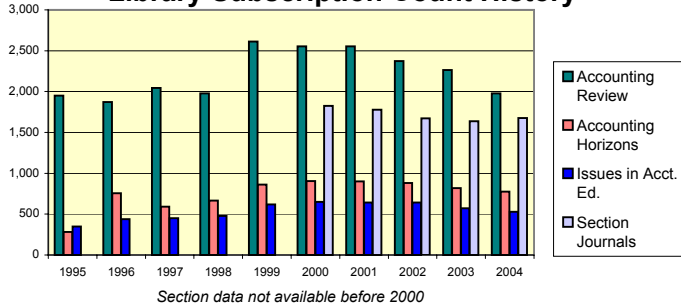
MEMBER COUNT DATA AS OF AUGUST 2003

	Academic	Practitioner	Emeritus	Life	Associate	Total
1994	7,092	1,521	254	92	818	9,777
1995	7,085	1,421	231	83	777	9,597
1996	6,933	1,301	235	86	550	9,105
1997	6,591	1,145	212	105	593	8,646
1998	6,417	1,068	219	102	636	8,442
1999	6,473	965	207	94	610	8,349
2000	6,528	975	207	117	621	8,448
2001	6,643	972	217	130	594	8,556
2002	6,557	897	239	138	688	8,519
2003	6,373	810	238	146	750	8,317
2004						

AAA Membership Count History

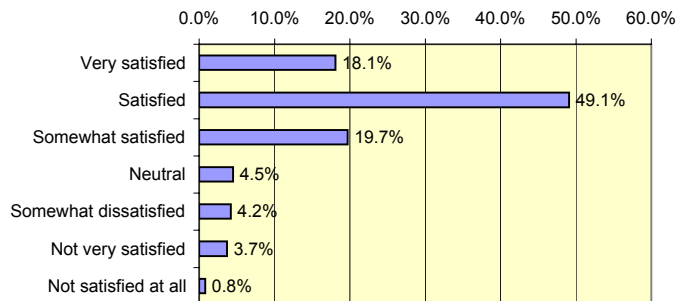


Library Subscription Count History



The membership chart above shows a steady decline in membership with the exception of a temporary influx of new members in 2001-02 when a membership campaign was initiated with the help of a marketing company. The AAA/APLG PHD Shortage Project will help us to better understand that trend. The library subscription chart shows a consistent decline in subscriptions to hard copy association-wide journals which may change with the advent of electronic library access. Section subscriptions account for 19% of subscription revenue this year.

Member's Overall Satisfaction with AAA



Item on Member Census conducted in the Spring of 2004 with 1466 responding. For complete results go to <http://www.surveymonkey.com/DisplaySummary.asp?SID=398310&U=39831084084>