



Accounting & Financial  
Women's Alliance

CONNECT • ADVANCE • LEAD



THE  
Foundation OF  
Accounting & Financial Women's Alliance  
EDUCATE ■ GUIDE ■ SUCCEED

# IMPACT REPORT 2015 / 2016

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## MISSION

The Accounting & Financial Women's Alliance enables women in all accounting and finance fields to achieve their full potential and to contribute to their profession.

## VALUES

EMPOWERMENT

LEADERSHIP

INTEGRITY

PASSION

## AFWA Headquarters

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Executive Director:

Ericka Harney, ABD, CAE, CFRE, GPC, CVA

Manager of Marketing and Brand Management:  
Debi Williams

Project Coordinator: Yolanda Kennison, CMP

Director of Events: Lisa Stephenson

Member Services: Alexis Brooks and Rachel Gates



RELATIONSHIPS WORTH COUNTING ON  
INVESTMENT IN YOUR POTENTIAL

# FROM THE PRESIDENT:

The past year has been one of reflection and beginning of change for AFWA. We were in our first year of our three year strategic plan, developed in January 2016, to help move our organization forward. Your executive committee met again in January 2016 to revisit our plan. Our goal was to not only provide the vision of our organization with innovative programs and positive changes, but to ensure its survival.

Data from the American Society of Association Executives (ASAE) shows that new members and renewals for more than half of associations are growing since the all-time low in 2010 during the recession. While this trend is encouraging, AFWA is still battling a 10 year membership decline. Dozens of complicated issues effect membership, so we know that we had to examine not only our own membership but how we are relevant to all women in today's accounting and finance field.

Change is not an easy word, let alone behavior, for an organization that is 77 years old and beloved by many long standing members. Between feedback and data, we knew AFWA needed to make changes to to grow. The executive committee and the board approached the strategic plan, in partnership with our staff knowledgeable in association management, with inspiration, drive and passion. The pages that follow show our progress into the first year with programs like the LEAP Advisory Council, Women of Influence, and changes to our corporate sponsorship framework. Many more great things are coming!

I challenge all of our members to take full advantage of their membership, be open to new members of all fields, ages and experiences, and recognize the need to develop relationships and invest in yourself. I ask you to commit to helping us move the organization forward by volunteering at a local or national level, getting involved and making sure your chapter has the support it needs. Many hands make light work and your national board needs each member to dig in with us. AFWA is a special organization for women in this industry and we all need to do what we can to make sure it remains that way.



A handwritten signature in black ink that reads "Dianna M. Patton".

*Dianna M. Patton, MTax, CPA, CFP®  
AFWA National President 2015-2016*

## EXECUTIVE DIRECTOR MESSAGE:

At Headquarters, we know there is a lot of competition in the association sphere of this industry. As we have worked with the board over the past year, it has been our goal to assist the board in determining our unique value proposition to current and potential members. Board and staff have worked hand in hand on each project, program, and update to offer our members the best opportunities.

When change is necessary, we have provided the board with ideas, association management best practices and implementation strategies. In making positive changes for all of AFWA, the organization will continue to grow and move forward. But we also identify what isn't working and as a group, go back to the drawing board on some things. One example for the 15-16 year that continues into 16-17, is how we support chapters and their work. It is our goal to streamline even more over the coming year to provide the best support possible, from both the board and staff.

The primary theme for making sure AFWA provides a unique value to our members is "Relationships Worth Counting On, Investment in Your Potential". After talking with many members and volunteers, the two greatest areas members find value is in the relationships they develop and their own personal and professional growth. With that in mind, it's so important for all our members to take advantage of all that AFWA has to offer. Our impact report this year outlines many ways our members can get as much as possible from their membership. But we also want to know where there can be additions to what we offer. Please reach out to headquarters or the board with ideas at any time. We welcome them!

On behalf of all our headquarters staff, we thank you for your membership and support of AFWA. It's been our honor to serve you for another year.

A handwritten signature in black ink that reads "Ericka Harney".



*Ericka Harney, ABD, CAE, CFRE, GPC, CVA  
AFWA Executive Director*





## NATIONAL BOARD OF DIRECTORS:

### PRESIDENT:

Dianna M. Patton, CPA, CFP, MTAX (Richmond)

PRESIDENT-ELECT: Linda E. Harris, CPA (Billings)

VICE-PRESIDENT: Lori K. Kelley, CPA (Fort Walton Beach)

VICE-PRESIDENT: Karyn Hartke, CPA (Northeast Florida)

VICE-PRESIDENT: Mary Duff, CPA (Philadelphia)

SECRETARY: Vicki Lindsey, CPA (St. Louis)

### TREASURER:

Laura L. Mangan, MBA, CPA, CMA (Mesa East Valley)

DIRECTOR: Julianne Dorsett (Houston)

DIRECTOR: Tyna Gaylor, CPA (Washington DC)

DIRECTOR: Rebecca King, CPA (Northeast Florida)

DIRECTOR: Renee M. Richards, CPA (Billings)

DIRECTOR: Stephanie Searcy (Atlanta)

### DIRECTOR:

Wendi Taber, CPA, CISA, CITP, CGMA (Member at Large)

DIRECTOR: Shelby Williams (Mesa East Valley)

### IMMEDIATE PAST PRESIDENT:

Berranthia Brown, CMI (Atlanta)

### EX-OFFICIO DIRECTOR:

Ericka Harney, ABD, CAE, CFRE, GPC, CVA

## LEAP ADVISORY COUNCIL:



The LEAP Advisory Council was created to ensure the voice of emerging leaders is heard and utilized within the national organization. Members of LEAP are working to grow young professional membership within AFWA by developing programs and initiatives specifically designed to meet the needs of the modern accounting and finance professional.

Anat Borodyansky, CPA (Dallas, TX)

Chaille Brown, CMA (Atlanta, GA)

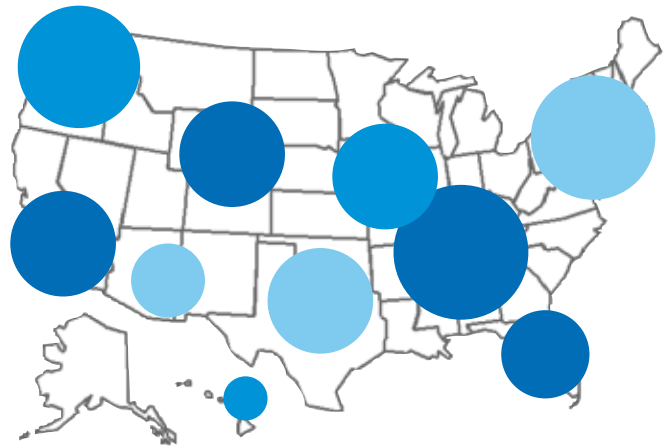
Corinne Dougherty, CPA, CGFM (Rockville, MD)

Edronda Guiriba, CPA (Campbell, CA)

Jessica Veal, CPA (Knoxville, TN)

# AFWA BY THE NUMBERS

A network of **2,192\***  
accounting and finance  
professionals nationwide.



**72\*** nationwide chapters



## Getting Social

AFWA Online Community grew in FY16...

855 new Email Contacts

205 new Facebook Followers

163 new Twitter Followers

274 new LinkedIn Group Members



**396 CPE**

hours offered in NASBA year  
2015 through local chapter  
events, national conferences,  
and webinars



**40** webinars offered by the  
National Organization on professional  
development and chapter management

## On the ladder\*\*

24% Owner/Sole Practitioner

8% Executive/C-Level

27% Director/Manager

23% Associate/Staff

18% Other (ex. Student, Retired, Consultant)



**99%** of members feel chapter  
CPE events are of value to them

**90%** of members find the Savvy  
Series Webinars of value to their career

**96%** of members find the National  
Conference of value to their career

\*Based on Membership Count as of June 1, 2016

\*\* Based on the 2016 AFWA Membership Survey

# Today's AFWA

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## Our Strategy

AFWA knows the competition is high for the membership dollar. The accounting and finance fields are represented by many high quality organizations and each brings unique value propositions. When AFWA looked at the wide range of organizations, we noticed one thing – a lot of focus on technical skills, or the details of performing accounting and finance functions well. But knowing how to execute your job duties is only half the battle.

AFWA has found that our members can be best supported in terms of HOW they are successful. Our members have access to technical education from National AFWA events, local AFWA chapters as well as from employers, fellow associations and online education.

In addition to the technical requirements of the profession, our members need leadership, people, and soft skills to be successful – and that is AFWA's Strategy. We are supporting our members in being a professional who: can develop relationships and networks, be creative, have higher emotional intelligence, relate to clients and customers, present and speak well, become better listeners, and much more!



RELATIONSHIPS WORTH COUNTING ON  
INVESTMENT IN YOUR POTENTIAL



## Why 'people skills'?

People or soft skills have been cited repeatedly in publications like *Forbes* and *Harvard Business Review*, as well as in research conducted in the accounting/finance field by the American Accounting Association, as being necessary for success. But these are also typically not skills that employers will financially support. Therefore, it is incumbent upon professionals to make sure they develop these necessary skill sets and invest in their potential.

AFWA is THE resource for this development.

## Delivering on Our Promise

The AFWA 2015-2018 strategic plan provides the organization with a visionary plan to provide AFWA members with the best resources possible. Below are some of the programs and projects launched so far under the current plan.



To capitalize on our ability to offer webinars and the tools we have available, we have provided over 50 webinars since 2015. The Ask the Pro series provides an opportunity for AFWA members to hear experienced professionals in the field share their journey, advice, and lessons learned, and gives the opportunity to ask questions in an open and supportive forum.

The Savvy Series, our most popular webinar series, provides members a monthly opportunity to grow their skills in communication, leadership and more. All Things Members is another series created to offer chapter leaders consistent monthly support with topics geared toward chapter operations. All webinars are recorded and made available to members via the AFWA online Members Portal.





In 2015, the LEAP Advisory Council was formed to provide the AFWA National Board of Directors with a group of women representing the emerging professionals in the field. The LEAP Council provides strategic direction and recommendations to the national board and headquarters on the needs of this growing group. We look to their recommendations on learning, content, social media, events and more.



A first for AFWA, the Master Presenter eCourse was unveiled in 2016, providing members an opportunity to develop public speaking skills. This 6 week, 4 CPE course has been taken by over 50 members so far in just three sessions of the course.



In an effort to highlight the amazing and successful women who make up our organization, AFWA created the Women of Influence distinction that will showcase the women who industry professionals can look to and learn from. A Woman of Influence is proud of her career, passionate about advancing women in the industry, enjoys sharing with young professionals, and believes in the mission of AFWA to represent it to a wider audience.



The AFWA National Conference features a Professional Development track which offers sessions in goal setting, time management, networking and more. In addition, Pre-Conference sessions held prior to the conference offer more in-depth and hands on professional development workshops. We continue to improve the Pre-Conference session content based on feedback and member need.

## Coming Soon:

### Expert Directory

To provide our members with additional exposure for building their book of business, AFWA will be launching a public directory. This directory will allow members to have an online profile, outlining their skills and areas of expertise where we can direct the general public when looking for an accounting or finance professional.

### Additional chapter support

In addition to the Chapter Dashboard introduced in 2015 and All Things Members webinars, the National Board and Headquarters staff is updating how we can best support chapters through programs and services. At the 2017 National Conference, all AFWA business will be held on the same day with the addition of sessions for chapter leaders and members.

### Leadership Academy

To further deliver on our strategic niche, a leadership academy for women in accounting and finance was included in our 2015 – 2018 strategic plan. This limited attendance event will provide an intimate networking opportunity as well as the best professional development possible with focus on leadership skills and their practice.

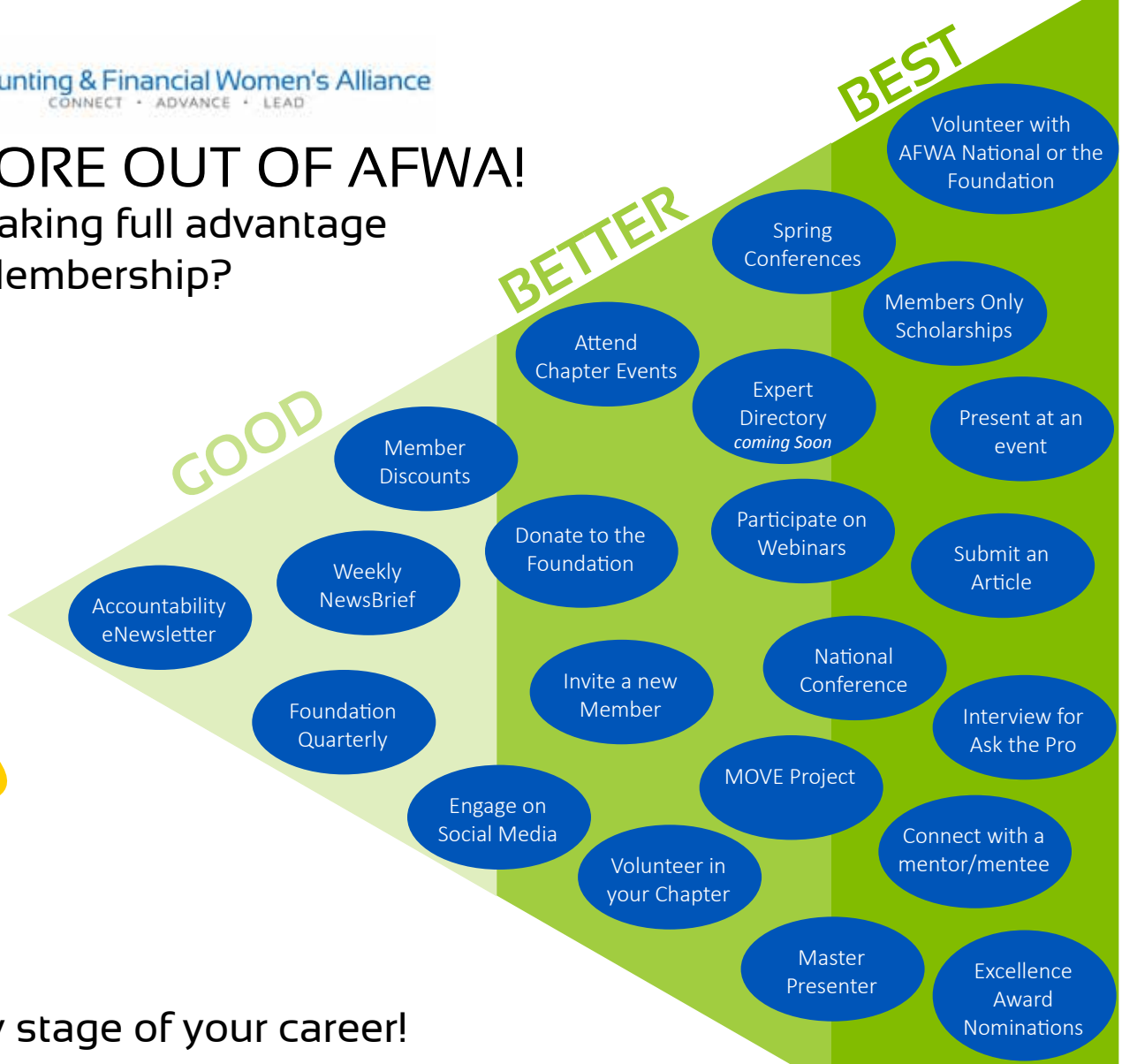
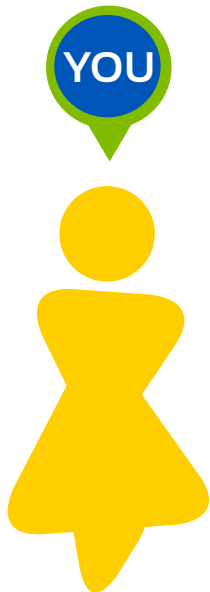
### Knowledge Center

AFWA members should be using the organization as a resource and a new knowledge center will do that. An online 'library' of resources like white papers, research, webinars, education, publications and much more will provide a hub for what members need. Whether comparing salary information within the industry or learning a new skill, the knowledge center will house what you need. It will also be an opportunity for more of our members to share their expertise.



# GET MORE OUT OF AFWA!

Are you taking full advantage  
of your Membership?



At every stage of your career!

STUDENT	EARLY CAREER	MID CAREER	EXPERIENCED	RETIRED
Access to scholarships to complete your education or advance with certifications		Participate in fundraising events to support scholarships		
Connect with a professional mentor			Become a mentor to up and coming professionals	
Utilize the Career Center to find job opportunities, research interview tips and more			Utilize the Career Center to post job opportunities	
Learn tips and advice from those who have been through it - listen in to the Ask the Pro webinar		National recognition for yourself or your business when you share your knowledge and skill through Accountability, Ask the Pro, Conference speaking		
Build a network of colleagues on your career path to share experiences and celebrate achievements			Keep in touch with a network of colleagues you now call your friends	
Professional and Personal development is a lifelong opportunity. Build and improve your potential as an employee, a boss, and an individual.				
Excellent Student Award	Emerging Leader Award		Outstanding Achievement Award	
Start a Student Chapter	Develop leadership skills through volunteer postions within your Chapter or the National Organization			Utilize your experience to advise new Chapter leadership and lend your support to the Chapter



# WHERE DO MY AFWA MEMBERSHIP DUES GO?



# AFWA CHAPTERS

CHAPTER	CHARTER YEAR	MEMBERSHIP COUNT
Akron/Canton (OH)	1983	5
Ames (IA)	1990	23
Anderson/Muncie (IN)	1964	13
Atlanta (GA)	1944	22
Austin (TX)		2
Bellevue (WA) 25 YRS	1991	55
Billings (MT)	1973	60
Birmingham (AL) 60 YRS	1956	7
Buffalo (NY)	1950	32
Casper (WY)	1979	19
Central Arkansas (AR)	1979	22
Central Florida (FL)	2009	13
Central New York (NY) 65 YRS	1951	34
Chattanooga (TN) 60 YRS	1956	62
Dallas (TX)	1959	15
Denver (CO)	1950	68
Des Moines (IA)	1988	45
DFW/Mid Cities (TX)	1978	3
District of Columbia (DC)	1950	63
East Bay (CA)		14
El Paso (TX) 35 YRS	1981	23
Flagstaff (AZ)	1982	26
Fort Walton Beach (FL)	1982	12
Fort Worth (TX)	1985	13
Grand Rapids (MI)	1943	9
Greater Baltimore (MD)		3
Greenville (SC)	1983	33
Honolulu (HI)	1958	22
Houston (TX)	1952	21
Huntsville (AL)	1982	39
Indianapolis (IN)	1938	19
Jackson (MS)	1960	27
Kansas City (MO) 65 YRS	1951	36
Knoxville (TN)	1974	38
Kokomo (IN)	1982	6
Las Cruces (NM)	1979	12

CHAPTER	CHARTER YEAR	MEMBERSHIP COUNT
Los Angeles (CA) 75 YRS	1941	25
Louisville (KY)	1949	11
Marion (IN)	1977	17
Mesa East Valley (AZ) 30 YRS	1986	29
Milwaukee (WI)	1954	32
Minn/St. Paul (MN)	1960	15
Mississippi State University	2014	59
Music City (TN)	2007	24
New Orleans (LA)	1958	33
New York (NY)	1940	29
Northeast Florida (FL)	2008	25
Northern Colorado (CO)	1983	16
Oklahoma City (OK)	1955	23
Omaha (NE) 40 YRS	1976	57
Orange County (CA) 55 YRS	1961	35
Philadelphia (PA)	1939	40
Phoenix (AZ)	1955	35
Raleigh (NC)	1987	1
Richmond (VA)	1950	33
Sacramento (CA) 65 YRS	1951	30
San Antonio (TX)	1975	17
San Diego (CA)	1949	28
San Francisco (CA)	1944	25
Santa Barbara (CA)	1979	13
Seattle (WA) 75 YRS	1941	66
Silicon Valley (CA)	1977	31
Spokane (WA)	1939	10
Springfield (IL)	1975	41
Tacoma (WA)	1957	11
Tampa (FL)	1957	26
Troy (MI)	2010	8
Tulsa (OK)	1954	34
University of North Florida	2014	4
West Alabama (AL)	1988	25
West Palm Beach (FL) 60 YRS	1956	8
Wichita (KS)	1972	73
Members at Large		287

Based on 2192 total membership as of June 1, 2016  
Chapter Chartering Anniversaries in 2016

# LIFETIME MEMBERS

As an effort to emphasize membership commitment, reward long-time members, and generate revenue, AFWA announced a Lifetime Member campaign in May 2015. The campaign will run through December 2016, or until 100 Lifetime Memberships are purchased - whichever comes first.

Lifetime membership is available to current AFWA members for \$1,200 (equal to 6 years regular membership dues). As of October 4, 2016, 25 members have signed up.



ALISON ALDRICH, MBA

CATHY ALLEN

ANNETTE CHRISTENSEN, CPA, CIA, CISA

STACEY CRAIG, CPA

LUZMILA CULPEPPER

SUSAN DURR, CPA

KARYN HARTKE, CPA

MELODY KING, CPA

PHYLLIS MARTIN

BRIANA REIDLE, CPA

TRINA ALLEN

DIANE ALLISON, CPA, CGFO

BARBARA COVINGTON

KRISTIN CULLITON, CPA, CGMA

CARRIE DOSTAL, CPA

WENDI HALL, CPA

KAREN HAWKINS, CFP, EA

CHRISTIE LININGER

LISA PALMERSHEIM

RENEE RICHARDS, CPA

LINDA HARRIS, CPA

LORI KELLEY, CPA

LAURA MANGAN, CPA, CMA

DIANNA PATTON, CPA, CFP

INGRID SWENSON, CPA

# EMERITUS MEMBERS

In 2016, AFWA began to recognize long-term members with an official Emeritus Status. Emeritus members may apply for the status if they have been a member of AFWA for at least 30 years and are at least 70 years old. Emeritus members are free of National Membership dues. We recognize the following Emeritus Members as of October 4, 2016.

DOROTHY ASHLEY, CPA

CONSTANCE CLAUSEN, CPA

ANNABELL GIST

JEAN HURKETT

WYLENA RAYMOND

THEODORA SHERMAN, CPA

ELEONORE WILLIAMS, CPA

HARLEEN KAY BRANDON

LILLIAN DOANE

ROSE MARIE GWINNER

PAULA MARCHAND

KARIN RIGGINS, CPA

CAROL STROMMER, CPA

ROCHELLE CABALLERO

MARGARET FARR

JOYANNA HAMMOND, CPB

RUTH NOWICKY, CPA

JANE ROSE, CPA, CMA, CFP, PFS

MYRA SWICK, CPA

# CORPORATE MEMBERS

Businesses and firms who join multiple members in AFWA can earn discounts on membership as well as other special benefits. Not only do Corporate Members gain National Membership, but employees can join local chapters across the country. Thank you to our 2016 Corporate Members!

BEASLEY, MITCHELL, & CO., LLP

DIXON HUGHES GOODMAN

FUST CHARLES CHAMBERS, LLP

HAMILTON COUNTY BOARD OF EDUCATION

KIESLING ASSOCIATES

LBMC PC

SEIM JOHNSON

DANNIBLE & MCKEE

ELLIOTT DAVIS DECOSIMO

GRANT THORNTON, LLP

JAMISONMONEYFARMER, PC

KOCH INDUSTRIES, INC.

ONEOK

# NATIONAL CONFERENCE OVERVIEW



## 2015 Conference Co-Chairs



*Tyna Gaylor, CPA, CMA*



*Rebecca Tucker, CPA*

The 2015 National Conference welcomed nearly two-hundred members and guests to Pittsburgh, the City of Bridges. Located at the Westin Conference Center, the conference was located to provided members and guests close proximity to local landmarks, sites, and restaurants when not participating in conference sessions and other activities.

The Conference offered a total of 21 CPE credits over two and one-half days and in four tracks: Tax, Finance & Industry; Accounting & Auditing; Personal Development; and Chapter & Nonprofit Management. The latter track is where members earned credits while learning how to help the non-profits they love, including AFWA. Like last year, members benefitted from qualified speakers drawn from membership as well as from the region.

After the pre-conference sessions, the Foundation raised funds at its signature event, the Foundation's Amazing Race, where participants competed in their knowledge of Pittsburgh native, Fred Rogers in the themed "It's a Beautiful Day in the Neighborhood" event. Attendees also enjoyed the Opening Reception the following evening as an opportunity to catch up with old friends as well as make new ones.

This year featured the Partner Showcase where sponsors and exhibitors, were integrated into the activities of the conference, showcasing

their companies during conference hours as well as at key events including the Opening Welcome Reception.

Attendees marveled at the incomparable and energetic Dawwna St. Louis, once homeless and living in her car, now inspiring others to "Stand Up, Stand Out, and Lean In." Dawwna also led three additional break-out sessions, sharing her expertise on presentation and communication skills and a model to increase membership and chapter engagement.

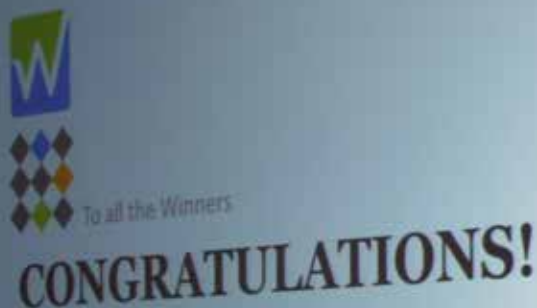
The next morning, Greg Kyte identified the potential fraudsters in the room with his hilarious, yet educational general session, "Holy Mother of Fraud," which included a fraud traits self-test. He also served as the auctioneer for the Foundation Fund-raising Lunch, adding humor and levity to the most serious business of raising money for scholarships.

Members got down to business at the Annual Business meeting where Eunice Huffman was recognized for her fifty-three year of active AFWA membership.

Chapters and members were celebrated at the Annual Awards and Capstone Breakfast and the Conference closed with a final plenary keynote, which brought all attendees together one last time to benefit from Jeanne Yamamura's presentation on ethics in action before saying good-byes until the 2016 National Conference in Denver.







*Pictured: Grace Staten, Glenda Fulgham, Ashleigh Sutter*

## RECOGNIZING EXCELLENCE

Each year, the Accounting & Financial Women's Alliance proudly recognizes outstanding women who uphold the mission of AFWA, demonstrate excellence in their communities and careers, and positively influence others.

2015 also saw the return of the Chapter Achievement Awards. Three Chapters of AFWA were recognized for their work and achievements in the categories of Communications, Membership, and Programming.



*Pictured: Berranthia Brown, Barbara Covington*

### EXCELLENT STUDENT

**Glenda Fulgham**  
University of North Florida  
*Ponte Vedra, FL*

### EMERGING LEADER

**Ashleigh Sutter, CPA**  
Elliot Davis Decosimo  
*Greenville, SC*

### OUTSTANDING ACHIEVEMENT

**Grace Staten**  
MassMutual  
*Orange Park, FL*

### PRESIDENTS AWARD

Selected annually by the Immediate Past National President to a member who has had significant influence on the organization

**Barbara Covington**  
Carr, Riggs, & Ingram, LLC  
*Navarre, FL*



**SILICON VALLEY CHAPTER**



**CENTRAL NEW YORK CHAPTER**



**PHOENIX CHAPTER**



# FROM THE '15-'16 CHAIR

Beverly Anderson, CPA

The past year for The Foundation of AFWA has been very exciting and I am honored to have served as the chair. Our Foundation was formed by AFWA in 2004, to promote and advance education, career development and leadership in finance and accounting. Our vision is to guide women along the path to achieve success in finance and accounting.

Highlights of the year include:

- During the 2015 AFWA National Conference, two-time scholarship recipient Tavia Blume, CPA, gave a moving presentation of how AFWA not only supported her career, but changed her life.
- The Renewal Donation program, which enables AFWA members to give during their dues renewal, has been a great success, raising \$6,370 since July 2015.
- During the year we announced a new scholarship available to the AFWA membership. In an attempt to assist and support our members, during what can be a very difficult time, we have created a scholarship that will reimburse the national dues for qualifying members who have become unemployed. We want our members to know we appreciate their committed participation in our organization and it deserves our support. This year we were able to support one of our deserving members of our organization.
- The Educational Advancement committee has been working hard on activity guides for our members to help the Girl Scouts around the country earn their finance badges. Look for information coming soon.
- In the spring of 2016, the Foundation of AFWA awarded its first Mary Feeney Bonawitz PhD Scholarship to Michelle Harding, CPA, and a doctoral student at the University of Tennessee.



## FOUNDATION OF AFWA BOARD OF DIRECTORS

CHAIR: Beverly Anderson, CPA (*Nixa, MO*)

CHAIR-ELECT: Kris Culliton, CPA, CGMA (*Wichita, KS*)

VICE CHAIR: Barbara Covington (*Navarre, FL*)

TREASURER: Mary Lou Carver, CPA (*San Diego, CA*)

SECRETARY: Pamela Wenner, EA (*Wayne, PA*)

DIRECTOR: Karen Jacobson, CPA (*Story City, IA*)

DIRECTOR: Becky Creswell (*Chattanooga, TN*)

DIRECTOR: Melissa Sager (*Kennesaw, GA*)

DIRECTOR: Stacey Craig, CPA (*Sugar Hill, GA*)

DIRECTOR: Christie Lininger (*Billings, MT*)

DIRECTOR: Shelby Williams (*Chandler, AZ*)

IMMEDIATE PAST CHAIR:

Susan Adams, CPA, CGMA (*Fort Worth, TX*)

EX-OFFICIO DIRECTOR:

Berranthia C. Brown, CMI (*Atlanta, GA*)

EX-OFFICIO DIRECTOR:

Dianna Patton, CPA, CFP (*Richmond, VA*)

EX-OFFICIO DIRECTOR:

Ericka Harney, ABD, CAE, CFRE, GPC, CVA (*Lexington, KY*)

As a result of these accomplishments, The Foundation is headed toward continuing to make a difference in the lives of accounting and finance students.

The Foundation is proud to provide scholarships each year and has awarded over \$264,690 since 2004. In this fiscal year, we awarded \$30,690 in scholarships in the form of cash awards, certification awards and review course awards to deserving candidates all across the country.

At the 2015 AFWA National Conference in Pittsburgh, you helped us raise over \$21,000 for The Foundation. The FUNdraising included the Amazing Foundation Race incorporating the "A Beautiful Day in the Neighborhood" theme, silent auction, trolley decorating contest, and even a live auction at the luncheon. In addition to the annual conference, we were able to raise \$7,200 at the Spring Conference in Billings, Montana. The Foundation has been able to raise these funds due to the generous support of AFWA members, and the accounting and financial community.

Thank you for your support and generosity as we continue our mission in 2016. It has been my blessing to serve as the Chair of The Foundation. I look forward to the bright future of The Foundation to help those in our profession succeed.

# SCHOLARSHIP RECIPIENTS

In 2016, The Foundation of AFWA received 132 applications for its spring scholarship program, and awarded 9 undergraduate scholarships, 4 Masters scholarships, the Ledgent Diversity Scholarship, and 1 Mary Feeney Bonawitz PhD scholarship for a cash total of \$24,700 for academic scholarships.

In addition, the Foundation awarded 6 AFWA members with certification and review course awards, valued at \$5,990.

## \$30,690

in cash and course awards presented in FY16

### Awarded Fall 2015

#### LEDGENT DIVERSITY AWARD, \$2,500

Nicole Tsai, Irvine Valley College

#### CERTIFICATION AWARDS

Linda Peebles, Huntsville Chapter

Melissa Nulty, Fort Walton Beach Chapter

Katie Eagan, CPA, West Alabama Chapter

Barbara Rizvi, CHFC, Omaha Chapter

#### WILEY REVIEW COURSE

Ashley Huss, Omaha Chapter

Nadine Chambers, Richmond Chapter

### Awarded June 2016

#### UNDERGRADUATE SCHOLARSHIPS



"I am grateful to the Accounting & Financial Women's Alliance for this generous scholarship. The Foundation's support will allow me to continue my personal growth and professional development while at NYU and it will help me gain purpose through my future career as a CPA."

Jessie Fifield New York University  
(Paula Zanni Award)



"This scholarship covers two semesters of textbook expenses for me. It means I will not have to work at my part-time job as much and will allow me to spend more time on my studies."

Daria Cooper Mississippi State University

#### UNDERGRADUATE SCHOLARSHIPS, cont'd

Kimberly Knight-Ferrari Bellevue College

Jeff Olevson Mission College

Jessica Downing Pettenuzzo University of San Diego

Daniella Ryskina Loyola Marymount University



"What an honor it is to be receiving a scholarship from this renowned organization that strives to empower women and guide them in achieving success in their careers."

Leigh Schissel Drake University

Kalina Springer Pacific Lutheran University

Jolene Wingerd University of Baltimore

#### MASTERS SCHOLARSHIPS



"This scholarship is a wonderful opportunity and honor. It tells me that I am seen as having potential and it is great to feel support from a Foundation that is dedicated to making a difference in the lives of women and the financial world."

Michelle del Pino University of North Florida

Diane Ollila, Golden Gate University

Eileen Perry California State University

Casey Witkowski Wake Forest University

#### PHD SCHOLARSHIP | Mary Feeney Bonawitz Award



"The AFWA scholarship allows me to purchase access to a data set that positions me to develop a research pipeline that will fuel my academic career."

Michelle Harding University of Tennessee

For information on  
open scholarships visit  
[FoundationOfAFWA.org](http://FoundationOfAFWA.org)





# FUNDRAISING & DONORS

2015 AFWA National Conference  
Pittsburgh, PA | October 2015

**The Foundation Amazing Race:** 77 participants joined in the fun at the 4th annual Foundation Amazing Race. This year's theme was "A Beautiful Day in the Neighborhood" named for Pittsburgh native, Fred Rogers. Teams got a Trolley ticket and stopped at eight trolley stop challenges to get their tickets punched. Some of the stops included dressing like Mr. Rogers, singing the famous song "Won't You Be My Neighbor", a puppet show, and many others.

## **Silent Auction and Creative Trolley Competition:**

The FUNdraising activities continued throughout the conference including a silent auction and creative trolley competition. Conference attendees had the opportunity to bid on items such as custom made jewelry and art, handbags, electronics, and various other items. In addition, bidding got heated during a live auction for two person hot air balloon ride which took place during the annual luncheon.

Wooden trolleys were purchased and decorated by attendees. After decorating, the conference attendees bid on their favorite trolley car by cash donations. The winning trolley was submitted by the Billings Chapter and received over \$900 in votes. The Philadelphia Chapter and Dallas Chapter were also favorites among the trolleys. After the conference, the trolleys and left over art supplies were donated to the Ronald McDonald House in Pittsburgh.

**Foundation Annual Luncheon:** We were honored to have an AFWA member, Tavia Blume, CPA, speak on the impact of scholarships offered through AFWA chapters and The Foundation have meant to her career and her life. She shared a very touching story which symbolized perfectly the fulfilling work of the Foundation.

In total, the Foundation raised over \$21,000 at the 2015 National Conference.

2016 AFWA Spring Conference  
Billings, MT | May 2016

During the AFWA Spring Conference, The Foundation of AFWA hosted a hole-in-one challenge, a silent auction, and a t-shirt raffle Thanks to everyone's participation, The Foundation raised \$7,200 while in Billings!

## **\$1,000+**

Cathy Allen  
Barbara Covington  
Linda Harris  
Karen Jacobson  
Laura Mangan  
Penelle Strum

## **\$500-999**

Susan Adams  
Mary Feeney Bonawitz  
Mary Burns  
Mary-Claire Corcoran  
Stacey Craig  
Kristin Culliton  
Melody King  
Monika Miles  
Vivian Moller  
Christi Olsen  
AFWA Omaha Chapter  
Malaika O'Rourke  
Dianna Patton  
Wendi Taber  
Pamela Wenner  
AFWA Wichita Chapter

## **\$250-499**

AFWA Ames Chapter  
AFWA Billings Chapter  
Colene Blankinship  
Berranthia Brown  
AFWA Chattanooga Chapter  
Mary Duff  
Katerine Eastham  
AFWA Fort Walton Beach Chapter  
Wilma Frazier  
Karen Gunther  
AFWA Knoxville Chapter  
Gale Kreitzberg  
Diane Lyngstad  
AFWA Mesa East Valley Chapter  
Mabel Quinto  
Renee Richards

## **\$100-249**

AFWA Atlanta Chapter  
Sylvia Ayers  
AFWA Bellevue Chapter  
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Rebecca Creswell  
AFWA Dallas Chapter  
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AFWA Denver Chapter  
AFWA District of Columbia Chapter  
Laura Farney  
Wendi Hall  
Ericka Harney  
Karyn Hartke  
Cheryl Heitz  
Randy Joseph  
Lori Kelley  
Susan Knox  
Lori Kriescher  
AFWA Las Cruces Chapter  
Christie Liningner  
Jeanette Longman  
Kimberly Lyons  
Helen Maleady  
AFWA Marion Chapter  
Debbie Michael  
AFWA Minneapolis/St. Paul Chapter  
Catherine Mulder  
Linda O'Brien  
Sharron O' Donnell  
Margo Reich  
Melissa Sager  
AFWA San Diego Chapter  
Stephanie Searcy  
AFWA Silicon Valley Chapter  
Eleanor Siverts-Akerman  
Soaring Adventures of America  
Ashleigh Sutter  
Rebecca Tucker  
Jennifer Willison  
Kristine Wilson



## \$50-99

AFWA Akron Chapter  
Alanna Abreu  
Janis Augustin  
Rebecca Boland  
Melissa Booth  
Abigail Bumgarner  
Linda Burrus  
Mary Lou Carver  
Julianne Dorsett  
Elisabeth Edelen  
Ellie Gittelman  
Kay Gotshall  
Patricia Hamilton  
Tamara Issacs  
Joan Malone  
Lori McKeage  
Karen O'Brien  
AFWA Philadelphia  
Chapter  
Tina Polf  
Kathryn Seltman  
Michele Valentino  
Jocelyn Van Reusen  
Wealthy Willams  
Jeanne Yamamura

## Up to \$49

Penny Aaseby  
Wendy Adams  
Lainie Allbee  
Beverly Anderson  
Darlene Anthony  
Cathy Arnold  
Tami Ballis  
Yesenia Barraza  
Healthier Bazen  
Suzanne Beaty  
Tracy Beeks  
Michelle Berthiaume  
Rhonda Bethe  
Diane Bianchi  
Sheri Black  
Andrea Bloom  
Lynda Boman  
Wayne Borkowski  
Lynn Boster  
Holly Bradford  
Yvonne Braune  
Janine Brester  
Denise Brock  
Tracy Brooks  
Jane Brown  
Dee Brown

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Sharon Bujacich  
Sandra Bumbalough  
Kim Burkey  
Anna Busenbark  
Rochelle Caballero  
Ruth Callard  
Lucille Caserio  
Kathleen Centilvre  
Christley Chambers  
Ellen Chase  
Allyson Chiappa  
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Marie Chismar-Majercak  
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Michelle del Pino  
Jean Deuser  
Dorothy Dickerson  
Judith DiNardo  
Darcelle Dixon-Hunt  
Lillian Doane  
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Cynthia Dudden  
Melanie Dunton  
Rachael Dupuy  
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Doris Gillespie

Rita Gittings  
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Carol Greene  
Andrea  
Greenfield-Downie  
Jaime Guillory  
Edronda Guiriba  
Leilana Hagan  
Suzanne Hale  
Donna Hall  
Liz Hamner  
Marily Harmon  
Elizabeth Heitmann  
Judith Henry  
Sheila Hess  
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Jolaine Hill  
Amy Hopkins  
Lani Huck  
Eunice Huffman  
Heather Hunter  
Emily Inman  
Michelle Jenkins  
Laurie Jones  
Connie Jones  
Elizabeth Kachel  
Soyoung Kim  
Penelope Kinnear  
Samantha Kirchhoff  
Laurie Klein  
Johanna Kломann  
Katheleen Koenig  
Lorraine Kolasinski  
Bonita Kremer  
Patricia Krout  
Margaret Krsek  
Cheryl Laurent  
Lauren Lawson  
Barabara Lietzan  
Josephine Lister  
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Ruth Zakowski

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1977-78	Joan M. Smith, CPA	Dayton	2015-16	Dianna M. Patton, CPA, CFP®	Richmond



# FINANCIAL REPORT

July 1, 2015 - June 30, 2016

## STATEMENT OF FINANCIAL POSITION — June 30, 2016

### ASSETS

Cash and cash equivalents	\$ 87,226
Investments	108,251
Accounts receivable	1,990
Prepaid Expenses	<u>15,696</u>
Total Current Assets	<u>213,163</u>

**Total Assets** **\$213,163**

### LIABILITIES AND NET ASSETS

#### Current Liabilities

Accounts payable and accrued expenses	11,912
Deferred revenue	<u>159,775</u>
Total Current Liabilities	<u>171,687</u>

#### Other Liabilities

Total Other Liabilities 92,529

#### Net Assets

Unappropriated Funds	<u>(51,051)</u>
Total Net Assets	<u>(51,051)</u>

**Total Liabilities and Net Assets** **\$213,163**

## STATEMENT OF ACTIVITIES — June 30, 2016

### REVENUE

Membership Dues	\$217,877
Annual conference	131,337
Honorary Trustees	18,100
Advertising	12,369
Product sales	1,713
Royalties	570
Investment income	<u>9,175</u>
Total Revenue and Support	<u>391,141</u>

### EXPENSES

#### Program Services

Annual conference	196,591
Publications and website	51,526
Chapter and Foundation support	59,614
Products	<u>5,930</u>
Total Program Services	<u>304,718</u>

#### Supporting Services

Membership Services	50,374
Fundraising	29,650
Leadership	44,580
Management and general	<u>29,632</u>
Total Supporting Services	<u>154,236</u>

Total Expenses 458,954

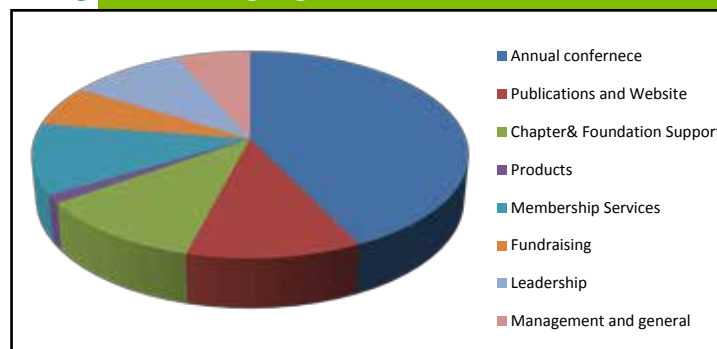
Change in Net Assets **(\$67,813)**

Pending Final Audit

## FY16 REVENUES



## FY16 EXPENSES



# CORPORATE PARTNERS and ALLIANCES

Corporate Partners not only financially support AFWA, they provide valuable programming and discounts to our membership. In additions, the alliances we form with other organizations allow AFWA to expand our reach and offer further benefit to our members.



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