Form **990**

Department of the Treasury
Internal Revenue Service

Return of Organization Exempt From Income Tax

Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except black lung benefit trust or private foundation)

▶ The organization may have to use a copy of this return to satisfy state reporting requirements.

OMB No. 1545-0047

2010

Open to Public Inspection

A For the 2010 calendar year, or tax year beginning and ending

B Check if applicable: ☐ Address change ☐ Name change ☐ Initial return ☐ Terminated ☐ Amended return ☐ Application pending

C Name of organization: AMERICAN ASSOCIATION OF MUSEUMS

Doing Business As

Number and street (or P.O. box if mail is not delivered to street address): 1575 EYE STREET, NW — Room/suite: 400

City or town, state or country, and ZIP + 4: WASHINGTON, DC 20005-1105

F Name and address of principal officer: FORD BELL
SAME AS C ABOVE

D Employer identification number: 53-0205889

E Telephone number: 202-289-1818

G Gross receipts $ 13,317,085.

H(a) Is this a group return for affiliates? ☐ Yes ☒ No

H(b) Are all affiliates included? ☐ Yes ☐ No
If "No," attach a list. (see instructions)

H(c) Group exemption number ▶

I Tax-exempt status: ☒ 501(c)(3) ☐ 501(c) ( ) ◀ (insert no.) ☐ 4947(a)(1) or ☐ 527

J Website: ▶ WWW.AAM-US.ORG

K Form of organization: ☒ Corporation ☐ Trust ☐ Association ☐ Other ▶

L Year of formation: 1906 **M** State of legal domicile: DC

Part I Summary

Activities & Governance

1 Briefly describe the organization's mission or most significant activities: TO ENHANCE THE VALUE OF MUSEUMS TO THEIR COMMUNITIES THROUGH LEADERSHIP, ADVOCACY, AND SERVICE.

2 Check this box ▶ ☐ if the organization discontinued its operations or disposed of more than 25% of its net assets.

3	Number of voting members of the governing body (Part VI, line 1a)	3	23
4	Number of independent voting members of the governing body (Part VI, line 1b)	4	23
5	Total number of individuals employed in calendar year 2010 (Part V, line 2a)	5	64
6	Total number of volunteers (estimate if necessary)	6	0
7a	Total unrelated business revenue from Part VIII, column (C), line 12	7a	668,213.
b	Net unrelated business taxable income from Form 990-T, line 34	7b	144,636.

		Prior Year	Current Year
Revenue			
8	Contributions and grants (Part VIII, line 1h)	1,733,844.	2,512,422.
9	Program service revenue (Part VIII, line 2g)	7,384,654.	7,101,536.
10	Investment income (Part VIII, column (A), lines 3, 4, and 7d)	<199,250.>	111,284.
11	Other revenue (Part VIII, column (A), lines 5, 6d, 8c, 9c, 10c, and 11e)	522,295.	734,540.
12	Total revenue - add lines 8 through 11 (must equal Part VIII, column (A), line 12)	9,441,543.	10,459,782.
Expenses			
13	Grants and similar amounts paid (Part IX, column (A), lines 1-3)	280,963.	641,770.
14	Benefits paid to or for members (Part IX, column (A), line 4)	0.	0.
15	Salaries, other compensation, employee benefits (Part IX, column (A), lines 5-10)	4,991,125.	4,440,375.
16a	Professional fundraising fees (Part IX, column (A), line 11e)	0.	0.
b	Total fundraising expenses (Part IX, column (D), line 25) ▶ 633,074.		
17	Other expenses (Part IX, column (A), lines 11a-11d, 11f-24f)	5,519,253.	5,659,852.
18	Total expenses. Add lines 13-17 (must equal Part IX, column (A), line 25)	10,791,341.	10,741,997.
19	Revenue less expenses. Subtract line 18 from line 12	<1,349,798.>	<282,215.>

Net Assets or Fund Balances		Beginning of Current Year	End of Year
20	Total assets (Part X, line 16)	5,178,257.	4,981,907.
21	Total liabilities (Part X, line 26)	4,522,429.	4,432,630.
22	Net assets or fund balances. Subtract line 21 from line 20	655,828.	549,277.

SCANNED JUN 1 3 2011

Part II Signature Block

Under penalties of perjury, I declare that I have examined this return, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete. Declaration of preparer (other than officer) is based on all information of which preparer has any knowledge.

Sign Here

▶ Signature of officer — Date 5/11/11

▶ Ford W. Bell, President
Type or print name and title

Paid Preparer Use Only

Print/Type preparer's name: FRANK H. SMITH — Preparer's signature — Date 5/10/11 — Check ☐ if self-employed — PTIN

Firm's name ▶ RAFFA, PC — Firm's EIN ▶

Firm's address ▶ 1899 L STREET NW, SUITE 900
WASHINGTON, DC 20036 — Phone no. 202-822-5000

May the IRS discuss this return with the preparer shown above? (see instructions) ☒ Yes ☐ No

2

G17

Part III Statement of Program Service Accomplishments

Check if Schedule O contains a response to any question in this Part III [X]

1 Briefly describe the organization's mission:
THE ASSOCIATION IS DEDICATED TO PROMOTING EXCELLENCE WITHIN THE MUSEUM COMMUNITY. AAM SUPPORTS MUSEUM STAFF, BOARDS AND VOLUNTEERS ACROSS THE COUNTRY IN BETTER SERVING THE PUBLIC. THE ASSOCIATION WILL SUPPORT OPPORTUNITIES FOR SOUND PROFESSIONAL PREPARATION, PROVIDE OUTLETS FOR

2 Did the organization undertake any significant program services during the year which were not listed on the prior Form 990 or 990-EZ? [ ] Yes [X] No
If "Yes," describe these new services on Schedule O.

3 Did the organization cease conducting, or make significant changes in how it conducts, any program services? [ ] Yes [X] No
If "Yes," describe these changes on Schedule O.

4 Describe the exempt purpose achievements for each of the organization's three largest program services by expenses. Section 501(c)(3) and 501(c)(4) organizations and section 4947(a)(1) trusts are required to report the amount of grants and allocations to others, the total expenses, and revenue, if any, for each program service reported

4a (Code:) (Expenses $ 3,503,061. including grants of $ 52,700.) (Revenue $ 1,156,537.)
MEETINGS AND PROFESSIONAL EDUCATION: EDUCATES MUSEUM PROFESSIONALS THROUGH THE AAM ANNUAL MEETING WITH MORE THAN 150 PROGRAM SESSIONS, ROUNDTABLE DISCUSSIONS, AND MUSEUM EXPOSITION, THE NATION'S LARGEST TRADE SHOW FOR MUSEUM PRODUCTS AND SERVICES. ADDITIONAL EDUCATIONAL OPPORTUNITIES ARE AVAILABLE THROUGH VARIOUS SPECIALIZED SEMINARS THROUGHOUT THE YEAR.

4b (Code:) (Expenses $ 2,161,604. including grants of $ 589,070.) (Revenue $ 538,065.)
FIELD-WIDE SERVICES: AAM OFFERS A NUMBER OF SERVICES INCLUDING ACCREDITATION, MUSEUM AND COMMUNITY COLLABORATIONS AND THE MUSEUM ASSESSMENT PROGRAM. ACCREDITATION IS A WIDELY RECOGNIZED SEAL OF APPROVAL THAT BRINGS NATIONAL RECOGNITION TO AMERICAN MUSEUMS THEREBY STRENGTHENING INDIVIDUAL MUSEUMS, PROMOTING ETHICAL AND PROFESSIONAL STANDARDS, RECOGNIZING EXCELLENCE AND SERVING AS THE FIELD'S PRIMARY VEHICLE FOR QUALITY ASSURANCE AND SELF-REGULATION. MUSEUMS & COMMUNITY COLLABORATIONS ABROAD (MCCA) IS A FEDERALLY FUNDED GRANT PROGRAM DESIGNED TO FOSTER MUSEUM-BASED INTERNATIONAL EXCHANGES IN WHICH MEMBERS OF THE MUSEUMS' COMMUNITIES PLAY A LEADING ROLE IN STRENGTHENING CONNECTIONS BETWEEN MUSEUMS AND THEIR COMMUNITIES AS WELL AS THE CONNECTIONS OF US CITIZENS AND PEOPLE ABROAD. THE MUSEUM

4c (Code:) (Expenses $ 1,183,524. including grants of $) (Revenue $ 3,683,751.)
MEMBERSHIP: AAM REPRESENTS MORE THAN 15,000 INDIVIDUAL MUSEUM PROFESSIONALS AND VOLUNTEERS, 3,000 INSTITUTIONS, AND 300 CORPORATE MEMBERS. THE ASSOCIATION PROVIDES MUSEUMS AND MUSEUM PROFESSIONALS WITH NETWORKING OPPORTUNITIES, PUBLICATIONS, SEMINARS, MONEY-SAVING PROGRAMS, AN ANNUAL CONFERENCE AND OTHER RESOURCES TO MAKE MEMBERS AND ORGANIZATIONS MORE SUCCESSFUL.

4d Other program services. (Describe in Schedule O.)
(Expenses $ 2,210,444. including grants of $) (Revenue $ 35,693.)

4e **Total program service expenses ▶** 9,058,633.

SEE SCHEDULE O FOR CONTINUATION(S)

Part IV Checklist of Required Schedules

			Yes	No
1	Is the organization described in section 501(c)(3) or 4947(a)(1) (other than a private foundation)? *If "Yes," complete Schedule A*	1	X	
2	Is the organization required to complete Schedule B, Schedule of Contributors?	2	X	
3	Did the organization engage in direct or indirect political campaign activities on behalf of or in opposition to candidates for public office? *If "Yes," complete Schedule C, Part I*	3		X
4	**Section 501(c)(3) organizations.** Did the organization engage in lobbying activities, or have a section 501(h) election in effect during the tax year? *If "Yes," complete Schedule C, Part II*	4	X	
5	Is the organization a section 501(c)(4), 501(c)(5), or 501(c)(6) organization that receives membership dues, assessments, or similar amounts as defined in Revenue Procedure 98-19? *If "Yes," complete Schedule C, Part III*	5	N/A	
6	Did the organization maintain any donor advised funds or any similar funds or accounts where donors have the right to provide advice on the distribution or investment of amounts in such funds or accounts? *If "Yes," complete Schedule D, Part I*	6		X
7	Did the organization receive or hold a conservation easement, including easements to preserve open space, the environment, historic land areas, or historic structures? *If "Yes," complete Schedule D, Part II*	7		X
8	Did the organization maintain collections of works of art, historical treasures, or other similar assets? *If "Yes," complete Schedule D, Part III*	8		X
9	Did the organization report an amount in Part X, line 21; serve as a custodian for amounts not listed in Part X; or provide credit counseling, debt management, credit repair, or debt negotiation services? *If "Yes," complete Schedule D, Part IV*	9	X	
10	Did the organization, directly or through a related organization, hold assets in term, permanent, or quasi-endowments? *If "Yes," complete Schedule D, Part V*	10	X	
11	If the organization's answer to any of the following questions is "Yes," then complete Schedule D, Parts VI, VII, VIII, IX, or X as applicable			
a	Did the organization report an amount for land, buildings, and equipment in Part X, line 10? *If "Yes," complete Schedule D, Part VI*	11a	X	
b	Did the organization report an amount for investments - other securities in Part X, line 12 that is 5% or more of its total assets reported in Part X, line 16? *If "Yes," complete Schedule D, Part VII*	11b		X
c	Did the organization report an amount for investments - program related in Part X, line 13 that is 5% or more of its total assets reported in Part X, line 16? *If "Yes," complete Schedule D, Part VIII*	11c		X
d	Did the organization report an amount for other assets in Part X, line 15 that is 5% or more of its total assets reported in Part X, line 16? *If "Yes," complete Schedule D, Part IX*	11d		X
e	Did the organization report an amount for other liabilities in Part X, line 25? *If "Yes," complete Schedule D, Part X*	11e	X	
f	Did the organization's separate or consolidated financial statements for the tax year include a footnote that addresses the organization's liability for uncertain tax positions under FIN 48 (ASC 740)? *If "Yes," complete Schedule D, Part X*	11f	X	
12a	Did the organization obtain separate, independent audited financial statements for the tax year? *If "Yes," complete Schedule D, Parts XI, XII, and XIII*	12a	X	
b	Was the organization included in consolidated, independent audited financial statements for the tax year? *If "Yes," and if the organization answered "No" to line 12a, then completing Schedule D, Parts XI, XII, and XIII is optional*	12b		X
13	Is the organization a school described in section 170(b)(1)(A)(ii)? *If "Yes," complete Schedule E*	13		X
14a	Did the organization maintain an office, employees, or agents outside of the United States?	14a		X
b	Did the organization have aggregate revenues or expenses of more than $10,000 from grantmaking, fundraising, business, and program service activities outside the United States? *If "Yes," complete Schedule F, Parts I and IV*	14b		X
15	Did the organization report on Part IX, column (A), line 3, more than $5,000 of grants or assistance to any organization or entity located outside the United States? *If "Yes," complete Schedule F, Parts II and IV*	15		X
16	Did the organization report on Part IX, column (A), line 3, more than $5,000 of aggregate grants or assistance to individuals located outside the United States? *If "Yes," complete Schedule F, Parts III and IV*	16		X
17	Did the organization report a total of more than $15,000 of expenses for professional fundraising services on Part IX, column (A), lines 6 and 11e? *If "Yes," complete Schedule G, Part I*	17		X
18	Did the organization report more than $15,000 total of fundraising event gross income and contributions on Part VIII, lines 1c and 8a? *If "Yes," complete Schedule G, Part II*	18		X
19	Did the organization report more than $15,000 of gross income from gaming activities on Part VIII, line 9a? *If "Yes," complete Schedule G, Part III*	19		X
20a	Did the organization operate one or more hospitals? *If "Yes," complete Schedule H*	20a		X
b	If "Yes" to line 20a, did the organization attach its audited financial statements to this return? **Note.** Some Form 990 filers that operate one or more hospitals must attach audited financial statements (see instructions)	20b		

Part IV Checklist of Required Schedules *(continued)*

			Yes	No
21	Did the organization report more than $5,000 of grants and other assistance to governments and organizations in the United States on Part IX, column (A), line 1? *If "Yes," complete Schedule I, Parts I and II*	21	X	
22	Did the organization report more than $5,000 of grants and other assistance to individuals in the United States on Part IX, column (A), line 2? *If "Yes," complete Schedule I, Parts I and III*	22	X	
23	Did the organization answer "Yes" to Part VII, Section A, line 3, 4, or 5 about compensation of the organization's current and former officers, directors, trustees, key employees, and highest compensated employees? *If "Yes," complete Schedule J*	23	X	
24a	Did the organization have a tax-exempt bond issue with an outstanding principal amount of more than $100,000 as of the last day of the year, that was issued after December 31, 2002? *If "Yes," answer lines 24b through 24d and complete Schedule K. If "No", go to line 25*	24a		X
b	Did the organization invest any proceeds of tax-exempt bonds beyond a temporary period exception?	24b		
c	Did the organization maintain an escrow account other than a refunding escrow at any time during the year to defease any tax-exempt bonds?	24c		
d	Did the organization act as an "on behalf of" issuer for bonds outstanding at any time during the year?	24d		
25a	**Section 501(c)(3) and 501(c)(4) organizations.** Did the organization engage in an excess benefit transaction with a disqualified person during the year? *If "Yes," complete Schedule L, Part I*	25a		X
b	Is the organization aware that it engaged in an excess benefit transaction with a disqualified person in a prior year, and that the transaction has not been reported on any of the organization's prior Forms 990 or 990-EZ? *If "Yes," complete Schedule L, Part I*	25b		X
26	Was a loan to or by a current or former officer, director, trustee, key employee, highly compensated employee, or disqualified person outstanding as of the end of the organization's tax year? *If "Yes," complete Schedule L, Part II*	26		X
27	Did the organization provide a grant or other assistance to an officer, director, trustee, key employee, substantial contributor, or a grant selection committee member, or to a person related to such an individual? *If "Yes," complete Schedule L, Part III*	27		X
28	Was the organization a party to a business transaction with one of the following parties (see Schedule L, Part IV instructions for applicable filing thresholds, conditions, and exceptions):			
a	A current or former officer, director, trustee, or key employee? *If "Yes," complete Schedule L, Part IV*	28a		X
b	A family member of a current or former officer, director, trustee, or key employee? *If "Yes," complete Schedule L, Part IV*	28b		X
c	An entity of which a current or former officer, director, trustee, or key employee (or a family member thereof) was an officer, director, trustee, or direct or indirect owner? *If "Yes," complete Schedule L, Part IV*	28c		X
29	Did the organization receive more than $25,000 in non-cash contributions? *If "Yes," complete Schedule M*	29		X
30	Did the organization receive contributions of art, historical treasures, or other similar assets, or qualified conservation contributions? *If "Yes," complete Schedule M*	30		X
31	Did the organization liquidate, terminate, or dissolve and cease operations? *If "Yes," complete Schedule N, Part I*	31		X
32	Did the organization sell, exchange, dispose of, or transfer more than 25% of its net assets? *If "Yes," complete Schedule N, Part II*	32		X
33	Did the organization own 100% of an entity disregarded as separate from the organization under Regulations sections 301.7701-2 and 301.7701-3? *If "Yes," complete Schedule R, Part I*	33		X
34	Was the organization related to any tax-exempt or taxable entity? *If "Yes," complete Schedule R, Parts II, III, IV, and V, line 1*	34		X
35	Is any related organization a controlled entity within the meaning of section 512(b)(13)?	35		X
a	Did the organization receive any payment from or engage in any transaction with a controlled entity within the meaning of section 512(b)(13)? *If "Yes," complete Schedule R, Part V, line 2* ☐ Yes ☒ No			
36	**Section 501(c)(3) organizations.** Did the organization make any transfers to an exempt non-charitable related organization? *If "Yes," complete Schedule R, Part V, line 2*	36		X
37	Did the organization conduct more than 5% of its activities through an entity that is not a related organization and that is treated as a partnership for federal income tax purposes? *If "Yes," complete Schedule R, Part VI*	37		X
38	Did the organization complete Schedule O and provide explanations in Schedule O for Part VI, lines 11 and 19? **Note.** All Form 990 filers are required to complete Schedule O	38	X	

Form **990** (2010)

Part V **Statements Regarding Other IRS Filings and Tax Compliance**

Check if Schedule O contains a response to any question in this Part V ☐

					Yes	No
1a	Enter the number reported in Box 3 of Form 1096. Enter -0- if not applicable	1a	75			
b	Enter the number of Forms W-2G included in line 1a. Enter -0- if not applicable	1b	0			
c	Did the organization comply with backup withholding rules for reportable payments to vendors and reportable gaming (gambling) winnings to prize winners?			1c	X	
2a	Enter the number of employees reported on Form W-3, Transmittal of Wage and Tax Statements, filed for the calendar year ending with or within the year covered by this return	2a	64			
b	If at least one is reported on line 2a, did the organization file all required federal employment tax returns?			2b	X	
	Note. If the sum of lines 1a and 2a is greater than 250, you may be required to *e-file*. (see instructions)					
3a	Did the organization have unrelated business gross income of $1,000 or more during the year?			3a	X	
b	If "Yes," has it filed a Form 990-T for this year? *If "No," provide an explanation in Schedule O*			3b	X	
4a	At any time during the calendar year, did the organization have an interest in, or a signature or other authority over, a financial account in a foreign country (such as a bank account, securities account, or other financial account)?			4a		X
b	If "Yes," enter the name of the foreign country: ▶ See instructions for filing requirements for Form TD F 90-22.1, Report of Foreign Bank and Financial Accounts.					
5a	Was the organization a party to a prohibited tax shelter transaction at any time during the tax year?			5a		X
b	Did any taxable party notify the organization that it was or is a party to a prohibited tax shelter transaction?			5b		X
c	If "Yes," to line 5a or 5b, did the organization file Form 8886-T?			5c		
6a	Does the organization have annual gross receipts that are normally greater than $100,000, and did the organization solicit any contributions that were not tax deductible?			6a		X
b	If "Yes," did the organization include with every solicitation an express statement that such contributions or gifts were not tax deductible?			6b		
7	**Organizations that may receive deductible contributions under section 170(c).**					
a	Did the organization receive a payment in excess of $75 made partly as a contribution and partly for goods and services provided to the payor?			7a		X
b	If "Yes," did the organization notify the donor of the value of the goods or services provided?			7b		
c	Did the organization sell, exchange, or otherwise dispose of tangible personal property for which it was required to file Form 8282?			7c		X
d	If "Yes," indicate the number of Forms 8282 filed during the year	7d				
e	Did the organization receive any funds, directly or indirectly, to pay premiums on a personal benefit contract?			7e		X
f	Did the organization, during the year, pay premiums, directly or indirectly, on a personal benefit contract?			7f		X
g	If the organization received a contribution of qualified intellectual property, did the organization file Form 8899 as required?			7g		
h	If the organization received a contribution of cars, boats, airplanes, or other vehicles, did the organization file a Form 1098-C?			7h		
8	**Sponsoring organizations maintaining donor advised funds and section 509(a)(3) supporting organizations.** Did the supporting organization, or a donor advised fund maintained by a sponsoring organization, have excess business holdings at any time during the year? N/A			8		
9	**Sponsoring organizations maintaining donor advised funds.**					
a	Did the organization make any taxable distributions under section 4966? N/A			9a		
b	Did the organization make a distribution to a donor, donor advisor, or related person? N/A			9b		
10	**Section 501(c)(7) organizations.** Enter.					
a	Initiation fees and capital contributions included on Part VIII, line 12 N/A	10a				
b	Gross receipts, included on Form 990, Part VIII, line 12, for public use of club facilities N/A	10b				
11	**Section 501(c)(12) organizations.** Enter:					
a	Gross income from members or shareholders	11a				
b	Gross income from other sources (Do not net amounts due or paid to other sources against amounts due or received from them.)	11b				
12a	**Section 4947(a)(1) non-exempt charitable trusts.** Is the organization filing Form 990 in lieu of Form 1041?			12a		
b	If "Yes," enter the amount of tax-exempt interest received or accrued during the year	12b				
13	**Section 501(c)(29) qualified nonprofit health insurance issuers.**					
a	Is the organization licensed to issue qualified health plans in more than one state?			13a		
	Note. See the instructions for additional information the organization must report on Schedule O.					
b	Enter the amount of reserves the organization is required to maintain by the states in which the organization is licensed to issue qualified health plans	13b				
c	Enter the amount of reserves on hand	13c				
14a	Did the organization receive any payments for indoor tanning services during the tax year?			14a		X
b	If "Yes," has it filed a Form 720 to report these payments? *If "No," provide an explanation in Schedule O*			14b		

Part VI Governance, Management, and Disclosure *For each "Yes" response to lines 2 through 7b below, and for a "No" response to line 8a, 8b, or 10b below, describe the circumstances, processes, or changes in Schedule O. See instructions.*

Check if Schedule O contains a response to any question in this Part VI [X]

Section A. Governing Body and Management

		Line	Yes	No
1a	Enter the number of voting members of the governing body at the end of the tax year — 1a: 23			
b	Enter the number of voting members included in line 1a, above, who are independent — 1b: 23			
2	Did any officer, director, trustee, or key employee have a family relationship or a business relationship with any other officer, director, trustee, or key employee?	2		X
3	Did the organization delegate control over management duties customarily performed by or under the direct supervision of officers, directors or trustees, or key employees to a management company or other person?	3		X
4	Did the organization make any significant changes to its governing documents since the prior Form 990 was filed?	4		X
5	Did the organization become aware during the year of a significant diversion of the organization's assets?	5		X
6	Does the organization have members or stockholders?	6	X	
7a	Does the organization have members, stockholders, or other persons who may elect one or more members of the governing body?	7a	X	
b	Are any decisions of the governing body subject to approval by members, stockholders, or other persons?	7b	X	
8	Did the organization contemporaneously document the meetings held or written actions undertaken during the year by the following.			
a	The governing body?	8a	X	
b	Each committee with authority to act on behalf of the governing body?	8b	X	
9	Is there any officer, director, trustee, or key employee listed in Part VII, Section A, who cannot be reached at the organization's mailing address? *If "Yes," provide the names and addresses in Schedule O*	9		X

Section B. Policies *(This Section B requests information about policies not required by the Internal Revenue Code.)*

		Line	Yes	No
10a	Does the organization have local chapters, branches, or affiliates?	10a		X
b	If "Yes," does the organization have written policies and procedures governing the activities of such chapters, affiliates, and branches to ensure their operations are consistent with those of the organization?	10b		
11a	Has the organization provided a copy of this Form 990 to all members of its governing body before filing the form?	11a	X	
b	Describe in Schedule O the process, if any, used by the organization to review this Form 990.			
12a	Does the organization have a written conflict of interest policy? *If "No," go to line 13*	12a	X	
b	Are officers, directors or trustees, and key employees required to disclose annually interests that could give rise to conflicts?	12b	X	
c	Does the organization regularly and consistently monitor and enforce compliance with the policy? *If "Yes," describe in Schedule O how this is done*	12c	X	
13	Does the organization have a written whistleblower policy?	13	X	
14	Does the organization have a written document retention and destruction policy?	14	X	
15	Did the process for determining compensation of the following persons include a review and approval by independent persons, comparability data, and contemporaneous substantiation of the deliberation and decision?			
a	The organization's CEO, Executive Director, or top management official	15a	X	
b	Other officers or key employees of the organization	15b		X
	If "Yes" to line 15a or 15b, describe the process in Schedule O. (See instructions.)			
16a	Did the organization invest in, contribute assets to, or participate in a joint venture or similar arrangement with a taxable entity during the year?	16a		X
b	If "Yes," has the organization adopted a written policy or procedure requiring the organization to evaluate its participation in joint venture arrangements under applicable federal tax law, and taken steps to safeguard the organization's exempt status with respect to such arrangements?	16b		

Section C. Disclosure

17 List the states with which a copy of this Form 990 is required to be filed ▶ AL, AK, AZ, AR, CT, FL, IL, KS, KY, ME, MD, MA

18 Section 6104 requires an organization to make its Forms 1023 (or 1024 if applicable), 990, and 990-T (501(c)(3)s only) available for public inspection. Indicate how you make these available. Check all that apply.

[ ] Own website [ ] Another's website [X] Upon request

19 Describe in Schedule O whether (and if so, how), the organization makes its governing documents, conflict of interest policy, and financial statements available to the public.

20 State the name, physical address, and telephone number of the person who possesses the books and records of the organization: ▶

LAURA LOTT - 202-289-1818

1575 EYE STREET, NW, SUITE 400, WASHINGTON, DC 20005-1105

SEE SCHEDULE O FOR FULL LIST OF STATES

Part VII Compensation of Officers, Directors, Trustees, Key Employees, Highest Compensated Employees, and Independent Contractors

Check if Schedule O contains a response to any question in this Part VII ☐

Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees

1a Complete this table for all persons required to be listed. Report compensation for the calendar year ending with or within the organization's tax year.

- List all of the organization's **current** officers, directors, trustees (whether individuals or organizations), regardless of amount of compensation. Enter -0- in columns (D), (E), and (F) if no compensation was paid.
- List all of the organization's **current** key employees, if any. See instructions for definition of "key employee."
- List the organization's five **current** highest compensated employees (other than an officer, director, trustee, or key employee) who received reportable compensation (Box 5 of Form W-2 and/or Box 7 of Form 1099-MISC) of more than $100,000 from the organization and any related organizations.
- List all of the organization's **former** officers, key employees, and highest compensated employees who received more than $100,000 of reportable compensation from the organization and any related organizations.
- List all of the organization's **former directors or trustees** that received, in the capacity as a former director or trustee of the organization, more than $10,000 of reportable compensation from the organization and any related organizations.

List persons in the following order: individual trustees or directors; institutional trustees; officers, key employees; highest compensated employees; and former such persons.

☐ Check this box if neither the organization nor any related organization compensated any current officer, director, or trustee

(A) Name and Title	(B) Average hours per week (describe hours for related organizations in Schedule O)	(C) Position (check all that apply): Individual trustee or director	Institutional trustee	Officer	Key employee	Highest compensated employee	Former	(D) Reportable compensation from the organization (W-2/1099-MISC)	(E) Reportable compensation from related organizations (W-2/1099-MISC)	(F) Estimated amount of other compensation from the organization and related organizations
DOUGLAS G. MYERS CHAIR	2.00	X		X				0.	0.	0.
LYNDEL KING VICE CHAIR AND SECRETARY	2.00	X		X				0.	0.	0.
CARL R. NOLD IMMEDIATE PAST CHAIR	2.00	X		X				0.	0.	0.
JOHN WETENHALL TREASURER	2.00	X		X				0.	0.	0.
TED BEATTIE DIRECTOR	2.00	X						0.	0.	0.
MELISSA CHIU DIRECTOR	2.00	X						0.	0.	0.
BOBBIE CONNER DIRECTOR	2.00	X						0.	0.	0.
GEORGIANNA CONTIGUGLIA DIRECTOR UNTIL 5/10	2.00	X						0.	0.	0.
KINSHASHA HOLMAN CONWILL DIRECTOR	2.00	X						0.	0.	0.
DAVID ELLIS DIRECTOR	2.00	X						0.	0.	0.
KAYWIN FELDMAN DIRECTOR	2.00	X						0.	0.	0.
RON FORMAN DIRECTOR UNTIL 5/10	2.00	X						0.	0.	0.
LAURA H. FOSTER DIRECTOR	2.00	X						0.	0.	0.
JIM HANKEN DIRECTOR UNTIL 5/10	2.00	X						0.	0.	0.
WILLIAM T. HARRIS DIRECTOR	2.00	X						0.	0.	0.
GAIL M. HARRITY DIRECTOR UNTIL 5/10	2.00	X						0.	0.	0.
STEVE HIGH DIRECTOR UNTIL 5/10	2.00	X						0.	0.	0.

Part VII **Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees** *(continued)*

(A) Name and title	(B) Average hours per week (describe hours for related organizations in Schedule O)	(C) Position (check all that apply): Individual trustee or director	Institutional trustee	Officer	Key employee	Highest compensated employee	Former	(D) Reportable compensation from the organization (W-2/1099-MISC)	(E) Reportable compensation from related organizations (W-2/1099-MISC)	(F) Estimated amount of other compensation from the organization and related organizations
IRENE Y. HIRANO DIRECTOR UNTIL 5/10	2.00	X						0.	0.	0.
NIK HONEYSETT DIRECTOR	2.00	X						0.	0.	0.
ALLYN LORD DIRECTOR	2.00	X						0.	0.	0.
LAURIE NORTON MOFFAT DIRECTOR	2.00	X						0.	0.	0.
JUANITA MOORE DIRECTOR	2.00	X						0.	0.	0.
TEY MARIANNA NUNN DIRECTOR	2.00	X						0.	0.	0.
MEME OMOGBAI DIRECTOR	2.00	X						0.	0.	0.
BONNIE PITTMAN DIRECTOR UNTIL 5/10	2.00	X						0.	0.	0.
CRISTIAN SAMPER DIRECTOR	2.00	X						0.	0.	0.
1b Sub-total ▶								0.	0.	0.
c Total from continuation sheets to Part VII, Section A ▶								660,521.	0.	104,169.
d Total (add lines 1b and 1c) ▶								660,521.	0.	104,169.

2 Total number of individuals (including but not limited to those listed above) who received more than $100,000 in reportable compensation from the organization ▶ 4

		Yes	No
3 Did the organization list any **former** officer, director or trustee, key employee, or highest compensated employee on line 1a? *If "Yes," complete Schedule J for such individual*	3		X
4 For any individual listed on line 1a, is the sum of reportable compensation and other compensation from the organization and related organizations greater than $150,000? *If "Yes," complete Schedule J for such individual*	4	X	
5 Did any person listed on line 1a receive or accrue compensation from any unrelated organization or individual for services rendered to the organization? *If "Yes," complete Schedule J for such person*	5		X

Section B. Independent Contractors

1 Complete this table for your five highest compensated independent contractors that received more than $100,000 of compensation from the organization.

(A) Name and business address	(B) Description of services	(C) Compensation
THE TOWNSEND GROUP, 2 WISCONSIN CIRCLE, SUITE 900, CHEVY CHASE, MD 20815	EXHIBIT AND ADVERTISING	285,888.
BDO, 7101 WISCONSIN AVENUE, SUITE 800, BETHESDA, MD 20814-4827	ACCOUNTING	199,111.
THE MEETING MANAGER 9 MARCONI RD., IRVINE, CA 92618	TRANSPORTATION	162,304.
THE EXPO GROUP 10332 MAIN ST., #327, FAIRFAX, VA 22030	EXHIBITION HALL SETUP	150,251.
MARRIOTT BUSINESS SERVICES PO BOX 402642, ATLANTA, GA 30384-2642	HOTEL SERVICES	149,734.

2 Total number of independent contractors (including but not limited to those listed above) who received more than $100,000 in compensation from the organization ▶ 10

SEE PART VII, SECTION A CONTINUATION SHEETS

Part VIII | Statement of Revenue

				(A) Total revenue	(B) Related or exempt function revenue	(C) Unrelated business revenue	(D) Revenue excluded from tax under sections 512, 513, or 514
Contributions, gifts, grants and other similar amounts	1 a Federated campaigns	1a					
	b Membership dues	1b					
	c Fundraising events	1c					
	d Related organizations	1d					
	e Government grants (contributions)	1e	1,312,753.				
	f All other contributions, gifts, grants, and similar amounts not included above	1f	1,199,669.				
	g Noncash contributions included in lines 1a-1f $						
	h **Total.** Add lines 1a-1f ▶			2,512,422.			
Program Service Revenue		Business Code					
	2 a MEMBERSHIP DUES	900099		3,683,751.	3,683,751.		
	b EXHIBIT FEES	900099		1,327,150.			1327150.
	c REGISTRATIONS	900099		1,156,537.	1,156,537.		
	d PUBLICATION SALES	541800		703,906.	35,693.	668,213.	
	e ACCREDITATION FEES	900099		230,192.	230,192.		
	f All other program service revenue						
	g **Total.** Add lines 2a-2f ▶			7,101,536.			
Other Revenue	3 Investment income (including dividends, interest, and other similar amounts) ▶			89,339.			89,339.
	4 Income from investment of tax-exempt bond proceeds ▶						
	5 Royalties ▶			341,989.			341,989.
		(i) Real	(ii) Personal				
	6 a Gross Rents						
	b Less: rental expenses						
	c Rental income or (loss)						
	d Net rental income or (loss) ▶						
	7 a Gross amount from sales of assets other than inventory	(i) Securities 2713685.	(ii) Other				
	b Less. cost or other basis and sales expenses	2691740.					
	c Gain or (loss)	21,945.					
	d Net gain or (loss) ▶			21,945.			21,945.
	8 a Gross income from fundraising events (not including $ ____ of contributions reported on line 1c). See Part IV, line 18	a					
	b Less: direct expenses	b					
	c Net income or (loss) from fundraising events ▶						
	9 a Gross income from gaming activities See Part IV, line 19	a					
	b Less: direct expenses	b					
	c Net income or (loss) from gaming activities ▶						
	10 a Gross sales of inventory, less returns and allowances	a	473,436.				
	b Less· cost of goods sold	b	165,563.				
	c Net income or (loss) from sales of inventory ▶			307,873.	307,873.		
	Miscellaneous Revenue	Business Code					
	11 a RENTAL INCOME	900099		54,000.			54,000.
	b SUBSCRIPTIONS	900099		18,174.			18,174.
	c OTHER	900099		12,504.			12,504.
	d All other revenue						
	e **Total.** Add lines 11a-11d ▶			84,678.			
	12 **Total revenue.** See instructions. ▶			10459782.	5,414,046.	668,213.	1865101.

Part IX Statement of Functional Expenses

Section 501(c)(3) and 501(c)(4) organizations must complete all columns.
All other organizations must complete column (A) but are not required to complete columns (B), (C), and (D).

	Do not include amounts reported on lines 6b, 7b, 8b, 9b, and 10b of Part VIII.	(A) Total expenses	(B) Program service expenses	(C) Management and general expenses	(D) Fundraising expenses
1	Grants and other assistance to governments and organizations in the U.S. See Part IV, line 21	589,070.	589,070.		
2	Grants and other assistance to individuals in the U S. See Part IV, line 22	52,700.	52,700.		
3	Grants and other assistance to governments, organizations, and individuals outside the U.S. See Part IV, lines 15 and 16				
4	Benefits paid to or for members				
5	Compensation of current officers, directors, trustees, and key employees	306,396.		275,756.	30,640.
6	Compensation not included above, to disqualified persons (as defined under section 4958(f)(1)) and persons described in section 4958(c)(3)(B)				
7	Other salaries and wages	3,468,849.	2,044,475.	1,146,959.	277,415.
8	Pension plan contributions (include section 401(k) and section 403(b) employer contributions)	152,055.		152,055.	
9	Other employee benefits	305,013.	268,848.		36,165.
10	Payroll taxes	208,062.	154,815.	32,326.	20,921.
11	Fees for services (non-employees):				
a	Management				
b	Legal	66,579.	38,939.	11,720.	15,920.
c	Accounting	212,404.	9,000.	203,404.	
d	Lobbying				
e	Professional fundraising services. See Part IV, line 17				
f	Investment management fees	27,982.		27,982.	
g	Other	1,617,834.	1,497,361.	62,078.	58,395.
12	Advertising and promotion				
13	Office expenses	1,259,145.	923,818.	310,481.	24,846.
14	Information technology	208,204.	21,984.	184,851.	1,369.
15	Royalties				
16	Occupancy	828,076.	7,750.	820,326.	
17	Travel	496,294.	455,728.	38,035.	2,531.
18	Payments of travel or entertainment expenses for any federal, state, or local public officials				
19	Conferences, conventions, and meetings	541,769.	503,566.	35,193.	3,010.
20	Interest	11,484.		11,484.	
21	Payments to affiliates				
22	Depreciation, depletion, and amortization	144,783.		144,783.	
23	Insurance	29,219.	15,384.	13,835.	
24	Other expenses. Itemize expenses not covered above. (List miscellaneous expenses in line 24f. If line 24f amount exceeds 10% of line 25, column (A) amount, list line 24f expenses on Schedule O.)				
a	OVERHEAD EXPENSES	0.	2,441,699.	<2,602,660.>	160,961.
b	UN. BUS. INCOME TAX	84,000.		84,000.	
c	OTHER	67,756.	320.	67,411.	25.
d	PROFESSIONAL DEV.	62,127.	33,176.	28,075.	876.
e	BAD DEBT	2,196.		2,196.	
f	All other expenses				
25	**Total functional expenses.** Add lines 1 through 24f	10,741,997.	9,058,633.	1,050,290.	633,074.
26	**Joint costs.** Check here ▶ ☐ if following SOP 98-2 (ASC 958-720). Complete this line only if the organization reported in column (B) joint costs from a combined educational campaign and fundraising solicitation				

Part X Balance Sheet

			(A) Beginning of year		(B) End of year
Assets	1	Cash - non-interest-bearing	300.	1	300.
	2	Savings and temporary cash investments	625,368.	2	554,624.
	3	Pledges and grants receivable, net	332,774.	3	248,344.
	4	Accounts receivable, net	74,962.	4	156,140.
	5	Receivables from current and former officers, directors, trustees, key employees, and highest compensated employees. Complete Part II of Schedule L		5	
	6	Receivables from other disqualified persons (as defined under section 4958(f)(1)), persons described in section 4958(c)(3)(B), and contributing employers and sponsoring organizations of section 501(c)(9) voluntary employees' beneficiary organizations (see instructions)		6	
	7	Notes and loans receivable, net		7	
	8	Inventories for sale or use	332,212.	8	339,345.
	9	Prepaid expenses and deferred charges	254,396.	9	281,066.
	10a	Land, buildings, and equipment: cost or other basis. Complete Part VI of Schedule D — 10a 3,473,885.			
	b	Less: accumulated depreciation — 10b 2,752,296.	725,187.	10c	721,589.
	11	Investments - publicly traded securities	2,833,058.	11	2,680,499.
	12	Investments - other securities. See Part IV, line 11		12	
	13	Investments - program-related. See Part IV, line 11		13	
	14	Intangible assets		14	
	15	Other assets. See Part IV, line 11		15	
	16	**Total assets.** Add lines 1 through 15 (must equal line 34)	5,178,257.	16	4,981,907.
Liabilities	17	Accounts payable and accrued expenses	784,252.	17	672,442.
	18	Grants payable		18	
	19	Deferred revenue	2,888,937.	19	2,632,248.
	20	Tax-exempt bond liabilities		20	
	21	Escrow or custodial account liability. Complete Part IV of Schedule D		21	140,125.
	22	Payables to current and former officers, directors, trustees, key employees, highest compensated employees, and disqualified persons. Complete Part II of Schedule L		22	
	23	Secured mortgages and notes payable to unrelated third parties		23	
	24	Unsecured notes and loans payable to unrelated third parties	250,000.	24	250,000.
	25	Other liabilities. Complete Part X of Schedule D	599,240.	25	737,815.
	26	**Total liabilities.** Add lines 17 through 25	4,522,429.	26	4,432,630.
Net Assets or Fund Balances		**Organizations that follow SFAS 117, check here ▶ [X] and complete lines 27 through 29, and lines 33 and 34.**			
	27	Unrestricted net assets	<145,794.>	27	<497,057.>
	28	Temporarily restricted net assets	531,552.	28	776,114.
	29	Permanently restricted net assets	270,070.	29	270,220.
		Organizations that do not follow SFAS 117, check here ▶ [ ] and complete lines 30 through 34.			
	30	Capital stock or trust principal, or current funds		30	
	31	Paid-in or capital surplus, or land, building, or equipment fund		31	
	32	Retained earnings, endowment, accumulated income, or other funds		32	
	33	Total net assets or fund balances	655,828.	33	549,277.
	34	Total liabilities and net assets/fund balances	5,178,257.	34	4,981,907.

Form 990 (2010)

032011 12-21-10

Part XI Reconciliation of Net Assets

Check if Schedule O contains a response to any question in this Part XI [X]

1	Total revenue (must equal Part VIII, column (A), line 12)	1	10,459,782.
2	Total expenses (must equal Part IX, column (A), line 25)	2	10,741,997.
3	Revenue less expenses. Subtract line 2 from line 1	3	<282,215.>
4	Net assets or fund balances at beginning of year (must equal Part X, line 33, column (A))	4	655,828.
5	Other changes in net assets or fund balances (explain in Schedule O)	5	175,664.
6	Net assets or fund balances at end of year. Combine lines 3, 4, and 5 (must equal Part X, line 33, column (B))	6	549,277.

Part XII Financial Statements and Reporting

Check if Schedule O contains a response to any question in this Part XII [ ]

			Yes	No
1	Accounting method used to prepare the Form 990: [ ] Cash [X] Accrual [ ] Other If the organization changed its method of accounting from a prior year or checked "Other," explain in Schedule O.			
2a	Were the organization's financial statements compiled or reviewed by an independent accountant?	2a		X
b	Were the organization's financial statements audited by an independent accountant?	2b	X	
c	If "Yes" to line 2a or 2b, does the organization have a committee that assumes responsibility for oversight of the audit, review, or compilation of its financial statements and selection of an independent accountant?	2c	X	
	If the organization changed either its oversight process or selection process during the tax year, explain in Schedule O.			
d	If "Yes" to line 2a or 2b, check a box below to indicate whether the financial statements for the year were issued on a separate basis, consolidated basis, or both: [X] Separate basis [ ] Consolidated basis [ ] Both consolidated and separate basis			
3a	As a result of a federal award, was the organization required to undergo an audit or audits as set forth in the Single Audit Act and OMB Circular A-133?	3a	X	
b	If "Yes," did the organization undergo the required audit or audits? If the organization did not undergo the required audit or audits, explain why in Schedule O and describe any steps taken to undergo such audits.	3b	X	

SCHEDULE A
(Form 990 or 990-EZ)

Department of the Treasury
Internal Revenue Service

Public Charity Status and Public Support

Complete if the organization is a section 501(c)(3) organization or a section 4947(a)(1) nonexempt charitable trust.
▶ Attach to Form 990 or Form 990-EZ. ▶ See separate instructions.

OMB No 1545-0047
2010
Open to Public Inspection

Name of the organization
AMERICAN ASSOCIATION OF MUSEUMS

Employer identification number
53-0205889

Part I Reason for Public Charity Status (All organizations must complete this part.) See instructions.

The organization is not a private foundation because it is: (For lines 1 through 11, check only one box.)

1 ☐ A church, convention of churches, or association of churches described in **section 170(b)(1)(A)(i).**
2 ☐ A school described in **section 170(b)(1)(A)(ii).** (Attach Schedule E)
3 ☐ A hospital or a cooperative hospital service organization described in **section 170(b)(1)(A)(iii).**
4 ☐ A medical research organization operated in conjunction with a hospital described in **section 170(b)(1)(A)(iii).** Enter the hospital's name, city, and state:
5 ☐ An organization operated for the benefit of a college or university owned or operated by a governmental unit described in **section 170(b)(1)(A)(iv).** (Complete Part II.)
6 ☐ A federal, state, or local government or governmental unit described in **section 170(b)(1)(A)(v).**
7 ☒ An organization that normally receives a substantial part of its support from a governmental unit or from the general public described in **section 170(b)(1)(A)(vi).** (Complete Part II.)
8 ☐ A community trust described in **section 170(b)(1)(A)(vi).** (Complete Part II.)
9 ☐ An organization that normally receives. (1) more than 33 1/3% of its support from contributions, membership fees, and gross receipts from activities related to its exempt functions - subject to certain exceptions, and (2) no more than 33 1/3% of its support from gross investment income and unrelated business taxable income (less section 511 tax) from businesses acquired by the organization after June 30, 1975. See **section 509(a)(2).** (Complete Part III.)
10 ☐ An organization organized and operated exclusively to test for public safety. See **section 509(a)(4).**
11 ☐ An organization organized and operated exclusively for the benefit of, to perform the functions of, or to carry out the purposes of one or more publicly supported organizations described in section 509(a)(1) or section 509(a)(2) See **section 509(a)(3).** Check the box that describes the type of supporting organization and complete lines 11e through 11h.

a ☐ Type I b ☐ Type II c ☐ Type III - Functionally integrated d ☐ Type III - Other

e ☐ By checking this box, I certify that the organization is not controlled directly or indirectly by one or more disqualified persons other than foundation managers and other than one or more publicly supported organizations described in section 509(a)(1) or section 509(a)(2).

f If the organization received a written determination from the IRS that it is a Type I, Type II, or Type III supporting organization, check this box ☐

g Since August 17, 2006, has the organization accepted any gift or contribution from any of the following persons?

		Yes	No
(i) A person who directly or indirectly controls, either alone or together with persons described in (ii) and (iii) below, the governing body of the supported organization?	11g(i)		
(ii) A family member of a person described in (i) above?	11g(ii)		
(iii) A 35% controlled entity of a person described in (i) or (ii) above?	11g(iii)		

h Provide the following information about the supported organization(s).

(i) Name of supported organization	(ii) EIN	(iii) Type of organization (described on lines 1-9 above or IRC section (see instructions))	(iv) Is the organization in col. (i) listed in your governing document? Yes	No	(v) Did you notify the organization in col. (i) of your support? Yes	No	(vi) Is the organization in col. (i) organized in the U.S.? Yes	No	(vii) Amount of support
Total									

Part II Support Schedule for Organizations Described in Sections 170(b)(1)(A)(iv) and 170(b)(1)(A)(vi)

(Complete only if you checked the box on line 5, 7, or 8 of Part I or if the organization failed to qualify under Part III. If the organization fails to qualify under the tests listed below, please complete Part III.)

Section A. Public Support

Calendar year (or fiscal year beginning in) ▶	(a) 2006	(b) 2007	(c) 2008	(d) 2009	(e) 2010	(f) Total
1 Gifts, grants, contributions, and membership fees received. (Do not include any "unusual grants.")	1120308.	1338615.	604,307.	1733844.	2487422.	7284496.
2 Tax revenues levied for the organization's benefit and either paid to or expended on its behalf						
3 The value of services or facilities furnished by a governmental unit to the organization without charge						
4 **Total.** Add lines 1 through 3	1120308.	1338615.	604,307.	1733844.	2487422.	7284496.
5 The portion of total contributions by each person (other than a governmental unit or publicly supported organization) included on line 1 that exceeds 2% of the amount shown on line 11, column (f)						54,906.
6 **Public support.** Subtract line 5 from line 4						7229590.

Section B. Total Support

Calendar year (or fiscal year beginning in) ▶	(a) 2006	(b) 2007	(c) 2008	(d) 2009	(e) 2010	(f) Total
7 Amounts from line 4	1120308.	1338615.	604,307.	1733844.	2487422.	7284496.
8 Gross income from interest, dividends, payments received on securities loans, rents, royalties and income from similar sources	426,667.	460,594.	189,134.	398,153.	431,328.	1905876.
9 Net income from unrelated business activities, whether or not the business is regularly carried on			33,115.	213,217.	197,483.	443,815.
10 Other income. Do not include gain or loss from the sale of capital assets (Explain in Part IV)	3,953.		1,271.	30,587.	84,678.	120,489.
11 **Total support.** Add lines 7 through 10						9754676.

12 Gross receipts from related activities, etc. (see instructions) | 12 | 34,056,014.

13 **First five years.** If the Form 990 is for the organization's first, second, third, fourth, or fifth tax year as a section 501(c)(3) organization, check this box and **stop here** ▶ ☐

Section C. Computation of Public Support Percentage

14 Public support percentage for 2010 (line 6, column (f) divided by line 11, column (f)) | 14 | 74.11 %

15 Public support percentage from 2009 Schedule A, Part II, line 14 | 15 | 72.98 %

16a **33 1/3% support test - 2010.** If the organization did not check the box on line 13, and line 14 is 33 1/3% or more, check this box and **stop here.** The organization qualifies as a publicly supported organization ▶ [X]

b **33 1/3% support test - 2009.** If the organization did not check a box on line 13 or 16a, and line 15 is 33 1/3% or more, check this box and **stop here.** The organization qualifies as a publicly supported organization ▶ ☐

17a **10% -facts-and-circumstances test - 2010.** If the organization did not check a box on line 13, 16a, or 16b, and line 14 is 10% or more, and if the organization meets the "facts-and-circumstances" test, check this box and **stop here.** Explain in Part IV how the organization meets the "facts-and-circumstances" test. The organization qualifies as a publicly supported organization ▶ ☐

b **10% -facts-and-circumstances test - 2009.** If the organization did not check a box on line 13, 16a, 16b, or 17a, and line 15 is 10% or more, and if the organization meets the "facts-and-circumstances" test, check this box and **stop here.** Explain in Part IV how the organization meets the "facts-and-circumstances" test The organization qualifies as a publicly supported organization ▶ ☐

18 **Private foundation.** If the organization did not check a box on line 13, 16a, 16b, 17a, or 17b, check this box and see instructions ▶ ☐

Part III Support Schedule for Organizations Described in Section 509(a)(2)

(Complete only if you checked the box on line 9 of Part I or if the organization failed to qualify under Part II. If the organization fails to qualify under the tests listed below, please complete Part II.)

Section A. Public Support

Calendar year (or fiscal year beginning in) ▶	(a) 2006	(b) 2007	(c) 2008	(d) 2009	(e) 2010	(f) Total
1 Gifts, grants, contributions, and membership fees received. (Do not include any "unusual grants.")						
2 Gross receipts from admissions, merchandise sold or services performed, or facilities furnished in any activity that is related to the organization's tax-exempt purpose						
3 Gross receipts from activities that are not an unrelated trade or business under section 513						
4 Tax revenues levied for the organization's benefit and either paid to or expended on its behalf						
5 The value of services or facilities furnished by a governmental unit to the organization without charge						
6 **Total.** Add lines 1 through 5						
7a Amounts included on lines 1, 2, and 3 received from disqualified persons						
b Amounts included on lines 2 and 3 received from other than disqualified persons that exceed the greater of $5,000 or 1% of the amount on line 13 for the year						
c Add lines 7a and 7b						
8 **Public support** (Subtract line 7c from line 6.)						

Section B. Total Support

Calendar year (or fiscal year beginning in) ▶	(a) 2006	(b) 2007	(c) 2008	(d) 2009	(e) 2010	(f) Total
9 Amounts from line 6						
10a Gross income from interest, dividends, payments received on securities loans, rents, royalties and income from similar sources						
b Unrelated business taxable income (less section 511 taxes) from businesses acquired after June 30, 1975						
c Add lines 10a and 10b						
11 Net income from unrelated business activities not included in line 10b, whether or not the business is regularly carried on						
12 Other income. Do not include gain or loss from the sale of capital assets (Explain in Part IV.)						
13 **Total support** (Add lines 9, 10c, 11, and 12.)						

14 **First five years.** If the Form 990 is for the organization's first, second, third, fourth, or fifth tax year as a section 501(c)(3) organization, check this box and **stop here** ▶ ☐

Section C. Computation of Public Support Percentage

15	Public support percentage for 2010 (line 8, column (f) divided by line 13, column (f))	15	%
16	Public support percentage from 2009 Schedule A, Part III, line 15	16	%

Section D. Computation of Investment Income Percentage

17	Investment income percentage for **2010** (line 10c, column (f) divided by line 13, column (f))	17	%
18	Investment income percentage from **2009** Schedule A, Part III, line 17	18	%

19a **33 1/3% support tests - 2010.** If the organization did not check the box on line 14, and line 15 is more than 33 1/3%, and line 17 is not more than 33 1/3%, check this box and **stop here.** The organization qualifies as a publicly supported organization ▶ ☐

b **33 1/3% support tests - 2009.** If the organization did not check a box on line 14 or line 19a, and line 16 is more than 33 1/3%, and line 18 is not more than 33 1/3%, check this box and **stop here.** The organization qualifies as a publicly supported organization ▶ ☐

20 **Private foundation.** If the organization did not check a box on line 14, 19a, or 19b, check this box and see instructions ▶ ☐

Part IV Supplemental Information. Complete this part to provide the explanations required by Part II, line 10; Part II, line 17a or 17b; and Part III, line 12. Also complete this part for any additional information. (See instructions).

SCHEDULE A, PART II, LINE 10, EXPLANATION FOR OTHER INCOME:

OTHER INCOME

RENTAL INCOME

SUBSCRIPTIONS

SCHEDULE C
(Form 990 or 990-EZ)

Department of the Treasury
Internal Revenue Service

Political Campaign and Lobbying Activities

For Organizations Exempt From Income Tax Under section 501(c) and section 527

▶ Complete if the organization is described below. ▶ Attach to Form 990 or Form 990-EZ.
▶ See separate instructions.

OMB No 1545-0047
2010
Open to Public Inspection

If the organization answered "Yes," to Form 990, Part IV, line 3, or Form 990-EZ, Part V, line 46 (Political Campaign Activities), then

- Section 501(c)(3) organizations: Complete Parts I-A and B Do not complete Part I-C.
- Section 501(c) (other than section 501(c)(3)) organizations: Complete Parts I-A and C below. Do not complete Part I-B.
- Section 527 organizations: Complete Part I-A only.

If the organization answered "Yes," to Form 990, Part IV, line 4, or Form 990-EZ, Part VI, line 47 (Lobbying Activities), then

- Section 501(c)(3) organizations that have filed Form 5768 (election under section 501(h)): Complete Part II-A. Do not complete Part II-B.
- Section 501(c)(3) organizations that have NOT filed Form 5768 (election under section 501(h)): Complete Part II-B. Do not complete Part II-A.

If the organization answered "Yes," to Form 990, Part IV, line 5 (Proxy Tax), or Form 990-EZ, Part V, line 35a (Proxy Tax), then

- Section 501(c)(4), (5), or (6) organizations: Complete Part III.

Name of organization	Employer identification number
AMERICAN ASSOCIATION OF MUSEUMS	53-0205889

Part I-A Complete if the organization is exempt under section 501(c) or is a section 527 organization.

1 Provide a description of the organization's direct and indirect political campaign activities in Part IV.
2 Political expenditures ▶ $ ________
3 Volunteer hours ________

Part I-B Complete if the organization is exempt under section 501(c)(3).

1 Enter the amount of any excise tax incurred by the organization under section 4955 ▶ $ ________
2 Enter the amount of any excise tax incurred by organization managers under section 4955 ▶ $ ________
3 If the organization incurred a section 4955 tax, did it file Form 4720 for this year? ☐ Yes ☐ No
4a Was a correction made? ☐ Yes ☐ No
b If "Yes," describe in Part IV.

Part I-C Complete if the organization is exempt under section 501(c), except section 501(c)(3).

1 Enter the amount directly expended by the filing organization for section 527 exempt function activities ▶ $ ________
2 Enter the amount of the filing organization's funds contributed to other organizations for section 527 exempt function activities ▶ $ ________
3 Total exempt function expenditures. Add lines 1 and 2. Enter here and on Form 1120-POL, line 17b ▶ $ ________
4 Did the filing organization file **Form 1120-POL** for this year? ☐ Yes ☐ No
5 Enter the names, addresses and employer identification number (EIN) of all section 527 political organizations to which the filing organization made payments. For each organization listed, enter the amount paid from the filing organization's funds. Also enter the amount of political contributions received that were promptly and directly delivered to a separate political organization, such as a separate segregated fund or a political action committee (PAC). If additional space is needed, provide information in Part IV.

(a) Name	**(b)** Address	**(c)** EIN	**(d)** Amount paid from filing organization's funds. If none, enter -0-.	**(e)** Amount of political contributions received and promptly and directly delivered to a separate political organization. If none, enter -0-.

Part II-A **Complete if the organization is exempt under section 501(c)(3) and filed Form 5768 (election under section 501(h)).**

A Check ▶ ☐ if the filing organization belongs to an affiliated group.
B Check ▶ ☐ if the filing organization checked box A and "limited control" provisions apply.

Limits on Lobbying Expenditures (The term "expenditures" means amounts paid or incurred.)	(a) Filing organization's totals	(b) Affiliated group totals
1a Total lobbying expenditures to influence public opinion (grass roots lobbying)		
b Total lobbying expenditures to influence a legislative body (direct lobbying)	104,071.	
c Total lobbying expenditures (add lines 1a and 1b)	104,071.	
d Other exempt purpose expenditures	10,716,997.	
e Total exempt purpose expenditures (add lines 1c and 1d)	10,821,068.	
f Lobbying nontaxable amount. Enter the amount from the following table in both columns.	691,053.	

If the amount on line 1e, column (a) or (b) is:	The lobbying nontaxable amount is:
Not over $500,000	20% of the amount on line 1e.
Over $500,000 but not over $1,000,000	$100,000 plus 15% of the excess over $500,000
Over $1,000,000 but not over $1,500,000	$175,000 plus 10% of the excess over $1,000,000
Over $1,500,000 but not over $17,000,000	$225,000 plus 5% of the excess over $1,500,000
Over $17,000,000	$1,000,000.

	(a)	(b)
g Grassroots nontaxable amount (enter 25% of line 1f)	172,763.	
h Subtract line 1g from line 1a If zero or less, enter -0-	0.	
i Subtract line 1f from line 1c. If zero or less, enter -0-	0.	

j If there is an amount other than zero on either line 1h or line 1i, did the organization file Form 4720 reporting section 4911 tax for this year? ☐ Yes ☐ No

4-Year Averaging Period Under Section 501(h)
(Some organizations that made a section 501(h) election do not have to complete all of the five columns below. See the instructions for lines 2a through 2f on page 4.)

Lobbying Expenditures During 4-Year Averaging Period

Calendar year (or fiscal year beginning in)	(a) 2007	(b) 2008	(c) 2009	(d) 2010	(e) Total
2a Lobbying nontaxable amount	672,295.	329,103.	678,815.	691,053.	2,371,266.
b Lobbying ceiling amount (150% of line 2a, column(e))					3,556,899.
c Total lobbying expenditures	37,735.	35,338.	113,161.	104,071.	290,305.
d Grassroots nontaxable amount	168,074.	82,276.	169,704.	172,763.	592,817.
e Grassroots ceiling amount (150% of line 2d, column (e))					889,226.
f Grassroots lobbying expenditures					

Part II-B **Complete if the organization is exempt under section 501(c)(3) and has NOT filed Form 5768 (election under section 501(h)).**

		(a) Yes	(a) No	(b) Amount
1	During the year, did the filing organization attempt to influence foreign, national, state or local legislation, including any attempt to influence public opinion on a legislative matter or referendum, through the use of:			
a	Volunteers?			
b	Paid staff or management (include compensation in expenses reported on lines 1c through 1i)?			
c	Media advertisements?			
d	Mailings to members, legislators, or the public?			
e	Publications, or published or broadcast statements?			
f	Grants to other organizations for lobbying purposes?			
g	Direct contact with legislators, their staffs, government officials, or a legislative body?			
h	Rallies, demonstrations, seminars, conventions, speeches, lectures, or any similar means?			
i	Other activities? If "Yes," describe in Part IV			
j	Total Add lines 1c through 1i			
2a	Did the activities in line 1 cause the organization to be not described in section 501(c)(3)?			
b	If "Yes," enter the amount of any tax incurred under section 4912			
c	If "Yes," enter the amount of any tax incurred by organization managers under section 4912			
d	If the filing organization incurred a section 4912 tax, did it file Form 4720 for this year?			

Part III-A **Complete if the organization is exempt under section 501(c)(4), section 501(c)(5), or section 501(c)(6).**

			Yes	No
1	Were substantially all (90% or more) dues received nondeductible by members?	1		
2	Did the organization make only in-house lobbying expenditures of $2,000 or less?	2		
3	Did the organization agree to carryover lobbying and political expenditures from the prior year?	3		

Part III-B **Complete if the organization is exempt under section 501(c)(4), section 501(c)(5), or section 501(c)(6) if BOTH Part III-A, lines 1 and 2 are answered "No" OR if Part III-A, line 3 is answered "Yes."**

1	Dues, assessments and similar amounts from members	1	
2	Section 162(e) nondeductible lobbying and political expenditures **(do not include amounts of political expenses for which the section 527(f) tax was paid).**		
a	Current year	2a	
b	Carryover from last year	2b	
c	Total	2c	
3	Aggregate amount reported in section 6033(e)(1)(A) notices of nondeductible section 162(e) dues	3	
4	If notices were sent and the amount on line 2c exceeds the amount on line 3, what portion of the excess does the organization agree to carryover to the reasonable estimate of nondeductible lobbying and political expenditure next year?	4	
5	Taxable amount of lobbying and political expenditures (see instructions)	5	

Part IV **Supplemental Information**

Complete this part to provide the descriptions required for Part I-A, line 1; Part I-B, line 4; Part I-C, line 5; and Part II-B, line 1i. Also, complete this part for any additional information.

SCHEDULE D (Form 990)

Department of the Treasury
Internal Revenue Service

Supplemental Financial Statements

▶ Complete if the organization answered "Yes," to Form 990, Part IV, line 6, 7, 8, 9, 10, 11, or 12.
▶ Attach to Form 990. ▶ See separate instructions.

OMB No 1545-0047
2010
Open to Public Inspection

Name of the organization: AMERICAN ASSOCIATION OF MUSEUMS
Employer identification number: 53-0205889

Part I **Organizations Maintaining Donor Advised Funds or Other Similar Funds or Accounts.** Complete if the organization answered "Yes" to Form 990, Part IV, line 6

		(a) Donor advised funds	(b) Funds and other accounts
1	Total number at end of year		
2	Aggregate contributions to (during year)		
3	Aggregate grants from (during year)		
4	Aggregate value at end of year		

5 Did the organization inform all donors and donor advisors in writing that the assets held in donor advised funds are the organization's property, subject to the organization's exclusive legal control? ☐ Yes ☐ No

6 Did the organization inform all grantees, donors, and donor advisors in writing that grant funds can be used only for charitable purposes and not for the benefit of the donor or donor advisor, or for any other purpose conferring impermissible private benefit? ☐ Yes ☐ No

Part II **Conservation Easements.** Complete if the organization answered "Yes" to Form 990, Part IV, line 7.

1 Purpose(s) of conservation easements held by the organization (check all that apply).
- ☐ Preservation of land for public use (e.g., recreation or education)
- ☐ Preservation of an historically important land area
- ☐ Protection of natural habitat
- ☐ Preservation of a certified historic structure
- ☐ Preservation of open space

2 Complete lines 2a through 2d if the organization held a qualified conservation contribution in the form of a conservation easement on the last day of the tax year.

			Held at the End of the Tax Year
a	Total number of conservation easements	2a	
b	Total acreage restricted by conservation easements	2b	
c	Number of conservation easements on a certified historic structure included in (a)	2c	
d	Number of conservation easements included in (c) acquired after 8/17/06, and not on a historic structure listed in the National Register	2d	

3 Number of conservation easements modified, transferred, released, extinguished, or terminated by the organization during the tax year ▶ ____________

4 Number of states where property subject to conservation easement is located ▶ ____________

5 Does the organization have a written policy regarding the periodic monitoring, inspection, handling of violations, and enforcement of the conservation easements it holds? ☐ Yes ☐ No

6 Staff and volunteer hours devoted to monitoring, inspecting, and enforcing conservation easements during the year ▶ ____________

7 Amount of expenses incurred in monitoring, inspecting, and enforcing conservation easements during the year ▶ $ ____________

8 Does each conservation easement reported on line 2(d) above satisfy the requirements of section 170(h)(4)(B)(i) and section 170(h)(4)(B)(ii)? ☐ Yes ☐ No

9 In Part XIV, describe how the organization reports conservation easements in its revenue and expense statement, and balance sheet, and include, if applicable, the text of the footnote to the organization's financial statements that describes the organization's accounting for conservation easements.

Part III **Organizations Maintaining Collections of Art, Historical Treasures, or Other Similar Assets.** Complete if the organization answered "Yes" to Form 990, Part IV, line 8.

1a If the organization elected, as permitted under SFAS 116 (ASC 958), not to report in its revenue statement and balance sheet works of art, historical treasures, or other similar assets held for public exhibition, education, or research in furtherance of public service, provide, in Part XIV, the text of the footnote to its financial statements that describes these items.

b If the organization elected, as permitted under SFAS 116 (ASC 958), to report in its revenue statement and balance sheet works of art, historical treasures, or other similar assets held for public exhibition, education, or research in furtherance of public service, provide the following amounts relating to these items:

(i) Revenues included in Form 990, Part VIII, line 1 ▶ $ ____________

(ii) Assets included in Form 990, Part X ▶ $ ____________

2 If the organization received or held works of art, historical treasures, or other similar assets for financial gain, provide the following amounts required to be reported under SFAS 116 (ASC 958) relating to these items:

a Revenues included in Form 990, Part VIII, line 1 ▶ $ ____________

b Assets included in Form 990, Part X ▶ $ ____________

Part III **Organizations Maintaining Collections of Art, Historical Treasures, or Other Similar Assets** *(continued)*

3 Using the organization's acquisition, accession, and other records, check any of the following that are a significant use of its collection items (check all that apply):

a ☐ Public exhibition
b ☐ Scholarly research
c ☐ Preservation for future generations
d ☐ Loan or exchange programs
e ☐ Other

4 Provide a description of the organization's collections and explain how they further the organization's exempt purpose in Part XIV.

5 During the year, did the organization solicit or receive donations of art, historical treasures, or other similar assets to be sold to raise funds rather than to be maintained as part of the organization's collection? ☐ Yes ☐ No

Part IV **Escrow and Custodial Arrangements.** Complete if the organization answered "Yes" to Form 990, Part IV, line 9, or reported an amount on Form 990, Part X, line 21.

1a Is the organization an agent, trustee, custodian or other intermediary for contributions or other assets not included on Form 990, Part X? ☐ Yes ☒ No

b If "Yes," explain the arrangement in Part XIV and complete the following table.

		Amount
c Beginning balance	1c	
d Additions during the year	1d	
e Distributions during the year	1e	
f Ending balance	1f	

2a Did the organization include an amount on Form 990, Part X, line 21? ☒ Yes ☐ No

b If "Yes," explain the arrangement in Part XIV.

Part V **Endowment Funds.** Complete if the organization answered "Yes" to Form 990, Part IV, line 10.

	(a) Current year	(b) Prior year	(c) Two years back	(d) Three years back	(e) Four years back
1a Beginning of year balance	408,820.	336,447.	386,763.		
b Contributions	150.	100.	17,490.		
c Net investment earnings, gains, and losses	52,270.	77,273.	<62,048.>		
d Grants or scholarships					
e Other expenditures for facilities and programs		5,000.	5,758.		
f Administrative expenses					
g End of year balance	461,240.	408,820.	336,447.		

2 Provide the estimated percentage of the year end balance held as:

a Board designated or quasi-endowment ▶ 16.62 %

b Permanent endowment ▶ 58.59 %

c Term endowment ▶ 24.79 %

3a Are there endowment funds not in the possession of the organization that are held and administered for the organization by:

		Yes	No
(i) unrelated organizations	3a(i)		X
(ii) related organizations	3a(ii)		X
b If "Yes" to 3a(ii), are the related organizations listed as required on Schedule R?	3b		

4 Describe in Part XIV the intended uses of the organization's endowment funds.

Part VI **Land, Buildings, and Equipment.** See Form 990, Part X, line 10.

Description of investment	(a) Cost or other basis (investment)	(b) Cost or other basis (other)	(c) Accumulated depreciation	(d) Book value
1a Land				
b Buildings				
c Leasehold improvements		742,992.	281,222.	461,770.
d Equipment				
e Other		2,730,893.	2,471,074.	259,819.
Total. Add lines 1a through 1e. *(Column (d) must equal Form 990, Part X, column (B), line 10(c).)* ▶				721,589.

Part VII Investments - Other Securities. See Form 990, Part X, line 12.

(a) Description of security or category (including name of security)	(b) Book value	(c) Method of valuation: Cost or end-of-year market value
(1) Financial derivatives		
(2) Closely-held equity interests		
(3) Other		
(A)		
(B)		
(C)		
(D)		
(E)		
(F)		
(G)		
(H)		
(I)		
Total. (Col (b) must equal Form 990, Part X, col (B) line 12.) ▶		

Part VIII Investments - Program Related. See Form 990, Part X, line 13.

(a) Description of investment type	(b) Book value	(c) Method of valuation. Cost or end-of-year market value
(1)		
(2)		
(3)		
(4)		
(5)		
(6)		
(7)		
(8)		
(9)		
(10)		
Total. (Col (b) must equal Form 990, Part X, col (B) line 13.) ▶		

Part IX Other Assets. See Form 990, Part X, line 15.

(a) Description	(b) Book value
(1)	
(2)	
(3)	
(4)	
(5)	
(6)	
(7)	
(8)	
(9)	
(10)	
Total. *(Column (b) must equal Form 990, Part X, col (B) line 15.)* ▶	

Part X Other Liabilities. See Form 990, Part X, line 25.

1. (a) Description of liability	(b) Amount
(1) Federal income taxes	
(2) DEFERRED RENT AND LEASEHOLD	
(3) INCENTIVE LIABILITY	737,815.
(4)	
(5)	
(6)	
(7)	
(8)	
(9)	
(10)	
(11)	
Total. *(Column (b) must equal Form 990, Part X, col (B) line 25.)* ▶	737,815.

2. FIN 48 (ASC 740) Footnote In Part XIV, provide the text of the footnote to the organization's financial statements that reports the organization's liability for uncertain tax positions under FIN 48 (ASC 740).

Part XI | Reconciliation of Change in Net Assets from Form 990 to Audited Financial Statements

1	Total revenue (Form 990, Part VIII, column (A), line 12)	1	10,459,782.
2	Total expenses (Form 990, Part IX, column (A), line 25)	2	10,741,997.
3	Excess or (deficit) for the year. Subtract line 2 from line 1	3	<282,215.>
4	Net unrealized gains (losses) on investments	4	175,664.
5	Donated services and use of facilities	5	
6	Investment expenses	6	
7	Prior period adjustments	7	
8	Other (Describe in Part XIV.)	8	
9	Total adjustments (net). Add lines 4 through 8	9	175,664.
10	Excess or (deficit) for the year per audited financial statements. Combine lines 3 and 9	10	<106,551.>

Part XII | Reconciliation of Revenue per Audited Financial Statements With Revenue per Return

1	Total revenue, gains, and other support per audited financial statements			1	10,773,027.
2	Amounts included on line 1 but not on Form 990, Part VIII, line 12:				
a	Net unrealized gains on investments	2a	175,664.		
b	Donated services and use of facilities	2b			
c	Recoveries of prior year grants	2c			
d	Other (Describe in Part XIV.)	2d	165,563.		
e	Add lines **2a** through **2d**			2e	341,227.
3	Subtract line **2e** from line **1**			3	10,431,800.
4	Amounts included on Form 990, Part VIII, line 12, but not on line **1**:				
a	Investment expenses not included on Form 990, Part VIII, line 7b	4a	27,982.		
b	Other (Describe in Part XIV.)	4b			
c	Add lines **4a** and **4b**			4c	27,982.
5	Total revenue. Add lines **3** and **4c**. *(This must equal Form 990, Part I, line 12.)*			5	10,459,782.

Part XIII | Reconciliation of Expenses per Audited Financial Statements With Expenses per Return

1	Total expenses and losses per audited financial statements			1	10,879,578.
2	Amounts included on line 1 but not on Form 990, Part IX, line 25:				
a	Donated services and use of facilities	2a			
b	Prior year adjustments	2b			
c	Other losses	2c			
d	Other (Describe in Part XIV.)	2d	165,563.		
e	Add lines **2a** through **2d**			2e	165,563.
3	Subtract line **2e** from line **1**			3	10,714,015.
4	Amounts included on Form 990, Part IX, line 25, but not on line **1**.				
a	Investment expenses not included on Form 990, Part VIII, line 7b	4a	27,982.		
b	Other (Describe in Part XIV.)	4b			
c	Add lines **4a** and **4b**			4c	27,982.
5	Total expenses. Add lines **3** and **4c**. *(This must equal Form 990, Part I, line 18.)*			5	10,741,997.

Part XIV | Supplemental Information

Complete this part to provide the descriptions required for Part II, lines 3, 5, and 9; Part III, lines 1a and 4; Part IV, lines 1b and 2b; Part V, line 4; Part X, line 2; Part XI, line 8; Part XII, lines 2d and 4b; and Part XIII, lines 2d and 4b. Also complete this part to provide any additional information.

PART IV, LINE 2B: THE ASSOCIATION IS INVOLVED IN AN AGENCY TRANSACTION WHEREBY IT RECEIVES FOREIGN DUES ON BEHALF OF THE INTERNATIONAL COUNCIL OF MUSEUMS (ICOM). ACCORDINGLY, THESE DUES ARE RECORDED AS FUNDS HELD ON BEHALF OF OTHERS IN THE ACCOMPANYING STATEMENT OF FINANCIAL POSITION UNTIL SUCH TIME THAT THE DUES ARE FORWARDED TO ICOM.

PART V, LINE 4: THE ASSOCIATION'S ENDOWMENT CONSISTS OF DONOR-RESTRICTED FUNDS AND BOARD-DESIGNATED MATCHING FUNDS CONTRIBUTED TO

Part XIV Supplemental Information *(continued)*

THE ASSOCIATION IN SUPPORT OF ITS ACCREDITATION PROGRAM AND OTHER PROFESSIONAL STANDARDS INITIATIVES.

PART X, LINE 2: THE ASSOCIATION PERFORMED AN EVALUATION OF UNCERTAIN TAX POSITIONS FOR THE YEAR ENDED DECEMBER 31, 2010, AND DETERMINED THAT THERE WERE NO MATTERS THAT WOULD REQUIRE RECOGNITION IN THE FINANCIAL STATEMENTS OR THAT MAY HAVE ANY EFFECT ON ITS TAX-EXEMPT STATUS.

PART XII, LINE 2D - OTHER ADJUSTMENTS:

COST OF GOODS SOLD 165,563.

PART XIII, LINE 2D - OTHER ADJUSTMENTS:

COST OF GOODS SOLD 165,563.

SCHEDULE I
(Form 990)

Department of the Treasury
Internal Revenue Service

Grants and Other Assistance to Organizations, Governments, and Individuals in the United States

Complete if the organization answered "Yes" to Form 990, Part IV, line 21 or 22.
▶ Attach to Form 990.

OMB No 1545-0047
2010
Open to Public Inspection

Name of the organization: AMERICAN ASSOCIATION OF MUSEUMS

Employer identification number 53-0205889

Part I — General Information on Grants and Assistance

1 Does the organization maintain records to substantiate the amount of the grants or assistance, the grantees' eligibility for the grants or assistance, and the selection criteria used to award the grants or assistance? [X] Yes [ ] No

2 Describe in Part IV the organization's procedures for monitoring the use of grant funds in the United States.

Part II — Grants and Other Assistance to Governments and Organizations in the United States. Complete if the organization answered "Yes" to Form 990, Part IV, line 21, for any recipient that received more than $5,000. Check this box if no one recipient received more than $5,000. Part II can be duplicated if additional space is needed ▶ [ ]

1 (a) Name and address of organization or government	(b) EIN	(c) IRC section if applicable	(d) Amount of cash grant	(e) Amount of non-cash assistance	(f) Method of valuation (book, FMV, appraisal, other)	(g) Description of non-cash assistance	(h) Purpose of grant or assistance
LOUISIANA SCIENCE CENTER 820 CLYDE FANT PARKWAY SHREVEPORT, LA 71101	72-1136273	501(C)(3)	77,228.	0.			NOT JUST ANOTHER BRICK IN THE WALL: ENGAGING ITALIAN AND AMERICAN TEENS HARNESSED THE
CINCINNATI MUSEUM CENTER 1301 WESTERN AVENUE CINCINNATI, OH 45203	31-1212634	501(C)(3)	75,000.	0.			WITH THE HELP OF MUSEUMS AND LOCAL COMMUNITY MEMBERS, CHILDREN IN CINCINNATI AND LAMU LEARN
BURKE MUSEUM OF NATURAL HISTORY UNIVERSITY OF WASHINGTON, BOX 35301 SEATTLE, WA 98195	91-2151686	501(C)(3)	62,920.	0.			TO PRESERVE AND PROMOTE TRADITIONAL CULTURAL KNOWLEDGE FOR FUTURE GENERATIONS ABOUT OCEANIC
INTERNATIONAL COALITION 333 SEVENTH AVE., 14TH FLOOR NEW YORK, NY 10001	20-4874389	501(C)(3)	62,612.	0.			MEMBERS OF THREE IMMIGRANT COMMUNITIES SHARE THEIR EXPERIENCES OF IDENTITY,
WESTMORELAND MUSEUM OF AMERICAN ART - 221 N. MAIN ST. - GREENSBURG, PA 15601	25-1014553	501(C)(3)	38,860.	0.			BUILDING A TRANSATLANTIC BRIDGE - TO COMPARE AND CONTRAST THEIR TWO COMMUNITIES BY EXPLORING
ROGER EHNSTROM NATURE CENTER 304 S. 5TH STREET WAHPETON, ND 58075	45-0392742	501(C)(3)	58,000.	0.			WATER: USING THE COMMON TIE THAT BINDS PROJECT.

2 Enter total number of section 501(c)(3) and government organizations ▶ 14.

3 Enter total number of other organizations ▶ 0.

LHA **For Paperwork Reduction Act Notice, see the Instructions for Form 990.** **Schedule I (Form 990) (2010)**

SEE PART IV FOR COLUMN (H) DESCRIPTIONS

032101 01-13-11

Part II Continuation of Grants and Other Assistance to Governments and Organizations in the United States (Schedule I (Form 990), Part II.)

(a) Name and address of organization or government	(b) EIN	(c) IRC section if applicable	(d) Amount of cash grant	(e) Amount of non-cash assistance	(f) Method of valuation (book, FMV, appraisal, other)	(g) Description of non-cash assistance	(h) Purpose of grant or assistance
UNIVERSITY OF COLORADO MUSEUM 1800 GRANT ST DENVER, CO 80203	84-6000555	501(C)(3)	45,000.	0.			HIGH SCHOOL STUDENTS FROM LOCAL MAJORITY AND MINORITY ETHNIC GROUPS CREATED VISUAL, ORAL, AND
WORLD AWARENESS CHILDRENS' MUSEUM 89 WARREN ST GLENS FALLS, NY 12801	14-1783303	501(C)(3)	41,167.	0.			MIDDLE SCHOOLERS IN NEW YORK AND ECUADOR USE ART AND VIDEO CONFERENCING TO EXPLORE THE CHALLENGES
MUSEUM OF HISTORY AND HOLOCAUST EDUCATION - 1000 CHASTAIN ROAD - KENNESAW, GA 30144	58-0965786	501(C)(3)	35,224.	0.			CREATING COMMUNITY COLLABORATIONS PROJECT.
THE WILD CENTER 45 MUSEUM DRIVE TUPPER LAKE, NY 12986	14-1811534	501(C)(3)	25,559.	0.			RESPONDING TO A SHARED CONCERN ABOUT THE AFFECTS OF CLIMATE CHANGE ON THEIR WINTER CULTURES,
THE DISCOVERY MUSEUMS 177 MAIN ST ACTON, MA 01720	04-2741645	501(C)(3)	25,500.	0.			USING ART, AUTOBIOGRAPHIES, AND VIDEO CONFERENCING, THIRD AND FOURTH GRADERS IN
NATIONAL CONSTITUTION CENTER 525 ARCH STREET PHILADELPHIA, PA 19106	14-1811534	501(C)(3)	21,000.	0.			A DIVERSE GROUP OF HIGH SCHOOL STUDENTS FROM PHILADELPHIA AND AFGHANISTAN CAPTURED
INTERNATIONAL MUSEUM OF WOMEN PO BOX 190038 SAN FRANCISCO, CA 94119-0038	77-0007240	501(C)(3)	11,000.	0.			YOUNG WOMEN FROM FOUR COUNTRIES USE SOCIAL MEDIA AND ONLINE APPLICATIONS TO DISCUSS
BIRMINGHAM CIVIL RIGHTS INSTITUTE 520 SIXTEENTH STREET NORTH BIRMINGHAM, AL 35203	58-1892067	501(C)(3)	10,000.	0.			YOUTH FROM ALABAMA AND SOUTH AFRICA EXPLORE THE PARALLELS BETWEEN THE CIVIL RIGHTS MOVEMENT IN

Part III **Grants and Other Assistance to Individuals in the United States.** Complete if the organization answered "Yes" to Form 990, Part IV, line 22. Part III can be duplicated if additional space is needed.

(a) Type of grant or assistance	(b) Number of recipients	(c) Amount of cash grant	(d) Amount of non-cash assistance	(e) Method of valuation (book, FMV, appraisal, other)	(f) Description of non-cash assistance
GRANTS TO INDIVIDUALS	74	52,700.	0.		

Part IV **Supplemental Information.** Complete this part to provide the information required in Part I, line 2, and any other additional information.

SCHEDULE I, PART I, LINE 2: AAM RECEIVES A SIGNED IMPLEMENTATION AGREEMENT STATING THE SUBRECIPIENT WILL KEEP AUDITABLE RECORDS OF ALL GRANT PROCEEDS. QUARTERLY AAM RECEIVES SIGNED FINANCIAL STATEMENTS OF BOTH GRANT AND COST-SHARE FUNDS AND REVIEWS TO ENSURE COMPLIANCE WITH THE GRANT AGREEMENT. AAM DISBURSES FUNDS QUARTERLY BASED ON RECIPIENT'S CASH NEEDS. AAM RECEIVES A SIGNED FINAL FINANCIAL REPORT AT THE CLOSE OF THE GRANT.

PART II, LINE 1, COLUMN (H):

NAME OF ORGANIZATION OR GOVERNMENT: LOUISIANA SCIENCE CENTER

Part IV Supplemental Information

(H) PURPOSE OF GRANT OR ASSISTANCE: NOT JUST ANOTHER BRICK IN THE WALL: ENGAGING ITALIAN AND AMERICAN TEENS HARNESSED THE CREATIVITY OF GIFTED HIGH SCHOOL STUDENTS IN CONJUNCTION WITH PARCO ASTRONOMICO INFINITO IN PINO TORINESE, ITALY AND SCI-PORT: LOUISIANA'S SCIENCE CENTER IN SHREVEPORT, LA TO CREATE A NEW PLANETARIUM ROCK OPERA VIA WEB-BASED MEDIA AND FACE-TO-FACE EXCHANGES.

NAME OF ORGANIZATION OR GOVERNMENT: CINCINNATI MUSEUM CENTER

(H) PURPOSE OF GRANT OR ASSISTANCE: WITH THE HELP OF MUSEUMS AND LOCAL COMMUNITY MEMBERS, CHILDREN IN CINCINNATI AND LAMU LEARN TO DOCUMENT ORAL HISTORIES AND TRADITIONS WITH DIGITAL AND VIRTUAL TOOLS. AS THEY DISCOVER MORE ABOUT THEIR OWN CULTURAL HERITAGE, THEY SHARE THEIR STORIES AND LEARN FROM THOSE OF THEIR PEERS ABROAD.

NAME OF ORGANIZATION OR GOVERNMENT: BURKE MUSEUM OF NATURAL HISTORY

(H) PURPOSE OF GRANT OR ASSISTANCE: TO PRESERVE AND PROMOTE TRADITIONAL CULTURAL KNOWLEDGE FOR FUTURE GENERATIONS ABOUT OCEANIC CANOES AND THE IMPACT OF SALMON, WHALING, AND LANGUAGE ON THEIR TRIBES.

NAME OF ORGANIZATION OR GOVERNMENT: INTERNATIONAL COALITION

(H) PURPOSE OF GRANT OR ASSISTANCE: MEMBERS OF THREE IMMIGRANT COMMUNITIES SHARE THEIR EXPERIENCES OF IDENTITY, ASSIMILATION, AND DISCRIMINATION THROUGH DIALOGUE AND PUBLIC PROGRAMS WHILE AN INTERACTIVE INSTALLATION AT EACH MUSEUM COLLECTS VISITORS' PERSONAL REFLECTIONS AND OPINIONS ON IMMIGRATION.

NAME OF ORGANIZATION OR GOVERNMENT: WESTMORELAND MUSEUM OF AMERICAN ART

(H) PURPOSE OF GRANT OR ASSISTANCE: BUILDING A TRANSATLANTIC BRIDGE - TO

Part IV Supplemental Information

COMPARE AND CONTRAST THEIR TWO COMMUNITIES BY EXPLORING THEIR PAST INDUSTRIAL MIGHT IN RELATION TO THEIR CURRENT POSITION IN THE WORLD.

NAME OF ORGANIZATION OR GOVERNMENT: UNIVERSITY OF COLORADO MUSEUM

(H) PURPOSE OF GRANT OR ASSISTANCE: HIGH SCHOOL STUDENTS FROM LOCAL MAJORITY AND MINORITY ETHNIC GROUPS CREATED VISUAL, ORAL, AND LITERARY COMPONENTS REPRESENTING THEIR PERSONAL EXPERIENCES WITH STEREOTYPING AND PREJUDICE FOR A MULTIMEDIA ART EXHIBITION THAT TRAVELED TO ALL THREE MUSEUMS.

NAME OF ORGANIZATION OR GOVERNMENT: WORLD AWARENESS CHILDRENS' MUSEUM

(H) PURPOSE OF GRANT OR ASSISTANCE: MIDDLE SCHOOLERS IN NEW YORK AND ECUADOR USE ART AND VIDEO CONFERENCING TO EXPLORE THE CHALLENGES FACED BY THEIR COMMUNITIES AND THEIR OWN ROLE IN ADDRESSING THEM. THE PARTNERS WILL DEVELOP TRAVELING CULTURE KITS FILLED WITH ART, VIDEOS, AND AN ASSOCIATED CURRICULUM TO BE EXCHANGED AND USED FOR THE MUSEUM'S OUTREACH PROGRAMS IN OTHER MIDDLE SCHOOLS.

NAME OF ORGANIZATION OR GOVERNMENT: THE WILD CENTER

(H) PURPOSE OF GRANT OR ASSISTANCE: RESPONDING TO A SHARED CONCERN ABOUT THE AFFECTS OF CLIMATE CHANGE ON THEIR WINTER CULTURES, LIFESTYLES, AND ECONOMIES, MUSEUMS AND COMMUNITIES IN THE ADIRONDACKS AND FINLAND JOINED FORCES TO INCREASE AWARENESS AND EXPLORE HOW THEY CAN WORK TO LIMIT THE IMPACT OF THIS TREND.

NAME OF ORGANIZATION OR GOVERNMENT: THE DISCOVERY MUSEUMS

(H) PURPOSE OF GRANT OR ASSISTANCE: USING ART, AUTOBIOGRAPHIES, AND VIDEO CONFERENCING, THIRD AND FOURTH GRADERS IN THESE TWO COUNTRIES LEARN

Part IV Supplemental Information

ABOUT ONE ANOTHER'S CULTURES AND TRADITIONS, EXPLORE THE BIODIVERSITY OF THEIR REGIONS, AND EXPAND THEIR KNOWLEDGE OF THE ENVIRONMENTAL CONCERNS IN THEIR LOCAL COMMUNITIES.

NAME OF ORGANIZATION OR GOVERNMENT: NATIONAL CONSTITUTION CENTER

(H) PURPOSE OF GRANT OR ASSISTANCE: A DIVERSE GROUP OF HIGH SCHOOL STUDENTS FROM PHILADELPHIA AND AFGHANISTAN CAPTURED IMAGES REFLECTING THEIR INTERPRETATIONS OF CONCEPTS SUCH AS DISSENT, FREEDOM, AND DEMOCRACY IN THEIR COUNTRIES. THE PHOTOS TURNED INTO AN EXHIBITION THAT HIGHLIGHTED THE AMAZING SIMILARITIES THE STUDENTS FOUND BETWEEN CITIZENS OF THESE TWO VERY DIFFERENT MULTI-ETHNIC SOCIETIES.

NAME OF ORGANIZATION OR GOVERNMENT: INTERNATIONAL MUSEUM OF WOMEN

(H) PURPOSE OF GRANT OR ASSISTANCE: YOUNG WOMEN FROM FOUR COUNTRIES USE SOCIAL MEDIA AND ONLINE APPLICATIONS TO DISCUSS THEIR PERSPECTIVES ON EVERYTHING FROM CAREERS AND WORK-LIFE BALANCE TO WEATHERING FINANCIAL HARDSHIP AND COMBATING GENDER DISCRIMINATION.

NAME OF ORGANIZATION OR GOVERNMENT: BIRMINGHAM CIVIL RIGHTS INSTITUTE

(H) PURPOSE OF GRANT OR ASSISTANCE: YOUTH FROM ALABAMA AND SOUTH AFRICA EXPLORE THE PARALLELS BETWEEN THE CIVIL RIGHTS MOVEMENT IN BIRMINGHAM AND THE ANTI-APARTHEID STRUGGLE IN SOWETO, THE ROLE OF YOUTH IN PROMOTING SOCIAL CHANGE, AND THE IMPLICATIONS OF THEIR SOCIETIES' PAST ON CONTEMPORARY LIFE.

SCHEDULE J (Form 990)

Department of the Treasury
Internal Revenue Service

Compensation Information

For certain Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees

▶ Complete if the organization answered "Yes" to Form 990, Part IV, line 23.

▶ Attach to Form 990. ▶ See separate instructions.

OMB No 1545-0047

2010

Open to Public Inspection

Name of the organization: AMERICAN ASSOCIATION OF MUSEUMS

Employer identification number: 53-0205889

Part I Questions Regarding Compensation

			Yes	No
1a	Check the appropriate box(es) if the organization provided any of the following to or for a person listed in Form 990, Part VII, Section A, line 1a. Complete Part III to provide any relevant information regarding these items. [X] First-class or charter travel [ ] Travel for companions [ ] Tax indemnification and gross-up payments [ ] Discretionary spending account [ ] Housing allowance or residence for personal use [ ] Payments for business use of personal residence [ ] Health or social club dues or initiation fees [ ] Personal services (e.g., maid, chauffeur, chef)			
b	If any of the boxes on line 1a are checked, did the organization follow a written policy regarding payment or reimbursement or provision of all of the expenses described above? If "No," complete Part III to explain	1b	X	
2	Did the organization require substantiation prior to reimbursing or allowing expenses incurred by all officers, directors, trustees, and the CEO/Executive Director, regarding the items checked in line 1a?	2	X	
3	Indicate which, if any, of the following the organization uses to establish the compensation of the organization's CEO/Executive Director. Check all that apply. [ ] Compensation committee [ ] Independent compensation consultant [ ] Form 990 of other organizations [ ] Written employment contract [X] Compensation survey or study [X] Approval by the board or compensation committee			
4	During the year, did any person listed in Form 990, Part VII, Section A, line 1a, with respect to the filing organization or a related organization:			
a	Receive a severance payment or change-of-control payment from the organization or a related organization?	4a		X
b	Participate in, or receive payment from, a supplemental nonqualified retirement plan?	4b		X
c	Participate in, or receive payment from, an equity-based compensation arrangement? If "Yes" to any of lines 4a-c, list the persons and provide the applicable amounts for each item in Part III.	4c		X
	Only section 501(c)(3) and 501(c)(4) organizations must complete lines 5-9.			
5	For persons listed in Form 990, Part VII, Section A, line 1a, did the organization pay or accrue any compensation contingent on the revenues of:			
a	The organization?	5a		X
b	Any related organization? If "Yes" to line 5a or 5b, describe in Part III.	5b		X
6	For persons listed in Form 990, Part VII, Section A, line 1a, did the organization pay or accrue any compensation contingent on the net earnings of:			
a	The organization?	6a		X
b	Any related organization? If "Yes" to line 6a or 6b, describe in Part III.	6b		X
7	For persons listed in Form 990, Part VII, Section A, line 1a, did the organization provide any non-fixed payments not described in lines 5 and 6? If "Yes," describe in Part III	7		X
8	Were any amounts reported in Form 990, Part VII, paid or accrued pursuant to a contract that was subject to the initial contract exception described in Regulations section 53.4958-4(a)(3)? If "Yes," describe in Part III	8		X
9	If "Yes" to line 8, did the organization also follow the rebuttable presumption procedure described in Regulations section 53.4958-6(c)?	9		

Part II **Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees.** Use duplicate copies if additional space is needed

For each individual whose compensation must be reported in Schedule J, report compensation from the organization on row (i) and from related organizations, described in the instructions, on row (ii). Do not list any individuals that are not listed on Form 990, Part VII.

Note. The sum of columns (B)(i)-(iii) must equal the applicable column (D) or column (E) amounts on Form 990, Part VII, line 1a.

(A) Name		(B) Breakdown of W-2 and/or 1099-MISC compensation			(C) Retirement and other deferred compensation	(D) Nontaxable benefits	(E) Total of columns (B)(i)-(D)	(F) Compensation reported in prior Form 990 or Form 990-EZ
		(i) Base compensation	(ii) Bonus & incentive compensation	(iii) Other reportable compensation				
1 FORD BELL	(i)	271,453.	0.	0.	8,417.	26,526.	306,396.	0.
	(ii)	0.	0.	0.	0.	0.	0.	0.
2 DANIELLE ST. GERMAIN-GORDON	(i)	141,218.	0.	0.	4,305.	14,863.	160,386.	0.
	(ii)	0.	0.	0.	0.	0.	0.	0.
3 KATHRYN IGOE	(i)	146,145.	0.	0.	12,000.	16,212.	174,357.	0.
	(ii)	0.	0.	0.	0.	0.	0.	0.
4	(i)							
	(ii)							
5	(i)							
	(ii)							
6	(i)							
	(ii)							
7	(i)							
	(ii)							
8	(i)							
	(ii)							
9	(i)							
	(ii)							
10	(i)							
	(ii)							
11	(i)							
	(ii)							
12	(i)							
	(ii)							
13	(i)							
	(ii)							
14	(i)							
	(ii)							
15	(i)							
	(ii)							
16	(i)							
	(ii)							

SCHEDULE O (Form 990 or 990-EZ)

Department of the Treasury
Internal Revenue Service

Supplemental Information to Form 990 or 990-EZ

Complete to provide information for responses to specific questions on Form 990 or 990-EZ or to provide any additional information.
▶ Attach to Form 990 or 990-EZ.

OMB No 1545-0047
2010
Open to Public Inspection

Name of the organization	Employer identification number
AMERICAN ASSOCIATION OF MUSEUMS	53-0205889

FORM 990, PART III, LINE 1, DESCRIPTION OF ORGANIZATION MISSION:

PROFESSIONAL RESEARCH AND PUBLICATION AS WELL AS FOSTER THE CONTINUED IMPROVEMENT OF THE MUSEUM PROFESSION THROUGH THE DEVELOPMENT AND OBSERVANCE OF HIGH STANDARDS OF ETHICS. IN PROMOTING ITS PURPOSES, THE ASSOCIATION WILL USE MEETINGS, REPORTS, PAPERS, DISCUSSIONS, PUBLICATIONS, AND OTHER MEDIA OF PUBLICITY AND COMMUNICATION SO AS TO INCREASE AND DIFFUSE KNOWLEDGE OF ALL MATTERS PERTAINING TO MUSEUMS AND ENCOURAGE COOPERATION AMONG MUSEUMS, MUSEUM PROFESSIONALS, MUSEUM USERS, AND THE GENERAL PUBLIC.

FORM 990, PART III, LINE 4B, PROGRAM SERVICE ACCOMPLISHMENTS:

ASSESSMENT PROGRAM (MAP) IS ALSO A FEDERALLY FUNDED PROGRAM HELPING TO MAINTAIN AND IMPROVE OPERATIONS IN MUSEUMS THROUGH A CONFIDENTIAL, CONSULTATIVE PROCESS OF ASSISTING IN RESOURCE ALLOCATION, DOCUMENTING NEEDS TO IMPROVE FUNDING REQUESTS, MEETING AND ESTABLISHING PRIORITIES AND UNDERSTANDING AND IMPLEMENTING BEST PRACTICES IN THE INDUSTRY.

FORM 990, PART III, LINE 4D, OTHER PROGRAM SERVICES:

PUBLICATIONS

EXPENSES $ 826,118. INCLUDING GRANTS OF $ 0. REVENUE $ 35,693.

ADVOCACY

EXPENSES $ 525,066. INCLUDING GRANTS OF $ 0. REVENUE $ 0.

BUSINESS ENTERPRISES

EXPENSES $ 489,339. INCLUDING GRANTS OF $ 0. REVENUE $ 0.

Name of the organization: AMERICAN ASSOCIATION OF MUSEUMS

Employer identification number: 53-0205889

CENTER FOR FUTURE MUSEUMS

EXPENSES $ 369,921. INCLUDING GRANTS OF $ 0. REVENUE $ 0.

FORM 990, PART VI, SECTION A, LINE 6: INDIVIDUAL MEMBERSHIP SHALL BE OPEN TO MUSEUM STAFF, NON-PROFIT ORGANIZATION STAFF, STUDENTS, NON-PAID MUSEUM STAFF, RETIRED MUSEUM STAFF, INDEPENDENT PROFESSIONALS, MUSEUM TRUSTEES, AND SUCH OTHER CATEGORIES OF INDIVIDUAL MEMBERSHIP AS THE BOARD OF DIRECTORS MAY ESTABLISH FROM TIME TO TIME. ALL INDIVIDUAL MEMBERS OF THE ASSOCIATION IN GOOD STANDING ARE ENTITLED TO VOTE AT MEETINGS OF THE ASSOCIATION AND ARE ELIGIBLE FOR ELECTION AS OFFICERS AND BOARD MEMBERS-AT-LARGE, PROVIDED THEY MEET THE ADDITIONAL REQUIREMENTS OUTLINED IN ARTICLES IV AND V OF THE CONSTITUTION.

INSTITUTIONAL MEMBERSHIP SHALL BE OPEN TO MUSEUMS, NON-PROFIT ORGANIZATIONS THAT OPERATE MUSEUMS, OTHER MUSEUM-RELATED NON-PROFIT ORGANIZATIONS, LIBRARIES, UNIVERSITIES, GOVERNMENT AGENCIES, AND SUCH OTHER CATEGORIES OF INSTITUTIONAL MEMBERSHIP AS THE BOARD OF DIRECTORS MAY ESTABLISH FROM TIME TO TIME. ALL INSTITUTIONAL MEMBERS OF THE ASSOCIATION IN GOOD STANDING ARE ENTITLED TO VOTE AT MEETINGS OF THE ASSOCIATION, BUT ARE NOT ELIGIBLE FOR ELECTION AS OFFICERS OR BOARD MEMBERS-AT-LARGE.

HONORARY OR LIFETIME MEMBERSHIP MAY BE GRANTED TO INDIVIDUALS AND INSTITUTIONS AT THE DISCRETION OF THE BOARD AND IN RECOGNITION OF EXEMPLARY AND SELFLESS SERVICE TO THE ASSOCIATION OF THE FIELD. HONORARY MEMBERS AND LIFETIME MEMBERS MAY NOT VOTE AT MEETINGS OF THE ASSOCIATION AND ARE NOT ELIGIBLE FOR ELECTION AS OFFICERS OR BOARD MEMBERS-AT-LARGE.

Name of the organization: AMERICAN ASSOCIATION OF MUSEUMS

Employer identification number: 53-0205889

A NOMINATING COMMITTEE, WHICH SHALL CONSIST OF THE IMMEDIATE PAST CHAIR, ONE REGIONAL PRESIDENT, ONE STANDING PROFESSIONAL COMMITTEE CHAIR, THREE MEMBERS OF THE BOARD OF DIRECTORS AND ONE INDIVIDUAL MEMBER TO BE SELECTED BY THE BOARD OF DIRECTORS, IS RESPONSIBLE FOR ELECTING MEMBERS OF THE GOVERNING BODY.

FORM 990, PART VI, SECTION A, LINE 7A: INDIVIDUAL MEMBERSHIP SHALL BE OPEN TO MUSEUM STAFF, NON-PROFIT ORGANIZATION STAFF, STUDENTS, NON-PAID MUSEUM STAFF, RETIRED MUSEUM STAFF, INDEPENDENT PROFESSIONALS, MUSEUM TRUSTEES, AND SUCH OTHER CATEGORIES OF INDIVIDUAL MEMBERSHIP AS THE BOARD OF DIRECTORS MAY ESTABLISH FROM TIME TO TIME. ALL INDIVIDUAL MEMBERS OF THE ASSOCIATION IN GOOD STANDING ARE ENTITLED TO VOTE AT MEETINGS OF THE ASSOCIATION AND ARE ELIGIBLE FOR ELECTION AS OFFICERS AND BOARD MEMBERS-AT-LARGE, PROVIDED THEY MEET THE ADDITIONAL REQUIREMENTS OUTLINED IN ARTICLES IV AND V OF THE CONSTITUTION.

INSTITUTIONAL MEMBERSHIP SHALL BE OPEN TO MUSEUMS, NON-PROFIT ORGANIZATIONS THAT OPERATE MUSEUMS, OTHER MUSEUM-RELATED NON-PROFIT ORGANIZATIONS, LIBRARIES, UNIVERSITIES, GOVERNMENT AGENCIES, AND SUCH OTHER CATEGORIES OF INSTITUTIONAL MEMBERSHIP AS THE BOARD OF DIRECTORS MAY ESTABLISH FROM TIME TO TIME. ALL INSTITUTIONAL MEMBERS OF THE ASSOCIATION IN GOOD STANDING ARE ENTITLED TO VOTE AT MEETINGS OF THE ASSOCIATION, BUT ARE NOT ELIGIBLE FOR ELECTION AS OFFICERS OR BOARD MEMBERS-AT-LARGE.

HONORARY OR LIFETIME MEMBERSHIP MAY BE GRANTED TO INDIVIDUALS AND INSTITUTIONS AT THE DISCRETION OF THE BOARD AND IN RECOGNITION OF EXEMPLARY AND SELFLESS SERVICE TO THE ASSOCIATION OF THE FIELD. HONORARY MEMBERS AND LIFETIME MEMBERS MAY NOT VOTE AT MEETINGS OF THE ASSOCIATION AND ARE NOT

Name of the organization: AMERICAN ASSOCIATION OF MUSEUMS

Employer identification number: 53-0205889

ELIGIBLE FOR ELECTION AS OFFICERS OR BOARD MEMBERS-AT-LARGE.

A NOMINATING COMMITTEE, WHICH SHALL CONSIST OF THE IMMEDIATE PAST CHAIR, ONE REGIONAL PRESIDENT, ONE STANDING PROFESSIONAL COMMITTEE CHAIR, THREE MEMBERS OF THE BOARD OF DIRECTORS AND ONE INDIVIDUAL MEMBER TO BE SELECTED BY THE BOARD OF DIRECTORS, IS RESPONSIBLE FOR ELECTING MEMBERS OF THE GOVERNING BODY.

FORM 990, PART VI, SECTION A, LINE 7B: CERTAIN CHANGES IN THE ASSOCIATION'S GOVERNING DOCUMENTS REQUIRE APPROVAL BY THE MEMBERS.

FORM 990, PART VI, SECTION B, LINE 11: THE INFORMATION FOR THE 990 IS PREPARED BY THE ACCOUNTING STAFF. ONCE THE ACCOUNTING FIRM DELIVERS THE DRAFT, THE AUDIT COMMITTEE REVIEWS IT, AND IT IS THEN FORWARDED ON TO THE ENTIRE BOARD FOR THEIR REVIEW AND APPROVAL. THE PRESIDENT ALSO REVIEWS THE 990 PRIOR TO SIGNING.

FORM 990, PART VI, SECTION B, LINE 12C: AAM STAFF, BOARD MEMBERS, AND VOLUNTEERS ACT IN THE BEST INTEREST OF THE ASSOCIATION RATHER THAN IN FURTHERANCE OF PERSONAL INTERESTS OR THE INTERESTS OF THIRD PARTIES, SUCH AS FRIENDS AND FAMILY. DECISIONS ABOUT THE ASSOCIATION AND THE USE OR DISPOSITION OF ITS ASSETS ARE MADE SOLELY IN TERMS OF THE BENEFITS TO AAM AND ARE NEITHER INFLUENCED NOR APPEAR TO BE INFLUENCED, BY ANY PRIVATE PROFIT, PERSONAL GAIN, OR OUTSIDE BENEFIT FOR STAFF, BOARD MEMBERS, AND VOLUNTEERS; THEIR FRIENDS AND FAMILY MEMBERS; OR ANY ORGANIZATION OR COMPANY WITH WHICH THEY ARE AFFILIATED. ON AN ANNUAL BASIS, ALL OFFICERS, DIRECTORS, AND KEY EMPLOYEES SHALL BE PROVIDED WITH A COPY OF THE CONFLICT OF INTEREST POLICY AND REQUIRED TO COMPLETE AND SIGN AN ACKNOWLEDGEMENT AND

Name of the organization	Employer identification number
AMERICAN ASSOCIATION OF MUSEUMS	53-0205889

DISCLOSURE FORM PREPARED BY THE BOARD OF DIRECTORS. IF A CONFLICT ARISES IN REGARDS TO A BOARD MEMBER, THE MEMBER IMMEDIATELY NOTIFIES THE CHAIR. THAT MEMBER WILL THEN RECLUSE HIMSELF OR HERSELF FROM ANY VOTING ON A RELATED ISSUE, AND WILL ALSO NOT BE COUNTED TOWARD A QUORUM ON A RELATED ISSUE. FOR OFFICERS AND KEY EMPLOYEES, A CONFLICT WOULD IMMEDIATELY BE REPORTED TO MANAGEMENT AND APPROPRIATE ACTION WOULD BE TAKEN DEPENDING ON THE INDIVIDUAL ISSUE.

FORM 990, PART VI, SECTION B, LINE 15A: THE BOARD OF DIRECTORS HAS THE RESPONSIBILITY FOR REVIEWING AND SETTING THE PRESIDENT'S COMPENSATION PACKAGE. THE BOARD REVIEWS MARKET DATA ALONG WITH THE PRESIDENT'S PERFORMANCE IN DETERMINING WHAT AN EQUITABLE COMPENSATION PACKAGE SHOULD BE. IN TURN, THE PRESIDENT IS CHARGED WITH PREPARING EVALUATIONS FOR THE ORGANIZATION'S SENIOR MANAGEMENT TEAM BASED ON EACH INDIVIDUAL'S PERFORMANCE DURING THE CURRENT YEAR. THIS DATA IS THEN USED BY THE PRESIDENT IN SETTING COMPENSATION PACKAGES FOR THE SENIOR MANAGEMENT TEAM.

FORM 990, PART VI, LINE 17, LIST OF STATES RECEIVING COPY OF FORM 990:
AL,AK,AZ,AR,CT,FL,IL,KS,KY,ME,MD,MA,MN,MS,NH,NJ,NM,NY,NC,ND,OH,OK,OR,PA,RI
SC,TN,UT,VA,WA,WV,WI

FORM 990, PART VI, SECTION C, LINE 19: THE ASSOCIATION'S ANNUAL REPORT IS AVAILABLE ON ITS WEBSITE. THE ASSOCIATION'S GOVERNING DOCUMENTS AND CONFLICT OF INTEREST POLICY ARE MADE AVAILABLE ON A PER REQUEST BASIS.

FORM 990, PART XI, LINE 5, CHANGES IN NET ASSETS:

NET UNREALIZED GAINS ON INVESTMENTS: 175,664.

Part VII Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees *(continued)*

(A) Name and title	(B) Average hours per week	(C) Individual trustee or director	Institutional trustee	Officer	Key employee	Highest compensated employee	Former	(D) Reportable compensation from the organization (W-2/1099-MISC)	(E) Reportable compensation from related organizations (W-2/1099-MISC)	(F) Estimated amount of other compensation from the organization and related organizations
SILVIA SINGER DIRECTOR	2.00	X						0.	0.	0.
KATHY DWYER SOUTHERN DIRECTOR UNTIL 5/10	2.00	X						0.	0.	0.
NANCY STUEBER DIRECTOR	2.00	X						0.	0.	0.
HOWARD TAYLOR DIRECTOR	2.00	X						0.	0.	0.
MARSHALL TURNER DIRECTOR	2.00	X						0.	0.	0.
DENNIS M. WINT DIRECTOR UNTIL 5/10	2.00	X						0.	0.	0.
FORD BELL PRESIDENT AND CEO	35.00			X				271,453.	0.	34,943.
DANIELLE ST. GERMAIN-GORDON VP OF DEV./MEMBERSHIP	35.00					X		141,218.	0.	19,168.
KATHRYN IGOE EXECUTIVE VICE PRESIDENT	35.00					X		146,145.	0.	28,212.
ELIZABETH MERRITT FOUNDING DIRECTOR, CFM	35.00					X		101,705.	0.	21,846.
Total to Part VII, Section A, line 1c								660,521.		104,169.

032201 12-21-10