MISSION

The purpose of the American Geophysical Union is to promote discovery in Earth and space science for the benefit of humanity.

VISION

AGU galvanizes a community of Earth and space scientists that collaboratively advances and communicates science and its power to ensure a sustainable future.

STRATEGIC GOALS

Scientific Leadership and Collaboration
The American Geophysical Union is a leader, collaborator, and sought after partner for scientific innovation, rigor, and interdisciplinary focus on global issues.

Science and Society
The American Geophysical Union engages members, shapes policy, and informs society about the excitement of Earth and space science and its role in developing solutions for the sustainability of the planet.

Talent Pool
The American Geophysical Union is a diverse and inclusive organization that uses its position to build the global talent pool in Earth and space science.

Organizational Excellence
As a scientific society, the American Geophysical Union operates within a new business model that is sustainable, transparent, and inclusive in ways that are responsive to members and stakeholders.
2010 MEMBERSHIP DATA – AT A GLANCE

- The official 2010 year-end AGU membership number is: **60,847**. The 2009 year-end number was 59,215.
- The retention rate of members in 2010 was **88%**.
- In 2010, **23%** of AGU members were students. Of the 77% classified as regular members, **2%** were Fellows, **1%** were Associate Members, **2%** were Life Members, and **1%** were Retired.
- The 2010 year-end gender distribution is: **20%** Female, **63%** Male, and **17%** unreported.
- AGU members resided in **148 countries** in 2010.

### INTERNATIONAL & DOMESTIC

<table>
<thead>
<tr>
<th>Region</th>
<th>Membership</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States &amp; Territories</td>
<td>61%</td>
</tr>
<tr>
<td>Canada</td>
<td>5%</td>
</tr>
<tr>
<td>Latin America</td>
<td>2%</td>
</tr>
<tr>
<td>Western Europe</td>
<td>17%</td>
</tr>
<tr>
<td>Eastern Europe</td>
<td>1%</td>
</tr>
<tr>
<td>Middle East &amp; North Africa</td>
<td>1%</td>
</tr>
<tr>
<td>Central &amp; Southern Africa</td>
<td>0%</td>
</tr>
<tr>
<td>South Asia</td>
<td>1%</td>
</tr>
<tr>
<td>Western Pacific</td>
<td>12%</td>
</tr>
</tbody>
</table>

### PERCENT OF REGION TO MEMBERSHIP

- United States & Territories: 61%
- Canada: 5%
- Latin America: 2%
- Western Europe: 17%
- Eastern Europe: 1%
- Middle East & North Africa: 1%
- Central & Southern Africa: 0%
- South Asia: 1%
- Western Pacific: 12%

### AGE DISTRIBUTION OF AGU MEMBERS IN 2010 RANGED FROM 18-100.

- Over 30 years old: 32%
- 25 to 34 years old: 27%
- 18 to 24 years old: 11%
- 45 to 59 years old: 14%
- 60 to 74 years old: 13%
- 75+ years old: 3%
- Under 30 years old: 3%

### PRIMARY AFFILIATION TO A SECTION OR FOCUS GROUP IN 2010.

- Ocean Sciences: 13%
- Atmospheric Sciences: 13%
- Hydrology: 5%
- Volcanology, Geochemistry and Petrology: 5%
- Space Physics and Aeronomy: 6%
- Seismology: 6%
- Biogeosciences: 5%
- Tectonophysics: 6%
- Planetary Sciences: 8%
- Global Environmental Change: 2%
- Paleoclimatology and Paleogeology: 3%
- Geodesy: 1%
- Earth and Planetary Surface Processes: 1%
- Cryosphere Sciences: 14%
- Geomagnetism & Paleomagnetism: 3%
- Near-Surface Geophysics: 14%
- Mineral and Rock Physics: 13%
- Earth and Space Science Informatics: 13%
- Natural Hazards: 32%
- Study of the Earth’s Deep Interior: 11%

*LESS THAN 1%*

- Atmospheric and Space Electricity: 3%
- Nonlinear Geophysics: 3%
- Societal Impacts and Policy Sciences: 6%
2010 was a historic year for Earth and space science, and for AGU as an organization. In January, a magnitude 7.0 earthquake rocked the island of Haiti. In February, “Snowmageddon”—a blizzard of epic proportions—blanketed portions of the U.S. East Coast with unprecedented snowfalls. The volcanic eruptions of Eyjafjallajökull in Iceland created an ash cloud that disrupted air travel throughout Europe in April. Russia suffered its hottest summer in 1000 years. Residents of Australia battled widespread flooding from Tropical Cyclone Tasha as the year drew to a close. Examples like these remind us that every day, our science plays itself out on a global stage.

As President of AGU, it is my honor to report on how our organization addressed challenges and created opportunities for growth and advancement throughout 2010, building on our core strengths of scientific excellence and groundbreaking research. AGU continues to undergo profound, positive change as we position ourselves to be an authoritative voice for our science within the global scientific community and among the public and policy makers. The following highlights from 2010 illustrate the new directions we are taking and recent progress we have made in pursuit of our mission—"to promote discovery in Earth and space science for the benefit of humanity."

In 2010, AGU formulated and approved a new strategic plan that represents a fundamental shift in approach. Compared to previous plans that were tied to the two-year election cycle of AGU officers, this new plan sets long-term 5-10 year goals in four major focus areas: Scientific Leadership and Collaboration, Science and Society, Talent Pool, and Organizational Excellence. This plan is the result of input from all major AGU stakeholder groups gathered through member surveys, targeted workshops, interviews, and facilitated discussions at the Fall Meeting. Every activity we engage in is now guided and rationalized in terms of this plan.

Another example of AGU’s remarkable reinvention is the implementation of a new governance structure consisting of a Board of Directors and a Scientific Council. Approved by the former Council in June 2010 after many months of hard work, we established a 16-member Board to focus on fiduciary, legal, and organizational matters, and a new 59-member Council to promote AGU’s broad based science-related activities. This new structure provides an efficient division of labor for effective governance of a growing organization with diverse worldwide membership.

“AGU’s mission, and its importance to society, is what initially inspired me about this job. I still find it inspirational, and I’m so excited to have this opportunity to help guide AGU through a transformation that will increase the impact of its members’ scientific research on society. AGU and its members are helping to solve some of the pivotal problems facing our planet, and I’m honored to be a part of that effort.”

— Christine McEntee, Executive Director & CEO, AGU
A major landmark in 2010 was the hiring of our new Executive Director and CEO, Christine McEntee. Chris came on board in August bringing an impeccable record of transformative leadership, management skills, and public policy acumen. She came fully prepared to advance our strategic plan goals, facilitate communication between the Board and Council, and increase AGU’s name recognition beyond the traditional geophysics community. Even in the short amount of time that she’s been with us, Chris has helped to energize and focus the partnership between AGU staff, volunteer leadership, and members in carrying out our mission.

In December, AGU held the largest Fall Meeting ever in San Francisco. Nearly 19,000 members attended—over 30% of our membership! The Fall Meeting is the event of the year in geophysics. It is both a valued source of networking opportunities for members, and an exceptional platform for disseminating Earth and space science research and news. As one measure of impact, 150 print, online, or broadcast media journalists from around the world attended the Fall meeting, generating more than 3000 news stories.

Often referred to as a “sleeping giant” of untapped potential, AGU is stepping up efforts to inform policy decisions and foster a more scientifically literate public. In December, the Board approved our first budget linked to the strategic plan, including a significant boost in support for outreach and public engagement. We are increasing the frequency of press releases, writing letters to newspaper editors, sponsoring expanded congressional visits days on Capitol Hill, hosting blogs on the AGU Web site – all designed to raise the visibility of our science for the benefit of society.

As the largest organization of geophysicists in the world, AGU possesses a vast storehouse of knowledge, accrued through the creative process of original scientific research. Scientific breakthroughs by our members inspire the imagination and enable practical benefits for society. A few of our accomplished members are featured in this annual report. Please take a moment to read their stories and learn how they are advancing AGU and our science.

I’m proud to serve as AGU’s president at this truly exciting time in our organization’s long history. AGU is a healthy and vibrant organization of members who are energized and passionate about their work and its impact on the world. I encourage members to continue engaging in Union activities through publication in our first-rate journals, participation in acclaimed AGU meetings, and involvement in outreach opportunities and other forms of volunteer service. Together, we are inspiring science.

Thank you!

Michael J. McPhaden, President
Transforming Scientific Discovery

Collaborating with groups from all over the world has allowed us to put together the best possible rupture models and determine whether additional quake hazard has decreased or whether it has, in fact, increased. In addition, working with the Haitian government through the United Nations Development Program allows me to put scientific information to practical use for disaster risk reduction.

Eric Calais, Professor, Department of Earth and Atmospheric Sciences, Purdue University, Editor in Chief, Geophysical Research Letters
2010 HIGHLIGHTS

Publications

- Produced 19 industry-leading professional journals; *Paleoceanography* ranked #1 for the fifteenth consecutive year by *Journal Citation Reports*.
- Increased availability and readership of AGU journals—peer-reviewed articles were read in more than 2200 institutions in 148 countries.
- Conducted a comprehensive marketing campaign to expand the reach and number of subscriptions for AGU publications, especially in emerging markets.
- Recognized highest number of new sales in Asia, India, Russia, and Brazil.
- Initiated the ‘Research Spotlight’ section in *Eos*, AGU’s weekly newspaper, to give greater visibility and prominence to research published in AGU journals.

Meetings

- Executed four major meetings, three of which—Fall Meeting, Ocean Sciences Meeting, and Western Pacific Geophysics Meeting (China)—experienced significant growth in attendance over previous years.
- Held Ocean Sciences Meeting in Portland, Oregon—attendance was more than 4240, a 10% increase over 2008.
- Tripled participation in the Western Pacific Geophysics Meeting in 2010 to more than 1460.
- Hosted Meeting of the Americas in Iguassu Falls, Brazil, with more than 2140 attendees.
- Conducted four leading-edge Chapman Conferences, each with 75–100 attendees, on Giant Earthquakes and Their Tsunamis; Detachments in Oceanic Lithosphere: Deformation, Magmatism, Fluid Flow, and Ecosystems; Exploration and Study of Antarctic Subglacial Aquatic Environments; and Complexity and Extreme Events in Geosciences.
- Secured 222 exhibitors for the Fall Meeting; awarded 165 student travel grants.

Collaboration

- Developed an Alliance Agreement with the Society of Exploration Geophysicists and a Memorandum of Understanding with the Unión Geofísica Mexicana to provide frameworks for pursuing common goals and interests.
- Supported hazard mitigation efforts in Haiti and the Dominican Republic by providing crucial funding for a delegation from the island of Hispaniola to attend an interdisciplinary workshop following the Haitian earthquake. The event was attended by 87 geophysicists and public, private, and development stakeholders from 21 countries.

Eric Calais’ expertise in the geodynamics of tectonic processes at plate boundaries and in long-term involvement in the northern Caribbean made him an immediate authority on the 2010 earthquake in Haiti. As professor of geophysics at Purdue University, Eric works with other AGU members and scientists around the world to study—and unravel—Earth’s great mysteries and potential disasters, all while also serving as editor in chief of the AGU journal *Geophysical Research Letters*.

AGU is known around the world for its leading publications and meetings. Sharing scientific knowledge and best practices empowers and enables members to address key issues through interdisciplinary research. According to the 2010 *Journal Citation Reports*, AGU journals continue to rank high in the categories of geosciences, geochemistry and geophysics, environmental sciences, paleontology, limnology, meteorology and atmospheric sciences, oceanography, and water resources.

Attendance at AGU’s 2010 Fall Meeting in San Francisco grew by an astonishing 15% over 2009, to nearly 19,000 attendees from 86 countries. The Fall Meeting is the largest gathering of Earth and space scientists in the world. AGU is a sought after partner in the scientific community and actively collaborates with other professional societies. Alliance Agreements and Memoranda of Understanding were signed in 2010 with the Society of Exploration Geophysicists and the Unión Geofísica Mexicana.
AGU has the challenge of, and opportunity for, shaping evolving messages about climate change for an increasingly skeptical public as well as policy makers on Capitol Hill. AGU member scientists need to package and communicate our science for consumption by nonscientist audiences, all the while battling drastic budget cuts.

Kim M. Cobb, Ph.D., Associate Professor, School of Earth and Atmospheric Sciences, Georgia Institute of Technology

Attendees listen to a panel of German and American scientists and industry leaders during a briefing organized by AGU at the German Embassy.
2010 HIGHLIGHTS

News Coverage

- Doubled the number of press releases highlighting scientific achievements published in AGU journals and presented at its meetings.
- Supported the generation of more than 3000 Fall Meeting news stories through press releases, press conferences, and other media relations activities. Coverage was seen in such major news outlets as AP, BBC, Der Spiegel, Discovery News, El País, France 24, GEO Russia, Huffington Post, Los Angeles Times, New York Times, Science News, Science, Scientific American, Space.com, Voice of America, and Wired.
- Increased the number of press releases highlighting AGU’s policy and organizational positions, including coverage of President Barack Obama’s call for new scientific integrity guidelines for federal agencies.
- Published numerous prestigious interviews in Eos, including John Holdren, President Barack Obama’s science advisor, and Marcia McNutt, director of the U.S. Geological Survey.

Public Outreach

- Trained 300 Fall Meeting attendees on effective communication of science to the media, political leaders, and the public.
- Addressed AGU’s international communities by hosting scientific briefings with embassies in Washington, D.C. The first event at the German embassy attracted 150 Hill and federal agency staff plus science attachés from other embassies.
- Began collaboration with the National Earth Science Teachers Association for professional development of K–12 teachers. Became a founding partner in the NESTA Windows to the Universe Web site.
- Cosponsored 14 congressional briefings and 2 congressional visits day programs.

Social Media Engagement

- Launched the AGU Blogosphere (blogs.agu.org) in October, hosting seven scientist bloggers and averaging approximately 108,000 page views per month.
- Recorded more than 4500 tweets that used the Fall Meeting hashtag.
- Added 69 videos to AGU’s YouTube channel (www.YouTube.com/AGU/videos), including scientists at work in the field, tips for communicating science to policy makers, and interviews with new CEO Chris McEntee.

As part of the Energy, Environment and Society honors course she designed and teaches at Georgia Tech, Kim Cobb brought a group of energetic science students to Capitol Hill in 2010 to meet with congressional representatives on climate change, environmental issues, and energy consumption. Bringing scientific knowledge and research excellence directly to policy makers, the public, and the global scientific community is part of Kim’s—and AGU’s—mission.

The Plainspoken Scientist, an AGU blog designed to help scientists communicate effectively to general audiences, was launched in 2010. It supports Earth and space scientists in their ongoing efforts to disseminate scientific information and in taking advantage of “teachable moments” associated with such events in the news as the Haitian earthquake.

Defending climate scientists and scientific peer review in 2010, AGU past president Tim Grove published a letter to the editor in the Wall Street Journal, and current president Mike McPhaden published an opinion piece in The Washington Post on political interference in scientific debate. This type of rapid response strategic communication is essential if AGU is to be an authoritative and effective voice for the Earth and space sciences.
The American Geophysical Union is a diverse and inclusive organization that uses its position to build the global talent pool in Earth and space science.

As a Ph.D. student in meteorology, being active in AGU gives me opportunities to grow professionally as a scientist, as a future leader in the Earth and space sciences, and as a concerned citizen who wants to see good science considered in the policy-making process. As climate change, science policy, and funding for the sciences become hot-button topics, AGU is in a unique position to unify and lead scientists in America and around the world regarding these matters, ensuring that science maintains its importance in the public eye and in the eyes of decision makers and global leaders. I’m excited to be part of the process."

Ashton Robinson Cook, Meteorologist, NOAA National Weather Service Storm Prediction Center, Graduate Research Assistant, University of Oklahoma, and AGU Council Member
2010 HIGHLIGHTS

Leadership

• Appointed five students and/or early-career scientists to the AGU Council to help meet challenges facing younger members and develop their leadership skills. Students and/or early-career scientists also participate on the executive committees of AGU sections and focus groups.

Career Development

• Supported members’ career growth by launching an online career center (careers.agu.org) that offers a one-stop repository for exceptional Earth and space science resumes, allowing qualified applicants to connect with potential employers more quickly. More than 900 resumes were uploaded in 2010 at a rate of approximately 150 per month.
• Offered students and early-career job seekers the opportunity to meet face-to-face with employers during the Fall Meeting and improve their interviewing and networking skills.
• Provided an online tool kit of career resources, including resume-writing tips and webinars on interview preparation.
• Fostered student understanding of complex systems—such as radioactive decay, climate change, and other topics—with workshops on teaching Earth’s climate history and numerical modeling.
• Presented a workshop on how to get research started at an undergraduate institution.
• Hosted workshops on securing National Science Foundation funding and tips for publishing in the geosciences for graduate students, postdocs, and early-career faculty at the Fall Meeting—more than 300 attendees.
• Secured a record number of outstanding student paper Award submissions (4076), covering more than 20 scientific disciplines; 600 awards were presented.
• Increased 2010 Fall Meeting abstract submissions from high school students by 30% through the Bright Students Training as Research Scientists (Bright STaRS) program.

A former Minorities Striving and Pursuing Higher Degrees in the Earth Sciences (MS PhD*) Fellow, Ashton Robinson Cook was appointed to the AGU Council in 2010 as an early-career scientist. He cites as top benefits of his membership in AGU opportunities to network and connect with other scientists in atmospheric sciences and natural hazards fields, having an interactive forum in which to present his research, and volunteering in several capacities at AGU ranging from education and outreach to diversity and leadership.

Students and early-career scientists with Ashton’s determination and imagination are the future of the Earth and space sciences and of AGU. Recent studies by the U.S. Bureau of Labor Statistics reveal a 23% rise in demand for geoscientists in professional, scientific, and technical sectors by 2018. AGU’s leadership and career development efforts are designed to help students identify career opportunities that further scientific research and contribute to society in new and exciting ways.

Nurturing the next generation of scientists for leadership positions is one of AGU’s highest priorities. Recognizing and promoting the work of students and early-career scientists through such programs as Outstanding Student Paper Awards, AGU fellowships, and appointments to the AGU Council or other volunteer activities can have a life-changing impact on individual careers as well as on the future of the organization.
As a scientific society, the American Geophysical Union operates within a new business model that is sustainable, transparent, and inclusive in ways that are responsive to members and stakeholders.

“Working through AGU’s strategic planning process and now serving on the Council, I’m inspired by AGU’s commitment to excellence. As a busy early-career scientist, I am happy to be part of the volunteer leadership and feel my time is extremely well spent because of the quality and impact of the organization and its products. The Mission:Alignment Project is all about aligning AGU’s governance to reflect current developments in the Earth and space sciences, anticipating emerging directions, and aiding members in finding their scientific home in the organization.”

Christy B. Till, Ph.D., Postdoctoral Associate, Department of Earth, Atmospheric, and Planetary Sciences, Massachusetts Institute of Technology
Like many AGU member-volunteers, Christy Till invests considerable time and passion in improving the organization because she is committed to AGU’s mission. She currently serves as a student/early-career scientist on the AGU Council and was formerly a member of the Committee on Education and Human Resources. She also participated in the Future Focus Task Force and in development of the AGU 2010–2012 strategic plan.

In 2010, implementation of AGU’s new bicameral governance structure began with inaugural meetings of the new Council and Board of Directors. The Council launched the Mission:Alignment Project (M:AP), also linked to AGU’s strategic plan, to identify trends affecting our science, discuss implications for AGU, and consider what changes might be necessary to better meet the challenges of the future.

For nearly a century, AGU has been advancing Earth and space sciences through individual member efforts and in cooperation with other professional societies. The structural and organizational developments of 2010 continue to help make AGU a strong, essential voice in the broader scientific community.
AGU completed another fiscally successful year on 31 December 2010. While the U.S. and global economies continued to struggle, AGU remained stable and strong.

Johnson Lambert & Co. LLP conducted the 2010 audit and gave AGU an unqualified opinion, indicating that AGU’s financial statements fairly represented the organization’s financial position and were in accordance with generally accepted accounting principles. Assets and liabilities were in balance on 31 December 2010, at $87.2 million, which equates to a minimal increase of approximately 1.5% over 2009. As a direct result of AGU’s new strategic direction, the organization experienced an increase in both income and expenses as compared to those of fiscal year 2009. The resulting net operating loss of $917,000, or 2.3%, was anticipated in the 2010 budget.

To protect against business disruptions and to fund strategic initiatives in support of the Union’s mission, AGU held financial reserves of over $70 million at year’s end. The organization’s 2010 investment performance achieved growth in excess of 12.5%. AGU was able to continue the recovery of previous year losses and has now exceeded historic investment levels. AGU’s investment portfolio is continually monitored to ensure that appropriate levels of safeguards and risks are in place to take full advantage of the market and to meet the long-term needs of the organization.

AGU’s business model has been extremely successful for many years and continues to evolve to meet organizational needs. Revenues from publications and meetings have been used to support other important endeavors, such as outreach, membership services, governance support, and business infrastructure improvements. These revenues have also been used as a source of funds for the development of new programs. AGU staff is actively engaged in the development of new sources of revenue that will support future needs.

Ever mindful of the fragile U.S. economy and continued global challenges, AGU leadership and management are prepared to modify organizational fiscal strategies in order to meet the ever changing needs of the membership.

FINANCIAL SUMMARY

STATEMENTS OF FINANCIAL POSITION
(Year ended December 31) 2010 2009

<table>
<thead>
<tr>
<th>ASSETS</th>
<th>2010</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash and cash equivalents</td>
<td>$3,630,075</td>
<td>$10,876,953</td>
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<tr>
<td>Investments</td>
<td>70,888,892</td>
<td>62,948,750</td>
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<td>Debt Service Reserve Fund and other escrows</td>
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<td>676,662</td>
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<td>Receivables, net</td>
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<td>1,640,489</td>
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<td>Prepaid expenses and deposits</td>
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<td>Prepaid awards</td>
<td>2,087</td>
<td>8,267,926</td>
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<td>Inventory, net</td>
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<td>Fixed assets, net</td>
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<td>8,676,948</td>
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<td>Unamortized debt issuance cost</td>
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<td>236,121</td>
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<td>Art and precious stones</td>
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<td>3,667</td>
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<tr>
<td><strong>Total assets</strong></td>
<td><strong>$87,227,686</strong></td>
<td><strong>$85,940,432</strong></td>
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<table>
<thead>
<tr>
<th>LIABILITIES AND NET ASSETS</th>
<th>2010</th>
<th>2009</th>
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<tbody>
<tr>
<td>Liabilities:</td>
<td></td>
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<tr>
<td>Accounts payable and accrued expenses</td>
<td>$6,493,946</td>
<td>$6,003,068</td>
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<td>Postretirement health benefits</td>
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<td>Deferred revenue</td>
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<td>Refundable advances</td>
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<td>Interest rate collar agreement</td>
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<td>Notes payable</td>
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<td><strong>Total liabilities</strong></td>
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<td>Net assets:</td>
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<td>Unrestricted:</td>
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<td>Undesignated</td>
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<td>Designated by Board of Directors</td>
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<td>62,291,086</td>
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<td>Temporarily restricted net assets:</td>
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<td></td>
<td>68,349,743</td>
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<tr>
<td><strong>Total liabilities and net assets</strong></td>
<td><strong>$87,227,686</strong></td>
<td><strong>$85,940,432</strong></td>
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### STATEMENTS OF ACTIVITIES

(Year ended December 31)

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<tr>
<th></th>
<th>Unrestricted</th>
<th>Temporarily Restricted</th>
<th>2010 Total</th>
<th>2009 Total</th>
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<td><strong>REVENUE AND SUPPORT</strong></td>
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<tr>
<td>Publications, net cost of goods sold</td>
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<td>-</td>
<td>$23,638,421</td>
<td>$23,771,957</td>
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<td>Member dues</td>
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<td>326,379</td>
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<td>560,914</td>
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<td>Other</td>
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<td>304,558</td>
<td>432,393</td>
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<tr>
<td>Net assets released from restriction</td>
<td>290,115</td>
<td>(290,115)</td>
<td>-</td>
<td>-</td>
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<tr>
<td><strong>Total revenue and support</strong></td>
<td>$39,412,155</td>
<td>$36,264</td>
<td>$39,448,419</td>
<td>$35,726,316</td>
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<table>
<thead>
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<th><strong>EXPENSES</strong></th>
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<th></th>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>Program services:</td>
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<tr>
<td>Publications</td>
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<td>$22,233,315</td>
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<tr>
<td>Meetings</td>
<td>6,845,988</td>
<td>-</td>
<td>6,845,988</td>
<td>5,269,183</td>
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<tr>
<td>START</td>
<td>4,093,061</td>
<td>-</td>
<td>4,093,061</td>
<td>2,984,014</td>
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<tr>
<td>Strategic communications and outreach</td>
<td>2,203,956</td>
<td>-</td>
<td>2,203,956</td>
<td>1,888,910</td>
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<tr>
<td>Membership</td>
<td>1,885,069</td>
<td>-</td>
<td>1,885,069</td>
<td>742,007</td>
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<tr>
<td><strong>Total program services</strong></td>
<td>$37,261,389</td>
<td>-</td>
<td>$37,261,389</td>
<td>$31,940,012</td>
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<tr>
<td>Supporting services:</td>
<td></td>
<td></td>
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<td></td>
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<tr>
<td>Fundraising</td>
<td>884,937</td>
<td>-</td>
<td>884,937</td>
<td>737,906</td>
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<tr>
<td>General and administration</td>
<td>125,133</td>
<td>-</td>
<td>125,133</td>
<td>87,888</td>
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<tr>
<td>Building and investments</td>
<td>1,263,440</td>
<td>-</td>
<td>1,263,440</td>
<td>1,263,343</td>
</tr>
<tr>
<td>Marketing</td>
<td>830,596</td>
<td>-</td>
<td>830,596</td>
<td>572,835</td>
</tr>
<tr>
<td><strong>Total expenses</strong></td>
<td>$40,365,495</td>
<td>-</td>
<td>$40,365,495</td>
<td>$34,601,984</td>
</tr>
</tbody>
</table>

Change in net assets before investment earnings: ($953,340) 36,264 (917,076) 1,124,332

Investment earnings: 7,329,603 724,064 8,053,667 14,347,078

Change in net assets: 6,376,263 760,328 7,136,591 15,471,410

Net assets, beginning of year as restated: 55,914,823 5,298,329 61,213,152 45,468,002

Prior period restatement: - - - 273,740

Net assets, end of year: $62,291,086 $6,058,657 $68,349,743 $61,213,152
AGU gratefully acknowledges the more than 6,500 gifts, grants, and pledges from members and friends during 2010 totaling $665,521. The following list recognizes donors who have contributed annual gifts of $1,000 or more during the 2010 calendar year, and cumulative life-time giving of $5,000 or more. The 1919 Society ($100,000 or more) and the Benefactors ($5,000 - $99,000) recognize single major gifts and cumulative contributions. The President’s Circle recognizes annual gifts of $1,000 or more. A complete list of the 2010 donors can be found on the AGU Web site.

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