



# 2016 AFWA Chapter Achievement Awards

## APPLICATIONS IN THE MEMBERSHIP 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: Kansas City**

Chapter Website:	<a href="http://www.kansascityafwa.org">www.kansascityafwa.org</a>
Facebook:	<a href="https://Facebook.com/afwalc">Facebook.com/afwalc</a>

#### Overview:

In recent years, the Kansas City chapter has gone through a period of declining membership. In 2014, the chapter went six months with no activity and was on the brink of dissolution. The Board members met to assess whether or not to continue chapter activity. The Board resolved to rebuild the chapter into a dynamic organization which would provide value and rewarding opportunities to its members. For 2015-2016, our primary goals for the chapter were to attract new members, reengage current and prior members, and provide programs that would attract professionals at all levels in their career.

#### Execution:

The first step of action was to build a Board with members that were dedicated to improving the chapter. The nominating committee met to assess who would be a good fit for each position. The committee also placed emphasis on providing new members an opportunity to be involved in a leadership position. The members of the committee contacted the nominees personally to determine their interest and level of devotion prior to presenting the slate to the membership.

The newly elected Board members decided to form committees and sub-committees to help us reach our chapter goals. Multiple committees were formed but the emphasis was with the membership and program committees as these were most likely to help our chapter meet our current goals. The membership committee was tasked with the goal of increasing membership. The program committee was formed with the goal of providing valuable, career enhancing meetings with the opportunity to network with other professionals in a like-minded environment.

#### Result:



In July of 2015 our membership count was at 22 members. As of June 2016 our membership had increased by 73% to a total of 38 members. The increase in membership was due to re-joining members and new people who had never attended AFWA events before.

The membership committee formed a Facebook page and refreshed our chapter website. These two things allowed us to easily promote our chapter events to members, prospective members and anyone else interested in the current meeting topic. At each meeting we utilized the AFWA national marketing materials to promote new memberships. After each meeting our membership committee followed up with any new guests to answer questions, provide membership details and provide a personal invite to our next meeting.

The program committee did multiple things to ensure that our meetings were as valuable to our as members as possible. We created strict meeting agendas (sample attached) that showed we respected each member's limited time by staying within the allotted meeting time. Attached you will find a summary of our monthly programs which includes attendance accounts. You will see the count remained consistently high through the year, particularly the last half of the year. Our final meeting had an attendance of 44! Compare these numbers to previous years which averaged around 12-15 and you will see what a difference we made this year.

One of our largest events this year was the World Series Champion Kansas City Royals' Vice President of Finance speaking at our meeting. This speaker appealed to both men and women. We were sure to extend the invitation to male colleagues and many were in attendance. This led to our chapter's first male member.

Our chosen speakers sparked meaningful conversations between our members. These conversations allowed us to grow not only professionally but personally as well. During our monthly meetings we did a business card exchange that encouraged members to meet up and get to know each other outside of AFWA. We also raised money for our scholarship fund by contributing to a "brag jar". When a member contributed to the brag jar, they were able to tell a brag about themselves. These personal brags not only helped build their confidence, it allowed other members to share in their success and provided the opportunity to get to know each other on a more personal level.

Over the past year we were able to not only meet, but exceed our chapter goals. Our chapter has been reenergized and our goals for the upcoming year are even bigger.

Kansas City Chapter Programming  
9/22/2015

Get Up! Dress Up! Show Up! Follow Up! *C.K. Reisinger*  
Discuss the different forms of networking and how to get the most out of it.  
Attendance: 24

10/25/2015

Accounting and Auditing Update *Nate Vander Hamm and Caitlin Hanneman*  
Discuss the new FASB revenue recognition standard: its development, what the new model is and how it differs from the current model, and what companies should be doing to prepare for its implementation.  
Attendance: 17



11/17/2015

Career Benefits on Serving on a Not-for-Profit Board *Brenda Mortensen*

Discuss the career benefits, particularly for women, of serving on a not-for-profit board.

Attendance: 12

1/19/2016

Individual and Small Business Tax Update *Becky Nelson*

Discuss the most recent tax changes that came from the PATH Act and the Consolidated Appropriations Act that will affect individual taxpayers and small businesses.

Attendance: 18

2/16/2016

Accounting Considerations of a Sports Franchise *Adam Tyhurst*

Discuss the accounting considerations of the Kansas City Royals, focusing on those issues that are unique to a sports franchise.

Attendance: 38

3/22/2016

Employment Law: Nothing Stays the Same *Trinia Le Riche*

Discuss recent changes and trends in employment law and their impact on employers.

Attendance: 31

4/19/2016

Dress for Success *Stephanie Mills*

Discuss steps for creating a wardrobe that will provide a stylish image.

Attendance: 19

5/17/2016

Success Strategies for Women in Business *Shannon Stites*

Discuss actions women can take to advance their careers. Discuss lessons learned by the speaker in the course of her career.

Attendance: 30

6/21/2016

Economic Development in Kansas City *Jill McCarthy and Cindy Brittain*

Discuss the current and projected economic outlook for the Kansas City area.

Attendance: 44

## CHAPTER: Denver

Chapter Website:	<a href="http://afwadenver.org">http://afwadenver.org</a>
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Recognizing students will become the professionals of AFWA in the future, our Chapter decided to reach out to the students now.

The Denver Chapter implemented two Student Nights to be held on campuses of local colleges and universities. We invited students from all colleges and universities not only in the Metro-Denver area, but throughout Colorado. Our Scholarship Trustees followed up with email communications and personal telephone calls with school department leads and student organizations. Along with dinner, networking and educational program, we hoped to share our professional experiences with the students, encourage participation in professional and volunteer organizations, and promote joining AFWA.



Our first Student Night was at Metropolitan State University-Denver, October 20, 2015. We brought in Sheri Betzer, CPA, CFE from Betzer Call Lausten & Schwartz, LLP to present an intriguing program on civil and criminal financial litigation. Becker CPA Review had a drawing for new student members for a ½ scholarship to one of their review courses. We had seven students attend, with one joining AFWA. This was a much slower start than our Chapter expected, but the candid conversations with the students were priceless. Questions about our careers, work/life balance and job expectations were just a few hot topics.

The second Student Night was March 22, 2016 at the Daniels College of Business on University of Denver's campus. Doug Cash, CFE, CFI, CFCI from Eide Bailly, LLC presented a captivating session on forensic accounting. Becker CPA Review again had a ½ scholarship drawing for new student members. We also brought in a professional photographer to provide complimentary professional head shots. Twenty students attended representing University of Denver, Colorado University-Colorado Springs, Colorado State University-Pueblo and Metropolitan State University-Denver; nineteen joined AFWA. This meeting had a larger student audience and another lively open-discussion which our speaker participated in as well. Hot topics expanded to glass ceiling, do I need a Masters education, designations, and more!

We already have two more Student Nights and two Student Fairs which AFWA will be participate planned for fiscal 2016-2017. We are certain each will reward with student member interest!

## CHAPTER: Chattanooga

Chapter Website:	<a href="http://chattanoogaafwa.org">chattanoogaafwa.org</a>
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A membership committee that consisted of 6 members agreed our goal was to increase our membership by 10 new members. We set into place a very easy process to follow each time a member brought a first time guest to our regular monthly meeting. We also agreed upon a new member contest with the winner receiving one year paid membership to AFWA. At the end of the year 6/30/2016, the member responsible for the largest number of new members would be our winner.



When a prospective first time member attended a monthly meeting they were given a goody bag as a welcome gift. In return for the welcome gift they were asked to complete a very short information sheet. (See attached) – The membership chair collected the sheets each meeting and emailed the guest to thank them for coming and offered to answer any questions or assist in getting their application for membership completed) The welcome bag included AFWA Chattanooga Chapter Logo items such as an 8-inch ruler, ink pens, note pads, etc. Also in the bag was a very clear one-page flyer telling the benefits AFWA provides. (See attached) – This page also included where to go for more information on joining and who to contact with any questions. First time guests were added to our monthly newsletter for a few months so they have all of the information regarding our upcoming monthly speakers and special events. All first time guests to our regular monthly speaker meetings are free. The chapter pays for their lunch.

Working with the Programming committee all members were given a large discount to attend our semi-annual seminar. The normal cost to attend our seminar is approximately \$180 but as an incentive to encourage new members to join the cost to attend our spring seminar was discounted to \$25 for all AFWA members.

From July 1, 2105 to June 30, 2016 we added 18 new members. We exceeded our goal of 10 by 8 new members. This was a huge success for our chapter and was also very rewarding for two of our members. We had a tie with our membership contest. At our August meeting, the membership chairperson awarded certificates to two of our members. The certificate was for ½ of their membership to be paid by the local chapter. In order to stay within the budget the membership committee was given, it was agreed by our local board that both winners would share equally in their winnings.

Chattanooga has many wonderful members that are willing to share why they joined and why they participate so passionately in our local events. It is easy for our first time guests to see and understand the mission of AFWA- *to enable women in all accounting and finance fields to achieve their full potential.* Networking with women of this caliber makes it is easy to see why you would want to be a part of such an organization. I am honored to be part of the Chattanooga Chapter.

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*Chattanooga Chapter*

## WHY JOIN AFWA?

- ✓ Monthly Discounted CPE & Luncheon
- ✓ Member Certification Scholarship Opportunities
- ✓ Leadership Opportunities on Boards and Committees (as well as the ability to participate to add input!)
- ✓ AFWA National Leadership Opportunities
- ✓ Discounted Fall and Spring Seminars
- ✓ Assistance for Attendance at National Conferences
- ✓ Networking Events and Opportunities
- ✓ Participation in Scholarship Selection
- ✓ Mentoring Opportunities and Involvement with Local Students
- ✓ Notification for Open Positions and Other Opportunities in the Community

Please take a moment to visit our website at  
<http://www.chattanoogaafwa.com/>

*If you have any questions or need any other information,  
please contact Debi Gilley (tdttgilley4@comcast.net)*