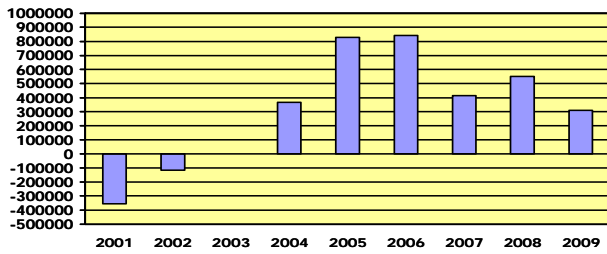


# Key Performance Indicators American Accounting Association After Fiscal Year Ending 8/31/09

## HISTORY OF CHANGES IN UNRESTRICTED NET ASSETS (General Fund)

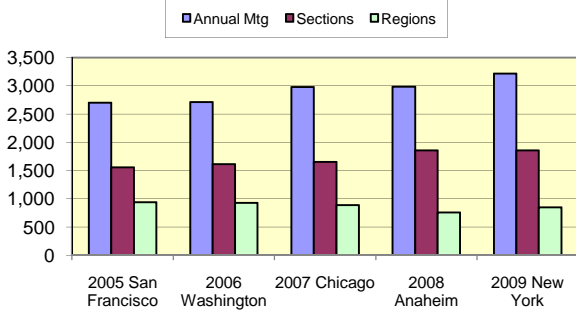


Note that dues increases were imposed in 2004 - 2009. A budget crisis occurred in 2001 and cost controls resulted in a breakeven budget in 2003. Minimum revenue guaranties from licensed journal content started in fiscal year ending 2005 and continues to this date.

Unrestricted Net Assets at	8/31/2009	8/31/2008
General Fund	\$4,007,467	\$3,696,840
Acct. Behavior & Org. Section	\$112,457	\$112,774
Accounting Programs Leadership Group	\$94,973	\$127,149
American Taxation Association	\$182,045	\$151,243
Artificial Intelligence Section	\$50,242	\$46,079
Auditing Section	\$240,113	\$248,324
Diversity Section	\$43,121	\$54,781
Forensic & Investigative Section	(\$2,195)	
Financial Accounting & Reporting Section	\$166,071	\$160,472
Gender Issues Section	\$23,160	\$23,187
Government & Non-Profit Section	\$30,028	\$23,617
Information Systems Section	\$96,107	\$93,528
International Accounting Section	\$158,984	\$136,108
Management Accounting Section	\$52,487	\$50,315
Public Interest Section	\$31,717	\$30,240
Teaching & Curriculum Section	\$98,320	\$114,858
Two Year College Section	\$7,719	\$9,981
Mid-Atlantic Region	\$25,038	\$11,866
Midwest Region	\$46,044	\$46,293
Northeast Region	\$32,329	\$41,410
Ohio Region	\$16,150	\$18,694
Southeast Region	\$77,116	\$76,622
Southwest Region	\$23,873	\$22,097
Western Region	\$23,168	\$33,339
<b>Total all funds</b>	<b>\$5,636,534</b>	<b>\$5,329,817</b>

The fiscal year ending 8/31/09 showed an overall balance sheet improvement for the association as a whole. Contract renewals for licensed journal content, effective 1/1/08 will result in greater guaranteed royalties through Dec. 2012. Net inflows from the Annual Meeting were higher than predicted due to reduction in planned hotel expenditures. New strategic initiatives for membership growth and fulfillment and the AAA Commons were approved and initiated in the prior fiscal year and continue to be implemented resulting in net general fund outflows of \$393,648 in the current year.

### AAA Meeting Attendance

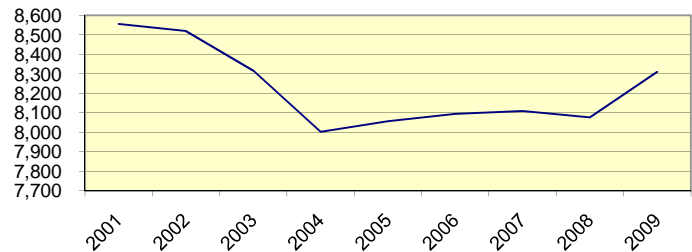


New York attracted the highest Annual Meeting attendance in recorded history -- 3,214. Upcoming Annual Mtgs. will be in San Francisco and Denver.

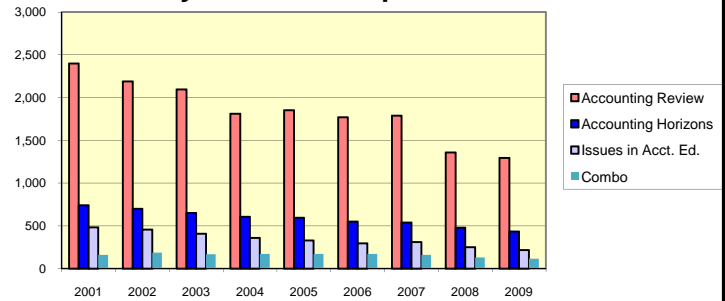
## ACTIVE MEMBERS AS OF AUGUST 2009

	Academic	Practitioner	Emeritus	Life	Associate	Total
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	6,026	734	245	151	847	8,003
2005	6,019	676	209	235	918	8,057
2006	5,996	636	198	264	1,001	8,095
2007	5,859	605	213	277	1,155	8,109
2008	5,896	650	200	293	1,038	8,077
2009	6,052	618	192	326	1,122	8,310

### AAA Membership History



### Association-wide Journals Library Print Subscriptions - Jan. 1



The membership chart above shows a decline in membership through 2004 after a temporary surge resulting from a marketing campaign in 2000-2001. The decline in membership was abated in 2005 due to new members attending the Annual Meeting and an increase in associate members through 2009 with brief dip in 2008. Full member counts improved considerably this year due to increased Annual Meeting attendance. The library subscription chart above shows a consistent decline in subscriptions to hard copy association-wide journals while electronic subscriptions have increased as shown in the chart below. This trend is expected to continue as we promote the latter to libraries.

### Electronic Subscriptions

