



## 2016 AFWA Chapter Achievement Awards

### APPLICATIONS IN THE COMMUNICATIONS CATEGORY

*The following content has been pulled directly from each Chapter's Chapter Achievement Application. The first Chapter is the winner of this year's award for this category. All other Chapters are listed in no particular order. We hope the ideas presented here will inspire your own Chapter to reach for new goals and achievements.*

#### **WINNER: Mesa East Valley**

Chapter Website:	<a href="http://www.mesaeastvalleyafwa.org">www.mesaeastvalleyafwa.org</a>
Facebook URL:	<a href="https://www.facebook.com/afwamev">www.facebook.com/afwamev</a>
Twitter handle:	<a href="https://twitter.com/afwa_mev">https://twitter.com/afwa_mev</a>
LinkedIn Company URL:	<a href="https://www.linkedin.com/company/accounting-&amp;-financial-women's-alliance-mesa-east-valley-chapter">https://www.linkedin.com/company/accounting-&amp;-financial-women's-alliance-mesa-east-valley-chapter</a>
LinkedIn Group URL:	<a href="https://www.linkedin.com/groups/2045929">www.linkedin.com/groups/2045929</a>
Blog:	<a href="https://afwamev147.wordpress.com/">https://afwamev147.wordpress.com/</a>
Google+:	<a href="http://google.com/+afwamev">http://google.com/+afwamev</a>
Networking Phoenix:	<a href="https://www.networkingphoenix.com/organization/womens-networking-group/accounting-financial-womens-alliance-afwa-mesa-eas/122056">https://www.networkingphoenix.com/organization/womens-networking-group/accounting-financial-womens-alliance-afwa-mesa-eas/122056</a>

The Mesa East Valley Chapter has an active approach to communications including our chapter website, monthly newsletters and social media. Our current Weebly website is almost 2 years old and continues to be a resource for members, students and the local professional community. Our Home page welcomes visitors and provides an overview of the website and information available. The About Us section gives a history of our chapter, highlights our current board and information on the national organization. Our Membership section shares details of member benefits, dues information and testimonials from many of our members. Our CPE section includes our monthly meeting, annual seminar and conference details. A calendar page gives an at-a-glance view of the upcoming monthly meeting schedule so members and guests can mark their calendars. Our Seminar section gives a quick view of the session details, sponsors and registration information. Our online registration is processed using the free Jotform tool and chapter PayPal buttons. The Connections section includes social events, community service and financial literacy information. With our 2016-2017 theme of community outreach, these pages will be great resources to share our activities and impact on the community. The Scholarship section includes information on both chapter and Foundation scholarships. The Resource section includes our Newsletters, Career Center, Links, News and Reports pages. We can provide local companies an opportunity to share jobs and an opportunity for members to learn about current openings. Throughout the website, pictures of members and events share our rich history with visitors



showing accountants are fun! Our Google Analytics summary from June 2016 include 867 page views, 346 users - 80% new visitors. Some of the referral sources for visitors include Google searches, cparequirements.com, AFWA national and Facebook in addition to direct visitors to our chapter website. The most frequently visited pages are the welcome, seminars, calendar, membership and testimonials pages. For \$75/year our web hosting and domain name expenses are very reasonable and a worthwhile investment for our chapter.

Our monthly "In Touch" Mesa East Valley Chapter Newsletters highlight different chapter members, feature our upcoming meeting and events, and share national and industry news through our new Constant Contact account. Our Newsletters are emailed to our friends contact list and posted to the website so others can stay In Touch with the Mesa East Valley Chapter. Our board can monitor the rate recipients open and read our communications. Our Constant Contact reports show an open rate of 30% and click rate of 13%. Past issues are included on our chapter website – Newsletter page.

Our social media accounts are easy to get to from the chapter website and provide an opportunity for our chapter and members to engage with each other and professional communities. Our Facebook page currently has 181 likes. Posts include meeting announcements, community service projects and the board installation which had one of the highest response rates (reached 93 and received 39 clicks). The event feature is used regularly to promote events and invite friends to attend. Our Facebook page follows the national page, other chapters, colleges and universities, local businesses, national CPA firms and other business, women, diversity, leadership and accounting resources. We can share useful posts with our followers and engage with others online to encourage scholarship applications, community service project support and meeting attendance. Our Twitter account has been active in sharing AFWA, chapter and industry news and events. We currently have 384 followers and are following 396 accounts including AFWA national and chapters, local education and business accounts, accounting and business profiles. In addition to our own content, we share information from the accounts we follow that are of interest to our members and industry. Our tweets have exceeded 5000 since beginning in 2011. Our Tweets have earned 1,359 impressions over the last 28 days. This has been an effective approach to engage with local colleges for our student events and scholarship applications. Our LinkedIn chapter group is open to members and nonmembers as a way to share event and membership information, facilitate discussions, share job opportunities and the latest industry information. Our group currently has 174 members and moderate discussion activity. Our LinkedIn company page is a more recent addition and has 53 followers. This page gives us another professional online presence and the opportunity to promote our events (specifically the annual seminar) to targeted local professionals. A recent post promoting our board installation received over 300 impressions. A sponsored seminar post received over 500 impressions (taking advantage of a coupon code). We added a WordPress blog years ago when our website wasn't as user friendly, giving us more options to post content and promote our chapter. We continue to keep upcoming events posted and share the latest chapter, national and industry news on the blog. Our Google+ profile is another newer addition with 10 followers and 11,000 views. This provides us with another opportunity to share upcoming event details and industry information. A local, free resource is our Networking Phoenix chapter profile. This gives us a presence

where local professionals look for networking events and professional development opportunities. Networking Phoenix has over 36,000 members participating in various networking events throughout the Phoenix area. Our chapter page has been viewed almost 7000 times, and visited 180 times by 66 people during June 2016.

The intention of our online efforts is to prevent AFWA Mesa East Valley Chapter from being the best kept secret in our community. We are easily found when someone looks for us – a google search results in pages of our chapter controlled content. Our chapter website and social media posts rank high in keyword searches for our area as well. With regular updates and good content, our chapter will continue to be top of mind with local accounting and financial professionals looking to connect, advance and lead.

### CHAPTER: Buffalo

Chapter Website:	<a href="http://afwabuffalo.org">http://afwabuffalo.org</a>
Facebook URL:	<a href="https://www.facebook.com/AFWA.Buffalo">https://www.facebook.com/AFWA.Buffalo</a>
Twitter handle:	<a href="https://twitter.com/AFWABuffalo">https://twitter.com/AFWABuffalo</a>
LinkedIn URL:	<a href="https://www.linkedin.com/groups/3942708">https://www.linkedin.com/groups/3942708</a>

AFWA Buffalo is very proud to be part of the National AFWA team! In the past year, we have made a very drastic effort to improve communication to our members and potential members. We have created a brand new website to increase membership and retention, reduce costs associated with email communication and event planning, send out the AFWA Buffalo Newsletters and keep archived newsletters for members and potential members, set up a job board, and spread the word about our meetings!

We have had a lot of success with the new website:

- We reduced costs associated with the website and communication by combining everything into a comprehensive website that assists with automation.
- We reduced the time necessary from the Communications Chair to send out Newsletter and Event emails to the members and potential members
- We increased member engagement through more comprehensive communication tactics
- We increased event attendance by having more consistent communications
- We created a Newsletter that can be reviewed in email, online, and archived
- We were able to engage companies to sponsor our website/newsletter, which gives them exposure, while eliminating our website and communication expenses
- We added in a job board to assist our membership through transition

We also schedule out all of the wonderful articles that we receive from AFWA National on our Facebook page to give our followers interesting updates and we connected our Twitter to our Facebook posts to



engage on other social media platforms. We now have a more informed and engaged membership base and a more familiar non-membership base!

To check out our website for yourself, click here: <http://afwabuffalo.org>

## **CHAPTER: Billings**

### **Overview**

The Billings Chapter publishes a monthly newsletter and maintains a web site. Both provide avenues of communication for members and for potential members to see what AFWA is all about.

### **Execution**

The newsletter was prepared during the year by the Director of Communications. She solicited input from the various committees each month for ideas and information. The newsletter was proof read by the President and was distributed by e-mail from the Chapter's g-mail account one week before the monthly general meeting.

The newsletters included an article of interest, a President's Message, a listing of board members' contact information, minutes from the prior month's board and general meetings, and a calendar of events. The newsletter was also used to advertise the monthly general meeting in addition to the e-mail invite sent to members and other interested parties. The newsletter provided a format for the chapter to include flyers for the events we held during the year such as our membership event in November, the dessert auction in December, the Spring Conference in May, and the golf tournament in June. The Communications Director included pictures of events when available, advertised employment opportunities, and included a Kudos section. The Chapter solicited a member sponsor for each month's newsletter as an additional small fundraiser.

The Chapter also maintained a web site during the year at [www.billingafwa.org](http://www.billingafwa.org).

The web site was updated on a regular basis by a member with that type of expertise. She posted the monthly newsletter and advertised all of the various events throughout the year. The web site proved particularly useful when the Chapter hosted the 2016 Spring Conference. It provided an excellent way to distribute the conference materials to all of the attendees.

### **Results**

While the success of the newsletter and web site cannot be measured in monetary terms, they can be measured in terms of satisfaction. Members have commented on how much they look forward to the monthly newsletter. They like the format and have commented on how much they enjoy the articles and pictures. The web site has operated as a means for nonmembers to become aware of AFWA as well as providing information about our events.

## **CHAPTER: Chattanooga**

### **Overview:**

During the 2015-2016 year, Chattanooga AFWA decided it was time to overhaul their local website (<http://www.chattanoogaafwa.com/>) as well as their monthly newsletter.



Accounting & Financial Women's Alliance  
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### Execution:

With a new website committee head, Chattanooga AFWA began an overhaul of the website. Going from a simple white background, she added photos of the local Chattanooga area as well as making big changes to the site itself.



It immediately began to look more professional with the addition of the new drop-down menu bars as well – and much simpler to navigate. The “home” page became a first look at important announcements such as new officers and upcoming events.

The Membership/Join page now highlighted the BENEFITS of joining our group, not just a simple step-by-step option to join:





## MEMBERSHIP BENEFITS

AFWA provides professional affiliation with a network of successful, motivated, and influential professionals who understand the unique position of being a woman in the industry and who, together, contribute to the future development of their profession. Beyond this prestigious status, AFWA members enjoy a variety of benefits provided by the national organization, local Chapters, and our partners.

**COMMUNITY:** **National Directory:** Access to an online directory of AFWA Members including accounting and finance professionals from across the country.

**Conferences:** AFWA hosts a number of conferences throughout the year, including various spring conferences hosted by local chapters, and National Conference held in the Fall. In addition to networking and leadership development, these conferences offer CPE credit for attendees (up to 24 hours at the National conference!). AFWA members can attend all conferences at a discounted rate.

☞ **National Conference**

☞ **Spring Conferences**

**Social Networks:** AFWA Members connect on a variety of platforms, including Facebook, Twitter, and LinkedIn. Members also have access to an exclusive LinkedIn Online Member Exchange to share ideas, and seek support.

**Access to Member-Only Site:** Our member site offers resources and materials to help AFWA members develop their local chapters and make the most of their membership experience.

**Publications:** Your AFWA membership includes a subscription to weekly, monthly, and quarterly AFWA publications.

### **ADVANCEMENT:**

**CPE Events:** AFWA Chapters across the country host a number of CPE events, many on a monthly calendar. Members earn their education hours along with the benefit of connecting with a local network.

**Scholarship:** Between July 2013 and June 2014, The Foundation of AFWA awarded over \$29,000 in cash scholarships, review courses, and certification awards, to benefit those working to advance their education in accounting and finance. Many of these scholarships were awarded exclusively to AFWA Members.

**Career Center:** The AFWA Career Center provides helpful career resources, and connects employers with professionals like you.

**Volunteering:** AFWA is proud to build leaders. We encourage all members to volunteer with their local Chapters, and to consider advancement to a National Volunteer roll. AFWA offers National Committees, Chapter Advocates, Foundation Board, and National Board positions.

### **DISCOUNTS:**

Along with our Honorary Trustees and Alliance and Affinity Partners, AFWA offers numerous discounts on products, services, and memberships, exclusively to our members.

Additionally, an easy-to-use button linked prospective members to the national page:

Join the Chattanooga AFWA to strengthen your professional growth.

Join Now



The Calendar & Events Page now included three different options.

1. The Monthly Meeting (with a helpful button to register and online payments available through PayPal).

**SEPTEMBER LUNCHEON MEETING**

Please make your reservation for the September Luncheon Meeting, which will be held Tuesday, September 27, 2016 from 11:30 - 1:00 at the Chattanooga.

**Speaker -** Rosemarie Hill  
**Topic -** Department of Labor update  
**Field of Study -**  
**CPE -** 1 hour

Menu:  
Desert:

Please make sure to let us know if there are any dietary requests in the Special Requests section of the Registration. Thank you.

RSVP by noon on Wednesday, September 21, 2016 to:

[Register](#)

or use the form below: (keep tabbing until the end of the form to submit)

2. The Meeting Calendar (with all events, board meetings, and luncheons listed for the year)

<h3>MEETING DATES</h3> <p>July 26, 2016 August 23, 2016 September 27, 2016 October 18, 2016 November 15, 2016 December 03, 2016 Christmas Party January 24, 2017 February 28, 2017 March 28, 2017 April 25, 2017 June 27, 2017</p>	<h3>BOARD MEETING DATES</h3> <p>July 13, 2016 August 10, 2016 September 14, 2016 October 05, 2016 November 02, 2016 December 14, 2016 January 11, 2017 February 08, 2017 March 08, 2017 April 12, 2017 May 10, 2017 June 14, 2017</p>										
<h3>SPECIAL EVENT DATES</h3> <table border="0" style="width: 100%;"><tr><td>October 08, 2016</td><td>AFWA 60th Anniversary Gala</td></tr><tr><td>October 26-28, 2016</td><td>AFWA National Conference in Denver, Colorado</td></tr><tr><td>November 11, 2016</td><td>New Member Drive</td></tr><tr><td>December 03, 2016</td><td>Christmas Party</td></tr><tr><td>May 23, 2017</td><td>PR Luncheon</td></tr></table>		October 08, 2016	AFWA 60th Anniversary Gala	October 26-28, 2016	AFWA National Conference in Denver, Colorado	November 11, 2016	New Member Drive	December 03, 2016	Christmas Party	May 23, 2017	PR Luncheon
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### 3. Special Event information

AFWA 60th Anniversary Celebration  
91 Rocky River Road  
Ringgold, GA 30736



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#### Chattanooga Chapter 60th Anniversary Celebration

*Honoring the Past, Celebrating the Future*

*Saturday, October 8, 2016  
at DoubleTree, Chattanooga*

*Starting at 6 pm  
Attire: Cocktail*

*Dinner and Entertainment*





The Students Section of the website (discussed in different submission) includes three sections as well – Scholarship information, Job Shadow information, and Connections information.

## WELCOME STUDENTS

Students, thanks for visiting our website! Welcome to the Chattanooga AFWA!

The Chattanooga AFWA is a local chapter of the national Accounting & Financial Women's Association. Our mission is to enable women in all accounting and related fields to achieve their full personal, professional and economic potential and to contribute to the future development of their profession.

As a student you can take advantage of multiple opportunities with Chattanooga AFWA including national and local scholarships, networking, education, job shadows, and other events!

**Monthly Luncheons:** Chattanooga AFWA meets once a month at the **Chattanooga** for a luncheon and one hour of CPE and discussion – we'd love for you to join us!

First time students are FREE with a sponsor – email Debi Gilley, head of Student Activities at [tdtgilley4@comcast.net](mailto:tdtgilley4@comcast.net) to get a sponsor for a luncheon.

Following your first visit, student/associate member luncheons are \$10 per lunch.

**Membership:** Chattanooga AFWA would LOVE to have you as a student member! Annually, dues are \$99 to National Headquarters and \$20 for our local Chattanooga Chapter. We have events for members throughout the year outside of just our luncheons – check the calendar under CALENDAR & EVENTS to see what we have planned so far this year!

**Scholarships:** Both Chattanooga AFWA and National AFWA offer scholarships to students for both undergraduate and graduate degrees as well as scholarship opportunities for certifications for members. Check out the information at our scholarship tab!

**Job Shadow Program:** Chattanooga AFWA has recently begun a job shadow program that will match a student with a local member for a few hours to see what the “real world” of accounting is like! We have members in SO many different kinds of accounting jobs, check the STUDENTS tab for our Job Shadow page to see what might interest you the most!

**Connections:** Chattanooga AFWA offers a one-on-one opportunity to meet with our members and discuss all things Accounting and Finance. This is a great option to network with current Accounting and Finance Professionals to further understand the REALITIES of day-to-day accounting and all of the fields this could entail.

email Debi



The Newsletter section also includes access to prior newsletters in an easy to download PDF format for anyone who might have missed one!







The Contact Us menu allows for anyone to contact any of the Committee Chairs or Board Members:

## **CHRISTIE JORDAN - PRESIDENT**

For more information about AFWA, [contact Christie](#).

## **TARA CAMP - CORRESPONDING SECRETARY & CHAPTER DEVELOPMENT**

To RSVP to one of our monthly meetings, [contact Tara](#).

### **ADDITIONAL BOARD AND COMMITTEE CONTACT INFORMATION**

Becky Creswell - President Elect, Public Relations Committee Chair

[Contact Becky](#)

Morgan Rose - Vice President, Program Committee Chair

[Contact Morgan](#)

Rachel Elliot - Treasurer, Finance Committee Chair

[Contact Rachel](#)

Susan LeVan - Recording Secretary, Bylaws Committee Chair

[Contact Susan](#)

Angie Hester - Director Ex-Officio, Program Committee Chair

[Contact Angie](#)

Carolyn Richie - Director, Scholarship Committee Chair

[Contact Carolyn](#)

Debi Gilley - Director, Student Activities Committee Chair

[Contact Debi](#)

Melinda Askew - Director, Member Relations

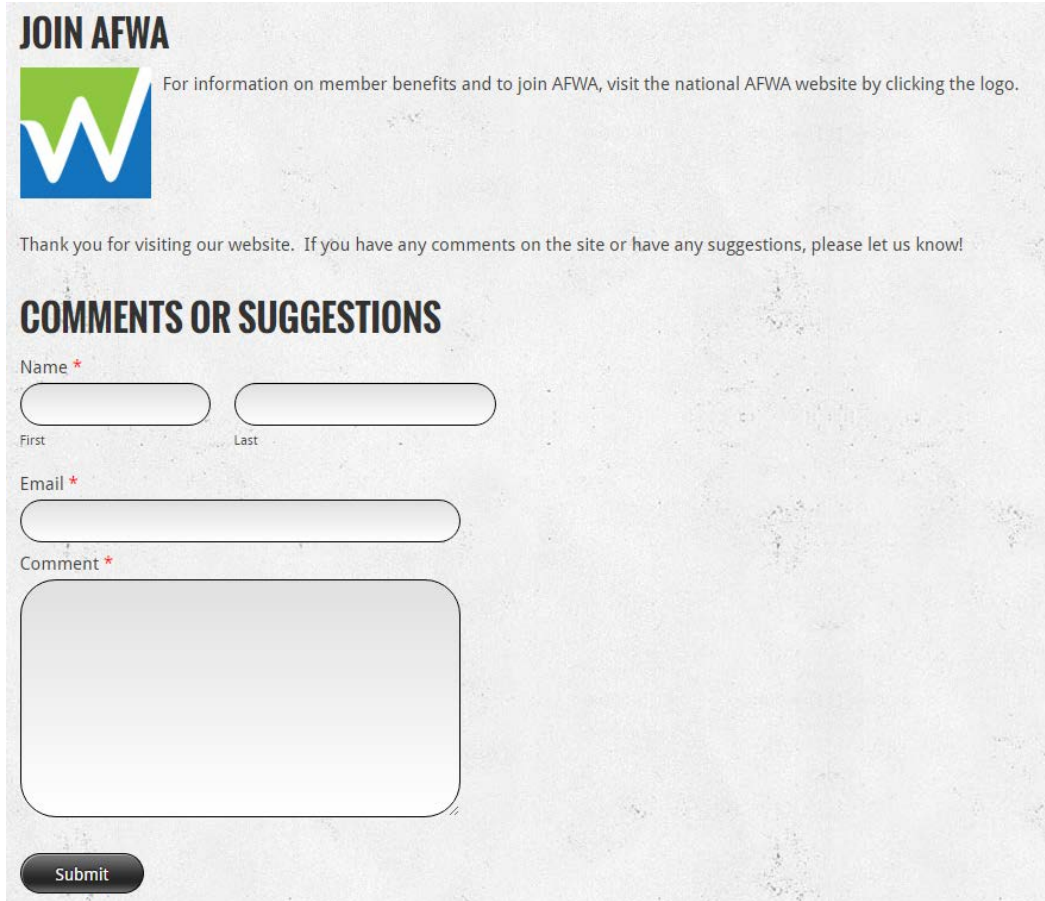
Director, Hospitality & Special Activities Committee Chair

[Contact Melinda](#)


Mallory Smith - Education/Legislation Committee Chair

[Contact Mallory](#)

As well as more information about joining AFWA and a comment form:



**JOIN AFWA**

 For information on member benefits and to join AFWA, visit the national AFWA website by clicking the logo.

Thank you for visiting our website. If you have any comments on the site or have any suggestions, please let us know!

**COMMENTS OR SUGGESTIONS**

Name \*

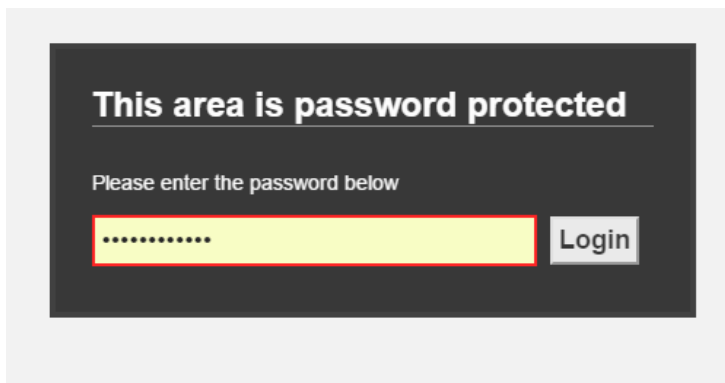
First Last

Email \*

Comment \*

A photo gallery menu is also an option with photos uploaded from different recent events!

Newly added this year was a “Members Only” Tab which is password protected:



**This area is password protected**

Please enter the password below





Information for Members Only includes but is not at all limited to the most recent by laws, a yearbook with photos and details for all current members, as well as a current member listing with contact information.

Additionally, information for member scholarships is included.

## 2016-2017 BY-LAWS

## 2015-2016 YEARBOOK

## CURRENT MEMBER LISTING & CONTACT

### AVAILABLE MEMBER SCHOLARSHIPS

#### AFWA NATIONAL SCHOLARSHIPS

**National Dues Reimbursement for Unemployed Members** – To assist dedicated AFWA Members with the expense of National Membership Dues who are unemployed at the time of their membership renewal.

- ☉ Applicants must have been a member of AFWA for a minimum of five consecutive years and actively involved with either local or national leadership.
- ☉ [Download the Unemployed Member Scholarship Application](#)

#### AFWA LOCAL SCHOLARSHIPS

##### **Accounting and Finance Certification Expense Scholarship - Chattanooga #50**

- ☉ AFWA Chattanooga #50 has a Scholarship assistance program to provide financial support for members pursuing certification(s) in accounting and finance. Please check back later for further detail including an application and instructions for submission.

For additional national AFWA scholarship opportunities please go to [AFWA.org](http://AFWA.org).



Also, information from prior speakers is available on the website for review by those who attended (or were unable to attend) presentations.

## PREVIOUS MEETINGS' PRESENTATION INFORMATION

August 2016 Meeting - Forensic Accounting: Fraud - Who, How, When & How Much



Meeting presentation slides via PDF

[Download File](#)

July 2016 Meeting - Speaker bio and contact



Mark C Fleck bio and contact

[Download File](#)

May 2016 Meeting Presentation - Income Tax Accounting Update



May 2016 Presentation

[Download File](#)

March 2016 Meeting Presentation - Is Corporate Social Responsibility Reporting Merely Greenwashing or Credible?  
by Dr. Anne Wilkins



March 2016 Presentation

[Download File](#)

November 2015 Meeting Presentation - Why Assertiveness Matters to Women in the Workplace



Why assertiveness matters for women by TW Johnson

[Download File](#)

October 2015 Meeting information.

Aging - The Cost of Silence

Speaker - Brett Billings, CSA

Certified Senior Advisor

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P.O. 25348

Chattanooga, TN 37422

[www.scachattanooga.com](http://www.scachattanooga.com)

p: (423) 432-7514 f: (423) 402-8034

September 2015 Meeting Presentation Slideshow - Fiduciary Responsibilities



2015\_09\_22\_fiduciary\_responsbs.ppsx

[Download File](#)



Aside from the revamped website, the newsletter was also overhauled during the year – focusing on the important upcoming events, dates, and communications to members. The design was improved to be more professional as well as easier to navigate. (Newsletter PDF for August attached).

**Result:**

The feedback from members during the year was fantastic. The new website was far better organized and more professional – content was uploaded in a timely manner and allowed for far more use of the site than before. The newsletter’s revamp got rave reviews. Chattanooga AFWA continues to strive to add value for their members and communicating information is one of the ways that we are able to do so – the better our newsletter and website look and the simpler they are to use, the more we can aid our members.