setting the standard for the future of vein care
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Letter from the Executive Director

By working to establish the highest quality venous education, certification, and guidelines, the ACP has been setting the standards of care for nearly 30 years. As we enter our 28th year as an organization dedicated to advancing vein care, the ACP continues to be at the forefront of setting standards for the specialty in the changing healthcare landscape, not just in the U.S., but globally.

In one short year, the ACP hosted the UIP World Meeting, built an EMR accessible PRO Venous Registry, launched a major public awareness initiative and established guidelines for the treatment of superficial venous disease. The work required for these efforts is nothing short of Herculean, and a testament to the dedication of the ACP leadership, committee volunteers, and staff.

These accomplishments really mark the beginning of a much greater process and will set the standard for years to come.

For the first time in the history of the International Union of Phlebology (UIP), the World Meeting was hosted in the U.S., establishing the ACP as a leading member of the global vein care community. It was also the largest meeting of its kind, hosting more than 2,300 attendees, exhibitors, faculty and speakers.

With the establishment of the ACP PRO Venous Registry, practitioners will finally have access to verifiable data, which compiles not just physician data, but patient Quality of Life (QoL) data as well. This will allow for greater physician engagement with payers, insurers and policy-makers, as well as bolstering efforts to establish phlebology as an ABMS certified specialty.

The ACP isn’t just focused on the medical community, but understands that the general public needs to understand the health risks associated with venous and lymphatic disease, as well. To address this, the ACP Public Education Committee developed a comprehensive initiative that will reach patients with venous disease through traditional broadcast channels, public relations and online through social media, podcasts and an online vein assessment. These efforts will serve to drive the conversation from the patient side of the equation, leading to greater engagement with physicians and industry.

As you’ll see in this Annual Report, these are just a few of the accomplishments made by the ACP in 2013-2014. The ACP is setting the standard for vein care on all fronts and will continue to build on the achievements of the past, leading to new opportunities as we move forward.

Bruce Sanders, CAE
Executive Director
American College of Phlebology
Organizational Message

It is the mission of the American College of Phlebology to advance vein care. We strive to improve the standards of patient care related to venous disorders.

The Board of Directors of the American College of Phlebology is pleased to report on the many accomplishments of the volunteer leadership and staff in carrying out the mission of the organization this year. Education and research are our primary purposes, and in striving to reach those goals, we met many of the objectives in the Strategic Plan, including providing numerous research grants & scholarships, public awareness programs and improved standards of care. The 2013-2014 fiscal year proved to be a great success for the ACP as presented in this year’s annual report to members.
Membership

ACP Membership Remains Steady

The American College of Phlebology has been able to maintain its membership year over year, despite continuing challenges in healthcare and a market trend of declining membership rates among similar organizations. The ACP continues to draw from a wide range of healthcare providers in a number of primary specialties. The following chart demonstrates this diversity.
### ACP Membership By Specialty 2013

#### Specialty

<table>
<thead>
<tr>
<th>Specialty</th>
<th>Physician</th>
<th>Allied</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cardiology/Int Cardio</td>
<td>121</td>
<td>14</td>
<td>135</td>
</tr>
<tr>
<td>Cardiothoracic</td>
<td>13</td>
<td>2</td>
<td>15</td>
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<tr>
<td>Cosmetic Surgery</td>
<td>16</td>
<td>5</td>
<td>21</td>
</tr>
<tr>
<td>Dermatology/Derm Surgery</td>
<td>60</td>
<td>9</td>
<td>69</td>
</tr>
<tr>
<td>Family/General Practice</td>
<td>66</td>
<td>2</td>
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<tr>
<td>General Surgery</td>
<td>70</td>
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<tr>
<td>Inter Radiology</td>
<td>169</td>
<td>15</td>
<td>184</td>
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<tr>
<td>OB/Gynecology</td>
<td>18</td>
<td>1</td>
<td>19</td>
</tr>
<tr>
<td>Other</td>
<td>300</td>
<td>115</td>
<td>415</td>
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<tr>
<td>Phlebology</td>
<td>465</td>
<td>173</td>
<td>638</td>
</tr>
<tr>
<td>Plastic Surgery</td>
<td>14</td>
<td>2</td>
<td>16</td>
</tr>
<tr>
<td>Vascular Surgery</td>
<td>272</td>
<td>42</td>
<td>314</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1584</strong></td>
<td><strong>386</strong></td>
<td><strong>1970</strong></td>
</tr>
</tbody>
</table>
Research & Grants

Fellowship in Phlebology Trains Future Phlebologists

The ACP’s fellowship program is now in its third year at the prestigious Langone Medical Center at New York University. Funding, through a generous grant of the ACP Foundation, provides for a twelve-month postgraduate training in the AMA self-designated practice specialty of phlebology.

The one-year fellowship provides fellows with the opportunity to learn how to diagnose and treat the entire gamut of vein disorders, ranging from superficial venous issues to deep vein problems. Fellows are extensively trained, according to guidelines from the American Board of Venous and Lymphatic Medicine, in duplex ultrasound, venous ablation, phlebectomy, sclerotherapy, acute deep vein thrombosis and venous obstructive disease, with exposure to venous malformations as well.

Beyond clinical work, fellows each are responsible for a clinical research paper, to be presented at a national conference. NYU fellows attend vascular conferences and morbidity and mortality conferences with the Department of Surgery, and are responsible for content and planning of venous lecture events held twice a month, as part of NYU’s continuing education program.

Dr. Todd Jones completed his 2013-2014 fellowship under the direction of Dr. Lowell Kabnick. Negotiations are also taking place with Harvard to expand the program for the future.

The ACP Set to Launch the ACP PRO Venous Registry

The ACP is in the final stages of testing and launching the ACP PRO Venous Registry, which will collect data from participating practices electronic medical records (EMR) systems. Funded by a grant from the ACP Foundation in 2011 and developed under the direction of Drs. Yung Wei “Willy” Chi and Marlin Schul, the ACP PRO Venous Registry will provide vein care practitioners with the data they need, including:

- Treatment outcome benchmarks
- Venous disease patient demographics
- Quality of Life (QoL) indicators based on treatment options
- Accurate and comprehensive vein care statistics
- Commonalities in treatment protocols

The ease of use and ability to automate collection through the EMR system will allow for the capture of meaningful data, which can be utilized to improve patient outcomes as well as engage insurers, policymakers and the public.
Real World Training through the ACP Preceptorship Program

The ACP Phlebology Preceptorship Program, now in its fourth year, is designed to improve public health, standards of care and patient outcomes by facilitating the matching of healthcare providers with qualified phlebologists.

This program gives clinicians real-world experience with a phlebologist in a clinical setting, allowing for interactions that cannot be provided from a textbook or didactic lecture. The goal of this engagement is to enhance the provider’s knowledge in specific areas in which the provider identifies a need.

The ACP saw two physicians train through the preceptorship program in 2013-2014.
Scholarships

Physician In Training

The ACPF funds the Physician-In-Training Scholarship for qualified Residents, Fellows and Jr. Faculty attending the ACP Annual Congress. The $1,500 scholarship is designed to help cover travel, accommodations and registration to the meeting and identify future ACP members, who will incorporate phlebology into their future practices and enhance phlebology awareness at teaching institutions.

The ACPF provided funding for 30 scholarships to the XVII UIP World Meeting in Boston, MA.

A complete list of recipients are available upon request from the ACPF office.

International Scholarship

The ACP International Scholarship is available only to ACP members and provides individuals with a $2,500 cash stipend to study with recognized phlebology experts throughout the world.

The following eight International Scholars were awarded scholarships to the XVII UIP World Meeting in Boston, MA:

» Jasmin Bernardo, MD (Philippines)
» Fabio Catarinella, MD (The Netherlands)
» Gerty Plameras, MD (Philippines)
» Satya Saraswat, MD (India)
» Markiyan Soloviy, MD (Ukraine)
» Lavanya Varatharajan, MD (United Kingdom)
» Katherine Williams, MD (United Kingdom)
» Zilficar Yassine, MD (Australia)
Education

The ACP Hosts the XVII UIP World Meeting in Boston

Five years ago, Dr. Nick Morrison and the American College of Phlebology (ACP) had a vision of bringing the International Union of Phlebology (UIP) Meeting to the United States. Through the tireless work of Dr. Morrison, the scientific and planning committees, the ACP, and with the support of the UIP and its current President, Angelo Scuderi of Brazil, the international meeting came to Boston in September 2013 for the first time in the 50 year history of the UIP.

Hosted by the ACP, and drawing more than 2,300 attendees, faculty and exhibitors from all over the world, the XVII International Union of Phlebology (UIP) World Meeting (September 8-13, 2013 | Boston, MA) was the largest and most comprehensive international meeting dedicated to the diagnosis and treatment of venous disease ever sponsored by the UIP. The 5-day meeting included more than 600 sessions covering the breadth of vein care, more than 30 international societies and 99 vein-care focused exhibitors, showcasing the latest technology and products in the treatment of venous and lymphatic disease.

The ACP Opens Training Facility, Hosts Three Courses

The ACP opened a new training facility at its headquarters office in San Leandro for the purpose of hosting smaller topical symposia with special interest to the membership and vein care community. The new facility can accommodate 40 participants and is a flexible space, which allows for a number of teaching methods from didactic to hands-on. Through expanded technology, the training center can even accommodate live streaming of course sessions, with interactions from those participating remotely and those in the training center.

At the new training center the ACP hosted three sold-out courses in 2013-2014 - Phlebology Review, Nursing Sclerotherapy and Ultrasound.
The Online Education Center Library Continues to Grow

Launched in 2012, the ACP Online Education Center continues to add content with more than 108 courses available, of which 63 courses are available for AMA PRA Category 1 Credit(s)™.

The ACP recently added Self-Assessment Modules to its library, satisfying credit requirements for those seeking to maintain their ABVLM certification. In addition, all five days, more than 100 hours, of the UIP World Meeting are now accessible through the Online Education Center.

The online education center is designed to provide accredited continuing medical education (CME) content in an easily accessible online format. Drawing from the content captured at live meetings, the online education center is a valuable resource for busy professionals who need to stay up to date with the latest research, techniques and procedures.

ACP Publishes Treatment of Superficial Venous Disease Guidelines

A guidelines document for treatment of superficial venous disease of the lower leg was prepared with the goal of creating a summation document that reflects the evidence-based recommendations from the 2011 document written by Gloviczki et al as part of a joint project between the Society for Vascular Surgery and the American Venous Forum, as well as many other current studies. Other recommendations are based on ACP’s consensus of experts where the evidence based research is sparse yet the therapy is considered standard of care.

This document along with other guidelines developed by the ACP are meant to establish minimum standards of practice and improve patient outcomes across the wide spectrum of vein care practitioners.

The ACP Maintains its ACCME Accreditation

In order to provide its members with the highest level of educational standards set forth by the independent Accreditation Council for Continuing Medical Education (ACCME), the ACP obtained accreditation in 2010. To maintain accreditation, the ACCME conducts an initial review after the first two years to evaluate compliance with their mandated guidelines. The ACP received their four-year accreditation in 2013, and will continue to provide accredited continuing medical education for its educational activities.
The ACP Launches Major Public Awareness Initiative

The ACP recently launched a comprehensive Patient Awareness Campaign developed by the ACP Public Education Committee, which utilizes television, public relations collateral materials, online advertising and social media to achieve goals set by the 2013-2016 ACP Strategic Plan.

The campaign will provide timely information about venous disease through a variety of media channels. Dr. Robert Kistner has donated more than 100 episodes of his popular radio show from Hawaii to be used as podcasts, which will be distributed via social media, along with relevant topical blog posts, articles and conversations. ACP members can also use this content in their own social media efforts, expanding the reach of our message. Public relations will target health writers by sending them a copy of the Public Education Committee developed venous disease handbook, Healthy Veins... Healthy Legs, while regularly offering story ideas and content for their publications. Updates to the PBS produced ACP venous disease documentary will be nationally distributed. Lastly, an online vein awareness screening will allow the public to easily identify their venous symptoms through digital imagery and receive meaningful information on their specific venous health concerns including referral information of physicians in their area.

The ACP Leadership Academy Cultivates Future ACP Leaders

The first class of participants in the ACP Leadership Academy are currently developing the skills needed to become the next class of leaders in the ACP. Under the direction of Dr. Helane Fronen and leadership consultant Mitchell Simon, the ACP has developed a year-long program which combines leadership and project design with personally transformative experiences to facilitate learning and enduring growth. Through retreats, monthly webinars, and completion of a project, participants put their newly acquired knowledge to use, make a significant contribution to the field of phlebology, and gain experience presenting at the next ACP Congress.

The first group of 12 participants began their journey in November 2014 and will continue to develop as leaders of the ACP in the years to come.
The ACP Advocates for the Specialty at the AMA

The ACP is a constant advocate for the specialty with the public, medical community and policy-makers. As a delegate to the American Medical Association’s House of Delegates, the ACP has gained the opportunity to shape health policy and AMA advocacy efforts, giving vein care and ACP advocacy a voice. During 2013-2014, AMA Delegation status has afforded the ACP the opportunity to appoint ACP representatives to both the RUC and CPT coding committees, nominate a candidate to the surgical Residency Review Committee and to appoint a representative to the AMA-convened Physician Consortium for Performance Improvement ®. Such opportunities create relationships and important coalitions. The ACP’s participation as an AMA Delegation will continue to place the ACP at the forefront of advocacy efforts which will impact the specialty and healthcare policy into the future.

www.phlebology.org Sees Major Transformation

The ACP undertook the task of completely overhauling the phlebology.org website with the goals of providing members, medical community and the general public with a clean, easily accessible resource of relevant information, reinforce established brand standards, improve search engine visibility, serve as an integrated core for social media campaigns, and allow for future scalability through the use of a content management system (CMS) that in-house staff with little technical experience could easily update.

Launched in 2014, the redesigned phlebology.org website brings together formerly separate elements into an integrated, consistent user interface that is easily navigable, dynamic and representative of the core ACP brand. New features, including improved public education information, an online vein assessment, and enhanced social media content will serve not only potential patients seeing information about vein disease, but will serve members looking for a singular resource for their patients.

The new ACP website can be viewed at www.phlebology.org
Goals 2014-2015

The ACP Board of Directors is committed to pursuing the vision of the 2013-2016 Strategic Plan to be an indispensable resource for education and practice management, a powerful advocate for the specialty with the medical community, general public and policy-makers, and a leader in basic and clinical research in venous care.

To that end, the ACP will pursue the following initiatives in 2014-15:

Collaboration with other Organizations

The ACP will continue to seek collaborative partnerships with organizations which will enhance educational activities and improve clinical practice through joint and co-sponsored CME activities, fellowship programs and medical school curriculum.

In 2013-2014, the ACP was able to provide venous and lymphatic disease education at a variety of medical societies, including expanded programs at the Society for Vascular Medicine, Society for Vascular Ultrasound, American Venous Forum, and International Vein Congress. In addition to these programs, the ACP has received support from the American College of Emergency Room Physicians and the Society for Diagnostic Medical Sonographers for their 2015 conferences, as well as securing contacts with the American Institute for Ultrasound in Medicine and the Radiologic Society of North America.

Setting Standards

In order to define and implement standards for best practices in phlebology, the ACP will continue to establish benchmarks of care through the data collection and research in the ACP PRO Venous Registry, maintain a repository of research and physician practice assessment, and provide a forum that allows leaders in the field to discuss best practices, standards of care and difficult and complex cases.

Advocacy

As the largest organization in the U.S. dedicated to the diagnosis and treatment of venous disease, the ACP should be the authoritative voice for phlebology among the general public and medical communities.

The ACP will continue to increase public awareness of venous issues through projects such as the Public Awareness Initiative, public relations partnerships with similar organizations and industry, promotion of the ACP Online Assessment, robust social media content and constant improvement of online offerings for those seeking answers to their vein related issues.

With an established seat at the table, the ACP will also sustain efforts through organizations such as the American Medical Association to give voice to phlebology and influence healthcare policy.
Research

The ACP is dedicated to being a leader in the promotion of basic scientific and clinical research. Phlebology can only move forward through the development of research programs that establish standards for care, new and emerging treatment options and push the boundaries of science.

Grants offered by the ACP were re-evaluated in 2013-2014 and revised to improve their relevance to today’s scientific landscape. The ACP will implement a program to increase awareness of these new grant and award opportunities. Outlets to publicize research, such as the redesigned ACP website, social media channels and the ACP published Phlebology Forum, will be made available to members as they work to improve awareness of venous and lymphatic disease.

The need for verifiable, clinical data in our practices is more important than ever. Implementation of the ACP PRO Venous Registry will provide investigators the necessary meaningful data to improve patient outcomes as well as engage insurers, policymakers and the public.

Membership

In order to maintain a thriving organization of interdisciplinary professionals committed to advancing vein care, the ACP will continue to provide value for the membership and medical community from which it draws its members.

Efforts will continue to increase retention of current members while developing new member opportunities. Through improved communications and aggressive, targeted marketing campaigns, the ACP will communicate a clear value proposition, differentiate itself from competing organizations and establish their position and the “go-to” resource for the treatment of venous disorders within the medical community.
The 2013-2014 Statement of Financial Position and Statement of Activities are presented for the review of the ACP membership. These statements are the CPAs review documents from the fiscal year ending June 30, 2014.

### Statement of Financial Position

<table>
<thead>
<tr>
<th>ASSETS</th>
<th>AS OF JUNE 30, 2013</th>
<th>AS OF JUNE 30, 2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash and Cash Equivalents</td>
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<td>Accounts Receivable</td>
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<td>Prepaid Expenses:</td>
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<tr>
<td>UIP</td>
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<td>Annual Congress</td>
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<td>Supplies</td>
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<td>Security Deposits</td>
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<td>Other</td>
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<td>19,245</td>
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<td>Equipment and Leasehold Improvements</td>
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<td>Due (To) From Other Funds</td>
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<tr>
<td><strong>TOTAL ASSETS</strong></td>
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<td><strong>$2,547,245</strong></td>
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<table>
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<th>LIABILITIES AND NET ASSETS</th>
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<tbody>
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<td>Liabilities:</td>
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<tr>
<td>Accounts Payable &amp; Accrued Expenses</td>
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<td>Deferred Income:</td>
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<td>Annual Congress and UIP</td>
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<td>Membership Dues</td>
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<td><strong>NET ASSETS</strong></td>
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<td><strong>1,519,015</strong></td>
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| **TOTAL LIABILITIES & NET ASSETS**          | **$ 3,740,661**     | **$2,547,245**      |
Financial Review

Statement of Activities

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<thead>
<tr>
<th>SUPPORT &amp; REVENUE</th>
<th>AS OF JUNE 30, 2013</th>
<th>AS OF JUNE 30, 2014</th>
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<tr>
<td>Membership Dues and Application Fees</td>
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<td>XVII UIP World Meeting:</td>
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<td>Registration</td>
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<td>Exhibits</td>
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<tr>
<td>Grants &amp; Contributions</td>
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<td>Annual Congress</td>
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<tr>
<td>Registration</td>
<td>901,013</td>
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<td>Exhibits</td>
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<td>Grants &amp; Contributions</td>
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<td>Regional Symposia</td>
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<tr>
<td>Registration &amp; Exhibits</td>
<td>86,475</td>
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<td>Grants &amp; Contributions</td>
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<tr>
<td>Training Center</td>
<td>-</td>
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<td>Distance Learning</td>
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<td>Brochures and Educational Materials</td>
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<td>65,430</td>
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<td>Foundation Projects</td>
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<td>Investment Income</td>
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<td>Journal &amp; Periodicals</td>
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<td>Miscellaneous</td>
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<td><strong>TOTAL SUPPORT &amp; REVENUE</strong></td>
<td><strong>$ 3,299,481</strong></td>
<td><strong>$ 3,570,659</strong></td>
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### Financial Review

#### Statement of Activities (Continued)

<table>
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<tr>
<th>EXPENSES</th>
<th>AS OF JUNE 30, 2013</th>
<th>AS OF JUNE 30, 2014</th>
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<tr>
<td><strong>Program Services</strong></td>
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<tr>
<td>Communications:</td>
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<tr>
<td>Online Newsletters</td>
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<td>Member Services:</td>
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<tr>
<td>Professional Journals</td>
<td>117,583</td>
<td>106,216</td>
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<tr>
<td>Grants &amp; Awards</td>
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<tr>
<td><strong>Education</strong></td>
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<td>Annual Congress</td>
<td>$ 896,738</td>
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<td>Brochures &amp; Educational Materials</td>
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<tr>
<td>Regional Symposia</td>
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<tr>
<td>Training Center</td>
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<td>Public and Other Education</td>
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<td>16,469</td>
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<tr>
<td><strong>Operations &amp; Development</strong></td>
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<td></td>
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<tr>
<td>Foundation Projects</td>
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<tr>
<td>Other</td>
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<tr>
<td>DeGroot Fellowship</td>
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<tr>
<td><strong>TOTAL PROGRAM SERVICES EXPENSE</strong></td>
<td>$ 1,195,336</td>
<td>$ 2,416,188</td>
</tr>
</tbody>
</table>

| Supporting Services             |                     |                     |
| Board of Directors              | $ 44,841            | $ 31,845            |
| Strategic Planning              | 46,068              | -                   |
| Membership                      | 73,642              | 77,428              |
| Headquarters & Administration   | 1,018,648           | 1,113,491           |
| Media Kit                       | 4,533               | 17,374              |
| **TOTAL SUPPORTING SERVICES**   | $ 1,187,732         | $ 1,240,138         |

| **TOTAL EXPENSES**              | $ 2,383,068         | $ 3,656,326         |
| **INCREASE (DECREASE) IN NET ASSETS** | 916,413          | (85,667)            |
| **NET ASSETS, BEGINNING OF YEAR** | 688,269          | 1,604,682           |
| **NET ASSETS, END OF YEAR**     | 1,604,682          | 1,519,015           |
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