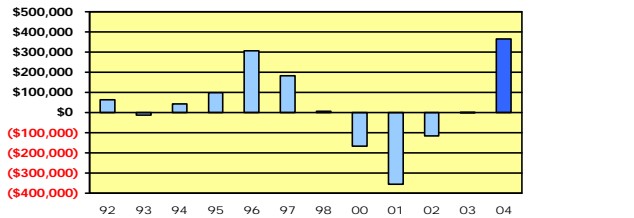


Key Performance Indicators American Accounting Association After Fiscal Year Ending 8/31/04

HISTORY OF CHANGES IN UNRESTRICTED NET ASSETS

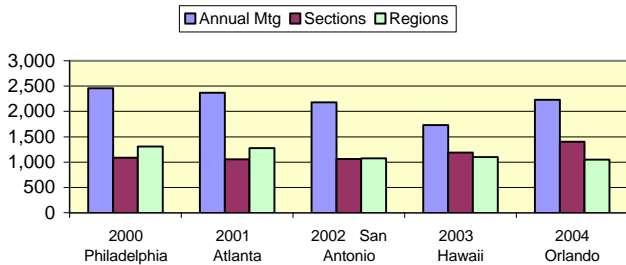


Note that dues increases were imposed in 1996 and 2004, a budget crisis occurred in 2001 and cost controls resulted in a breakeven budget in 2003. We exceeded our predicted surplus of \$190,665 for 03-04 by \$174,663.

Unrestricted Net Assets at	8/31/04	8/31/03
General Fund	\$1,059,850	\$694,524
Acct. Behavior & Org. Section	\$67,174	\$54,086
Accounting Programs Leadership Group	\$71,238	\$72,715
American Taxation Association	\$66,347	\$75,569
Artificial Intelligence Section	\$47,436	\$43,520
Auditing Section	\$162,627	\$106,534
Diversity Section	\$12,724	\$9,508
Financial Accounting & Reporting Section	\$153,422	\$143,298
Gender Issues Section	\$18,346	\$17,065
Government & Non-Profit Section	\$19,828	\$19,708
Information Systems Section	\$89,964	\$80,280
International Accounting Section	\$109,107	\$116,954
Management Accounting Section	\$62,593	\$67,387
Public Interest Section	\$19,783	\$19,570
Teaching & Curriculum Section	\$96,667	\$91,198
Two Year College Section	\$8,279	\$6,829
Mid-Atlantic Region	\$6,127	\$32,716
Midwest Region	\$47,049	\$50,163
Northeast Region	\$38,544	\$37,347
Ohio Region	\$10,284	\$9,259
Southeast Region	\$66,836	\$70,690
Southwest Region	\$9,422	\$22,731
Western Region	\$21,450	\$20,831
Total all funds	\$2,265,097	\$1,862,482

The fiscal year ending 8/31/04 showed 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 \$235,743 while membership decreased 5% and most Sections have seen their fund balances increase as well. Net inflows from the three main journals were higher than predicted and admin. expenses were less than budgeted.

AAA Meeting Attendance

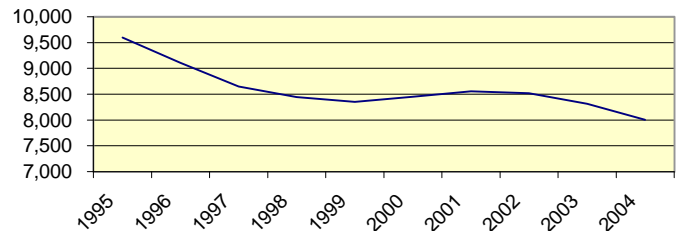


The Southwest Region held its first independent meeting in 2003-04 with 109 in attendance (prior year attendance at SWAFAD included). Highest recent Annual Meeting attendance -- 2528 in Chicago 1996. Upcoming Annual Mtgs. will be in San Francisco, Washington and Chicago.

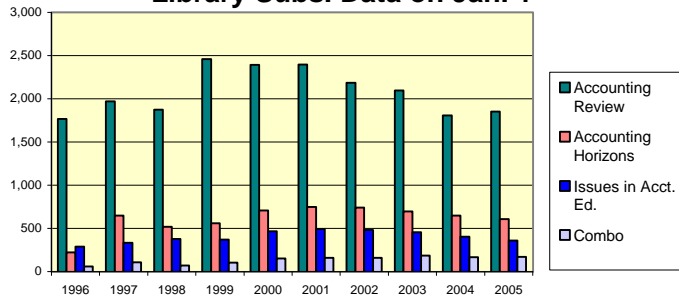
MEMBER DATA AS OF AUGUST 2004

	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	6,026	734	245	151	847	8,003

AAA Membership History

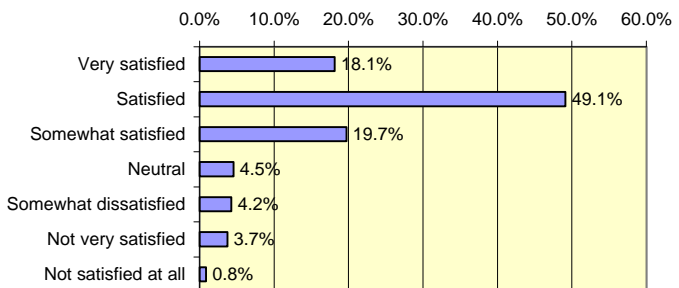


Association-wide Journals Library Subs. Data on Jan. 1



The membership chart above shows a steady decline in membership from year to year with the exception of a temporary influx of new members in the 2001-02 period when membership promotion 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 will change with the advent of electronic library access.

Member's Overall Satisfaction with AAA



Item on Member Census conducted in the Spring of 2004 with 1466 responding