

*“Several of us have reviewed this report product and believe its customization to our businesses will be a significant benefit to members who participate. Industry Insights specializes in developing these reports for small businesses and will help you complete the survey, if necessary, which greatly enhances the potential for its success.” Mike Mills, AOA President, Greg Henington, Immediate Past AOA President.*



Please let us know below, if you are planning on participating in the

## **AOA Financial Ratios & Operating Statistics Survey**

### **AOA PARTICIPATION RESPONSE FORM**

\_\_\_\_\_ **Yes, we will complete the Financial Ratios & Operating Statistics Survey and agree to pay \$500 due immediately.**

#### **BENEFITS and CONDITIONS for PARTICIPATION**

- I will use my company's FY 2011 financial statements (income statement and balance sheet) as the basis for participation and complete as much of the survey sent to my company by Industry Insights. I will provide Industry Insights (II, INC) with the statements to enable them to fill the data into the survey form if I need help.
- I will receive a report of my company's comparison to similar operations on or before November 10, 2011.
- I understand that Industry Insights is a contractor which works with associations and II, INC. will not use my data with other individual companies that might be in competition with me.
- My financial data submitted to II, Inc. is confidential and will not be shared with others. It will be destroyed upon completion of the report.
- I understand that if I am among the first 20 companies to sign-up and submit payment (received in the AOA office) I will receive a free, individual consultation with the CPA at Industry Insights about my report at the AOA conference in Daytona Beach in December or over the phone covering areas where my performance may be improved. If I am not among the first 20 companies to commit and pay, I agree to pay \$50 for the consultation should I want to receive it after reviewing my report.
- In the unlikely event that AOA does not receive a sufficient number of participants to make the report useful as determined by AOA and Industry Insights, I understand I will receive a full refund.

**Your Name** \_\_\_\_\_

**Company** \_\_\_\_\_

**Street** \_\_\_\_\_

**City** \_\_\_\_\_ **State** \_\_\_\_ **Zip** \_\_\_\_\_

**Phone** \_\_\_\_\_

**E-Mail** \_\_\_\_\_

**For questions about the report you will receive and its benefits, contact:** Michael Becher, CPA, Senior Project Director, Industry Insights, Inc., Direct: 614.389.2100 x114

**Please return this form by June 30, 2012 to secure your participation.**  
**Data must be submitted by September 30, 2012 using 2011 financials.** You will NOT receive a refund if you fail to submit adequate data. Call in, mail or fax the form with payment to America Outdoors Association. You may submit the form by fax and call with your credit card number. Fax 865-558-3598.