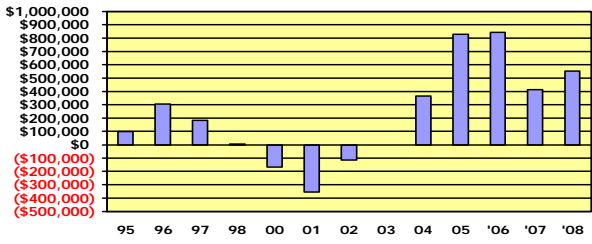


Key Performance Indicators American Accounting Association After Fiscal Year Ending 8/31/08

HISTORY OF CHANGES IN UNRESTRICTED NET ASSETS (General Fund)

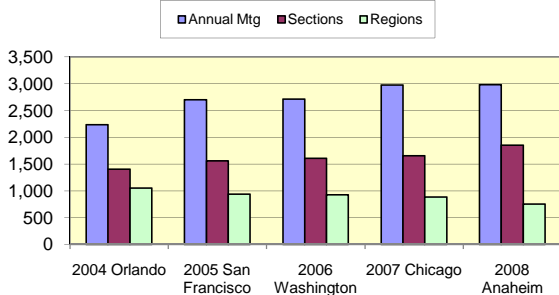


Note that dues increases were imposed in 1996 and 2004, a budget crisis occurred in 2001 and cost controls resulted in a breakeven budget in 2003. Annual cost of living dues increases (\$10) are included in years ending 2006 - 2008. Minimum revenue guaranties from journal aggregators started in fiscal year ending 2005.

Unrestricted Net Assets at	8/31/2008	8/31/2007
General Fund	\$3,696,840	\$3,145,348
Acct. Behavior & Org. Section	\$112,774	\$81,108
Accounting Programs Leadership Group	\$127,149	\$126,701
American Taxation Association	\$151,243	\$87,482
Artificial Intelligence Section	\$46,079	\$50,675
Auditing Section	\$248,324	\$257,969
Diversity Section	\$54,781	\$39,543
Financial Accounting & Reporting Section	\$160,472	\$174,581
Gender Issues Section	\$23,187	\$21,613
Government & Non-Profit Section	\$23,617	\$24,729
Information Systems Section	\$93,528	\$77,501
International Accounting Section	\$136,108	\$128,153
Management Accounting Section	\$50,315	\$45,545
Public Interest Section	\$30,240	\$28,498
Teaching & Curriculum Section	\$114,858	\$106,476
Two Year College Section	\$9,981	\$9,207
Mid-Atlantic Region	\$11,866	\$9,774
Midwest Region	\$46,293	\$45,116
Northeast Region	\$41,410	\$39,389
Ohio Region	\$18,694	\$19,825
Southeast Region	\$76,662	\$76,626
Southwest Region	\$22,097	\$19,175
Western Region	\$33,339	\$32,051
Total all funds	\$5,329,857	\$4,647,085

The fiscal year ending 8/31/08 showed an overall balance sheet improvement for the association as a whole. Contract renewals with journal aggregators, 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 savings in hotel costs. New strategic initiatives for membership growth and fulfillment and the AAA Commons were approved and initiated in this fiscal year, after the budget was finalized which resulted in a \$120,000 outflow.

AAA Meeting Attendance

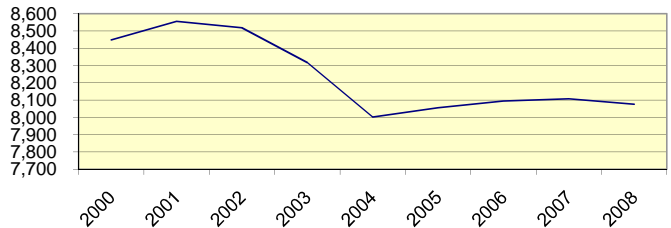


Anaheim attracted the highest Annual Meeting attendance in recorded history -- 2,982 . Upcoming Annual Mtgs. will be in New York City and San Francisco.

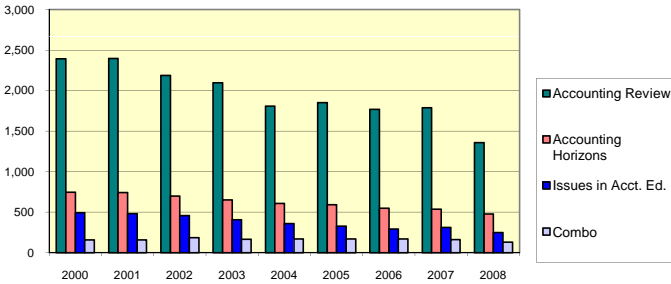
MEMBER DATA AS OF AUGUST 2008

	Academic	Practitioner	Emeritus	Life	Associate	Total
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
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

AAA Membership History



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



The membership chart above shows a decline in membership from year to year 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 2007. While associate members are now declining slightly, full member counts are leveling off. 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

