President’s Message
Mary Harrington

I hope those of you who attended the 2013 SAIR conference in Memphis believe it lived up to its theme of “SAIR: Still Rocking After 40 Years.” The reason it “rocked” was because of the many people who worked tirelessly to make it a success.

Presenters and Workshop Presenters: You ROCK! You truly enriched our conference with your willingness to share your valuable expertise, research and insights.

Sponsors: You ROCK! We are so grateful for your continued support that allows us to offer our fantastic conferences.

Track Chairs and Reviewers: You ROCK! Thanks for all you did to ensure high quality sessions for our attendees.

Gary Donhardt/Local Arrangements Committee and TENNAIR: You ROCK! The Special Event was truly special because of your efforts and creativity. The music and entertainment were top-notch!

SAIR Board Members: You ROCK! I can’t begin to list the countless ways you contributed to make the conference a success.

Conference Attendees: You ROCK! A special thanks to each of you for attending the conference and networking with your colleagues.

And now it’s time to turn our attention to the 2014 conference in Destin which is being planned by our extremely capable and organized Program Chair, Sara Gravitt. Be sure to read her article in this newsletter about the great upcoming conference she and her team are planning in sunny Florida.

Time and time again, people have told me how much SAIR has meant to them. SAIR has a well-earned reputation for mentoring newcomers and helping fellow members. Many of us remember when we were new to the field, and are grateful for all the guidance and support we received from SAIR colleagues. So whether you’re a “newbie” or a “seasoned professional,” I encourage you to take advantage of the networking opportunities and incredible resources SAIR offers.

Because of the amazing talent, unselfish generosity, and tireless dedication of its members, I’m confident SAIR will continue to “rock” for years to come.

2013 Conference Pictures

Special thanks to the 2013 Conference Photographer, Harrison Pang. Pictures from the 2013 Conference can be found throughout the newsletter.

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</tbody>
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SAIR acknowledged winners in four publication categories during the Awards breakfast. The winners of the 2013 Publication Awards were:

**2013 Best E-Fact Book**
First Place – College of Charleston
Second Place – Texas Tech University
Third Place – University of Alabama

**2013 Best Fact Book**
First Place – Jacksonville State University
Second Place – Radford University
Third Place – University of West Georgia

**2013 Best Small Fact Book**
First Place – Mississippi State University
Second Place – University of West Georgia
Third Place – Texas Tech University

**2013 Best Website**
First Place – Georgia Institute of Technology
Second Place – College of Charleston
Third Place – Florida State University

SAIR members were acknowledged for their contributions to institutional research during the Awards Breakfast. The winners of the 2013 Recognition Awards were:

**James Montgomery Outstanding Service Award**
Michelle Hall, Southeastern Louisiana University, with Jim Montgomery

**Distinguished Member Award**
Andrew Luna, University of North Alabama

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Second Place – University of West Georgia
Third Place – Texas Tech University

**2013 Best Website**
First Place – Georgia Institute of Technology
Second Place – College of Charleston
Third Place – Florida State University

**SAIR 2013 Best Paper Award**
Member-at-Large Andrew Luna

After the 2013 SAIR conference, members submitted presentation papers which were evaluated by a committee of reviewers. We are pleased to announce that the SAIR 2013 Best Paper was awarded to Peter Usinger of Polk State College for his paper, “Tracking Pathways to Success”. Congratulations! Peter will have the opportunity to present their paper at the AIR Forum in May 2014. To defray his travel-related costs to AIR, Peter will receive a $500 reimbursement. In addition, a plaque recognizing the SAIR Best Paper Award will be presented at the SAIR Conference in Destin in October 2014.
2012-2013 President Kathleen Morley

It's seems like just yesterday we were all together in Memphis - where does the time go? I hope everyone had a successful fall semester and enjoyed some much needed rest and relaxation over the holidays.

The nominating committee of Bernie Braun, Rick Burnette, Daina Henry, Jana Marak, Jamie Redwine, and I met in Memphis and began discussions about the slate of candidates for the election this summer. This year, we will elect a Vice President/2015 Program Chair, Secretary, two Members-at-Large, and Nominating Committee. The Call for Nominations will go out early in the spring semester. Serving on the Board is a rewarding experience and can provide you with an opportunity to shape the future of our wonderful organization.

Past Presidents welcome Kathleen at the Dinosaurs’ Breakfast

Left to right: Jim Nichols, Denise Gardner, Jim Purcell, Michelle Hall, Ross Griffith, Tom Bohannon, Kathleen Morley (wearing the official boa), Gerry Dizinno, Karen Gentemann, Gerry McLaughlin, Roy “Ike” Ikenberry, Glenn James, Bernie Braun, Sandi Bramblett, Jim Montgomery.

Membership Report

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<tr>
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<td>Georgia</td>
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<td>South Carolina</td>
<td>8</td>
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<tr>
<td>Tennessee</td>
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<td>Texas</td>
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<td>Virginia</td>
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<tr>
<td>Other States</td>
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</tr>
</tbody>
</table>

There are a total of 365 members.
At the 2013 Conference in Memphis, SAIR offered 15 workshops across two days, totaling over 48 hours of professional development opportunities for attendees—and all this before the opening session of the conference!

With topics ranging from accreditation to US News, Microsoft Access to SAS, IE to IR, and more expert sessions on Excel than the Peabody has ducks, participants in these workshops learned new skills and how to apply these skills back home on their own campus. Nearly half of all Conference attendees took advantage of this opportunity; and judging by the feedback, would do so again. Here is just a sampling of the feedback received:

- This was a wonderful workshop with so much information I can actually use!
- Very informative!
- Good blend of instruction and hands-on activity.
- I loved it! Very fun and informative.
- I learned so much in this workshop!

Full credit goes to the workshop presenters for the time spent sharing their expertise with fellow SAIR members. These workshops simply could not happen without you; thank you! And special thanks to Edwin Litolff for recruiting, organizing, and running these workshops over the previous two years. Well done Edwin!

Workshop planning for the 2014 Conference in Destin is ramping up. Past presenters: you know the rewarding feeling that comes from leading a SAIR workshop and I hope you will consider offering your expertise to the membership once again. SAIR members: my goal is for you to be presented with a slate of sessions that is directly related to the challenges you face on your campus. Please email me at matthew@auburn.edu with suggestions. A SAIR conference workshop is an opportunity to not only learn a skill but become a practitioner of it.

SAIR Website Update

The SAIR website is in a state of transition. SAIR webmaster, Michelle Hall, Southeastern Louisiana University, is in the process of transferring our site to a new hosting service. In the interim, the site is functioning in a modified state to work with the new server. The new site should be up and running again soon.

Should information be needed that is not available, please email the webmaster.
Newcomers and Travel Grants
Member-at-Large Lee Sanders

What a wonderful way to celebrate forty years of service with our constituents and members as we gathered in Memphis to exchange ideas, best practices, and network with colleagues. SAIR 2013 was an exciting and exquisite event as we are “Still Rocking After Forty Years”. Newcomers were delightful as we came on Sunday afternoon and greeted more than one hundred twenty to the organization. Members mingled and welcomed them while enjoying light refreshments as our newcomers got to know some interesting facts related to institutional research, effectiveness, and assessment.

There were sixteen applicants for SAIR Travel Grants and we would like to express our sincere thanks and gratitude to each applicant and Lisa Lord for her assistance in evaluating each application. The travel grant awardees for the 2013 conference were:

- Sheri Craig – National Park Community College, Arkansas
- Jessica Guillory – Dallas County Community College District, Texas
- Jennifer Hannigan – Methodist University, North Carolina
- John Moore – Lincoln Memorial University, Tennessee
- Leonard Munghor – SOWELA Technical Community College, Louisiana
- Austin Ryland – University of Alabama, Alabama — Bill Fendley Travel Grant
- Jaya K. Soni – Hutson Tillotson University, Texas — Larry Jones Graduate Student Travel Grant

Congratulations to all our recipients and applicants. YOU ROCK!!!! We ask our members to encourage others who are new to institutional research, assessment, and/or effectiveness to submit their applications for travel grants. Additional information about the application process will be distributed soon. Now let’s get ready for SAIR in 2014 in Destin, Florida.

Something in the AIR!

The Association for Institutional Research (AIR) is the world's largest professional organization for institutional researchers. AIR provides educational resources, best practices, and professional-development opportunities for its more than 4,000 members. To learn more, visit [www.airweb.org](http://www.airweb.org).

The 2014 AIR Forum will be held in the Sunshine State in our own SAIR region!

Please join us for inspirational speakers, workshops, concurrent sessions, networking, and so much more in Orlando, Florida. Registration will open in February.


Elections! Be on the lookout...if you are a member of AIR, you will be getting a ballot to elect the newest members of the Board of Directors including a vice president and three members-at-large and three members of the Nominations and Elections Committee.
SAIR gives a huge thanks to the sponsors who assisted in making SAIR 2013 a great conference!

Our sponsors truly help enhance educational excellence in our world of academia.

**PLATINUM SPONSORS**

Digital Measures
TaskStream

**GOLD SPONSORS**

US News-Academic Insight  TK20
SAS  iDashboards
Higherone/CampusLabs  Scantron
Nuventive  Xitracs

**SILVER SPONSOR**

Thomson Reuters

**EXHIBITORS**

Rapid Insight
PACAT
Starfish Retention Solutions
Academic Analytics, LLC
Tableau
SREB
SAVE THE DATE
October 4-7, 2014

Hilton Sandestin Beach
Golf Resort & Spa

4000 Sandestin Blvd., South
Destin, Florida 32550

- Plan to answer the “Call for Proposals” in spring 2014
- Workshops on technologies, tools, and processes important to our work
- Concurrent session presentations from our peers
- Opportunities to welcome and mentor newcomers
- Exhibitors exciting displays and demonstrations
- Travel grants will be available

We look forward to seeing you in Destin!
The Texas Association for Institutional Research (TAIR) will hold its 36th annual conference February 19-21, 2014 in Addison (Dallas), Texas. The conference theme is “Big Data for Big Decisions in Big D,” and will offer opportunities for professional development and networking through workshops, general sessions, concurrent sessions, roundtables, special interest groups, panel discussions, and other events.

For more information, please see the conference website at: http://www.texas-air.org/conference/2014/index.php.

The North Carolina Association for Institutional Research (NCAIR) was busy in 2013 with adopting a code of ethics, improving administrative functions, developing a new logo, procuring new signage, updating our constitution and by-laws, and planning for the annual conference in March.

NCAIR will hold its 41st annual conference during March 24-26, 2014 at the Embassy Suites Charlotte-Concord/Golf Resort & Spa in Concord, NC. The theme will be “Defining and Refining IR”. A pre-conference IPEDS workshop on March 24th will offer a new program on “Best Practices for Reporting and Using IPEDS Data to Improve Office Efficiencies”.

The conference keynote event will be a discussion on competency-based education and its impact on NC Higher Education. Panelists include Dr. Michael S. Johnson, Senior Vice President and Chief of Staff SACSCOC, Dr. A. Hope Williams, President of NC Independent Colleges and Universities, Dr. Suzanne Ortega, Senior Vice President for Academic Affairs, UNC General Administration, and Dr. R. Scott Ralls, President, NC Community Colleges.

The Chancellor of the University of North Carolina Charlotte, Dr. Philip L. Dubois will be the luncheon speaker on March 25th. In addition to keynote events and presentations, numerous concurrent sessions will be offered. NCAIR members are invited to submit a proposal, present a paper, share best practices or present a workshop. New members are always welcome.

For more information, please visit the NCAIR website at http://www.ncair.net/conferences/2014-ncair-conference-concord-charlotte-nc/
2013 Conference Pictures

Mary, thanks for a great conference!
YOU ROCK!
The 2013 SAIR Conference in Memphis was the 40th conference and, of course, that was cause for celebration! SAIR Vice President and Program Chair Mary Harrington and all of the conference planning, track, and workshop committees did an outstanding job of planning and delivering the conference and demonstrating that SAIR is “Still rocking after 40 years!” Among the terrific sessions throughout the conference and the great celebration event on Monday night, there were moments of connection and reflection with the past four decades of SAIR collegiality, collaboration, and synergism.

At the opening session of the conference, before the keynote address, Mary Harrington asked Jim Montgomery, Gerry McLaughlin, and Jim Nichols to stand and be recognized and applauded for attending the first conference 40 years ago! Gerry McLaughlin also was recognized and applauded for having attended every SAIR conference through the past four decades! Not only has he attended each conference, I think that Gerry has made at least one presentation at every conference, and he certainly has helped others to engage with SAIR and to learn and grow in the profession. Not surprisingly, Jim Montgomery, Gerry McLaughlin, and Jim Nichols are dedicated SAIR members and outstanding leaders who helped SAIR to develop, grow, improve, and evolve through the years, adjusting to the changing landscape of higher education. The recognition and applause for these three SAIR members was well deserved and especially enjoyable during the 40th anniversary celebration.

On Monday morning, Immediate Past President Denise Gardner convened a meeting of the Past Presidents (also affectionately known as “Dinosaurs”), and 14 of these leaders, spanning from the inception of the association to the current year, attended, along with Dinosaur inductee Kathleen Morley, who was completing her service as SAIR President. It was especially good to have Jim Montgomery and Jim Nichols back in this meeting, after an extended absence.

Reflecting about the past and the evolution to today is a way of framing the current environment and aiming toward the future. This was part of the Monday morning meeting of Past Presidents, but it also was fundamental in an afternoon panel session of Past Presidents. Denise Gardner (SAIR President in 2012-2013) served as moderator, and the panelists included Jim Montgomery, who led the very first conference in 1974. Other panelists were Mary Sapp (President in 1989-1990), Jim Nichols (1993-1994), Glenn James (1998-1999), Sandi Bramblett (2007-2008), and Ike Ikenberry (2010-2011). Late-breaking circumstances prevented Mary from attending the session, and she was greatly missed. However, Jim, Jim, Glenn, Sandi, and Ike, provided plenty of commentary and perspective from various years and circumstances in the history of the association.

Continued on page 11....
A strong contributor to the founding and early development of the Association for Institutional Research (AIR) in the mid-to-late 1960s, Jim Montgomery has first-hand knowledge of the conditions and meetings that led to the first Southern Conference for Institutional Research in 1974, which became known as the Southern Association for Institutional Research a couple of years later.

In the late 1960s and early 1970s, Jim Montgomery and others could see the need for sharing knowledge and ideas, for exchanging data, for professional networking (to build relationships and trust for exchanging data, information, and ideas) and for fostering professional development for the benefit of all. AIR, the Southern Regional Education Board (SREB), the Southern University Group (SUG), Louisiana State University, and others provided verbal and logistical support, along with assistance from a host of willing collaborators.

In the early 1970s, E. F. “Tex” Schietinger at SREB in Atlanta agreed to provide the meeting space for a gathering of representatives of state and land-grant universities in the South, which came to be known as SUG-25 and later, SUG. The initially limited meeting space caused a limitation in how many representatives could be invited to the meeting. Jim Montgomery and SUG Chairperson Jim Firnberg recognized the broader benefits of expanding the participation, of being more inclusive, and of inviting everyone to an institutional research meeting. In 1973, Jim Montgomery agreed to chair a new organization that would be called the Southern Conference for Institutional Research. To share the chair responsibilities and immediately signal the broader, more inclusive scope, Jim Montgomery invited Edie Carter, an employee of New River Community College and also a graduate student at Virginia Polytechnic Institute and State University, to be co-chair of the forthcoming conference.

In 1974, the first conference featured the overhead transparencies and printed handouts of the time, but it clearly was aimed at professional networking, building of relationships, sharing of knowledge and ideas, and developing and educating a cadre of institutional researchers from around the South. The meeting space in the host hotel was a primary expense, and a second expense was having funds for postage and printing of mailings and newsletters, to publicize the association and the next conference. The attendance at the first conference was estimated at between 75 and 100 participants. And so it began.

So many SAIR members through the years have stepped forward to volunteer to help to do what is needed by the association, in order to continue to develop and deliver an outstanding conference each year and to stay connected and share and support each other in our pursuit of improved methods for conducting institutional research and contributing to the strengthening and progress of the institutions in which we serve.

Thank you so very much to Jim Montgomery, Edie Carter, and many, many others through the 40 great years that have brought us to today. Now it’s time to work on 2014!
**SAIR Financial Statement**  
**4th Quarter of 2013**

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<th>PDCF**</th>
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**Income during the quarter:**

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**Expenditures during the quarter:**

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<tr>
<td>Speaker fee and travel</td>
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**Total net income during period**

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Bethany Bodo  
SAIR Treasurer, January 15th, 2014

* CMG: Committee on Mission and Goals  
**PDCF: Professional Development Contingency Fund
### SAIR Financial Statement
#### Calendar Year 2013

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#### Income during the year:

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<th>PDCF</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>New and Renewed Membership</td>
<td>$15,680.00</td>
<td>$</td>
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<td>2013 Sponsor Payment</td>
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<td>2013 Conference Registrations</td>
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<td>2013 Sponsor Payment</td>
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<tr>
<td>2013 Conference Registrations</td>
<td>$106,894.50</td>
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<td>$</td>
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<td>$107,620.00</td>
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<td>Donation/Deposit to CMS Fund</td>
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<tr>
<td>T-Shirt Income</td>
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<td>Donations</td>
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<td>Checking Interest</td>
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<tr>
<td>Investment Interest</td>
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<td>$0.54</td>
<td>$0.54</td>
<td>$3.97</td>
</tr>
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<td><strong>Total Income</strong></td>
<td><strong>$166,465.04</strong></td>
<td><strong>$3.29</strong></td>
<td><strong>$447.54</strong></td>
<td><strong>$0.54</strong></td>
<td><strong>$166,920.01</strong></td>
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</table>

#### Expenditures during the year:

<table>
<thead>
<tr>
<th>Expenditure</th>
<th>SAIR Checking</th>
<th>SAIR</th>
<th>CMS</th>
<th>PDCF</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 2013 Board/Planning Meeting</td>
<td>$3,972.30</td>
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<tr>
<td>Speaker Fee and Travel</td>
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<td>2013 Conference Expenses</td>
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<tr>
<td>2013 Conference Refunds</td>
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<tr>
<td>Elevator Merchant Account Fees</td>
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<tr>
<td>Event Contract</td>
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<td>SAIR Best Paper Award: 2013</td>
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<td>Hotel Cost</td>
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<td>Corporate Filing Fee (State of Florida)</td>
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<td>Tax Preparation: 2012</td>
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<td>Liability Insurance</td>
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<td>2013 Conference Expenses</td>
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<tr>
<td>Sponsor overpayment</td>
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<tr>
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<tr>
<td>Investment Account Annual Fee</td>
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<tr>
<td><strong>Total Expenditures</strong></td>
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<td><strong>$0.00</strong></td>
<td><strong>$135,105.97</strong></td>
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</tbody>
</table>

#### Total net income during period:

<table>
<thead>
<tr>
<th></th>
<th>SAIR Checking</th>
<th>SAIR</th>
<th>CMS</th>
<th>PDCF</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>$11,419.27</strong></td>
<td><strong>$567.27</strong></td>
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<td>$</td>
<td>$</td>
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</tr>
</tbody>
</table>

#### Assets as of December 31, 2013:

<table>
<thead>
<tr>
<th></th>
<th>SAIR Checking</th>
<th>SAIR</th>
<th>CMS</th>
<th>PDCF</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bank balance</td>
<td>$40,818.00</td>
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<td>$</td>
<td>$40,818.00</td>
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<tr>
<td>Investment balance</td>
<td>$</td>
<td>$32,772.91</td>
<td>$5,468.50</td>
<td>$5,337.56</td>
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</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$40,818.00</strong></td>
<td><strong>$32,772.91</strong></td>
<td><strong>$5,468.50</strong></td>
<td><strong>$5,337.56</strong></td>
<td><strong>$84,386.99</strong></td>
</tr>
</tbody>
</table>

Bethany Eads  
SAIR Treasurer: January 15th, 2014

* CMS: Committee on Mission and Goals  
**PDCF: Professional Development Contingency Fund