



**Regional Coordinators for Membership and Early Careers
Conference Call**

**January 18, 2007
Meeting Notes**

Participants:

Janice Jensen, CGFM – Mid-Western Region
Rashad Holloway – Mid-Atlantic Region
Stephanie Paschel – Ohio-Michigan Region
Yulonte Merrell – Ohio-Michigan Region
Lisa Ricks – South Central Region
Eva J. Williams, CGFM – Capital Region
Althea Harris – New England Region
David Bobbitt, CGFM – Southern California Region
Walt Darling – Mid-Western Region
Susan Fritzlen – AGA
Jessica Jones - AGA
Kim Ferguson - AGA
Jennifer Curtin – AGA
Raymond Harris, CGFM - AGA

Current Membership Numbers

The total membership as of December 31st stands at 13,643 (compared to 13,565 at the same time last year). This number includes a total of 1,520 new members since April 1st (compared to 1,369 at the same time last year).

Reach for the Stars Member-Get-A-Member Campaign

The 2006-07 MGAM, **Reach for the Stars**, focuses on recruiting the rising stars – we call them early career and tomorrow's professionals - individuals just starting out in their careers, with less than 3 years of experience. An array of exciting incentives includes AGA Dollars, conference registrations and American Express gift cards. The program runs May 1, 2006 – April 30, 2007.

Ten members will receive complimentary national membership dues for the 2007-08 year for sponsoring six or more new members before the incentive's deadline of December 31st!

Congratulations to these outstanding recruiters:

Sheila Arrington, Virginia Peninsula Chapter – 30 members; James Kennedy, CGFM, Central Ohio Chapter – 27 members; Stephanie Paschel, Cleveland Chapter – 16 members; Janet Brooks, CGFM, Northern Virginia Chapter – 13 members; Nauri Ahmed, CGFM, Richmond Chapter – 12 members; Thalia Davis, New York Capital Chapter – 11 members; Ken Sifontes, New York Chapter – 10 members; Chris Wolseley, Guam Chapter – 10 members; Brenda Ryan, New York Chapter – 8 members; and Karen Doyle, CGFM, Maine Chapter – 7 members.

There are still other incentives to win in the campaign:

- Recruit **10** or more members by March 31, 2007 and get placed into a fishbowl drawing for a **FREE trip** (roundtrip airfare and registration to AGA's 2007 Professional Development Conference in Nashville, Tennessee). Recruit 10 members, get one chance at the drawing, recruit 16 members, get seven chances and so on. The more members recruited, the more chances to win.
- A \$500 American Express Gift Cheque will be awarded to the AGA member who recruits the most new Early Career members during the MGAM.

Annual Renewals

It is hard to believe that another year has come and gone and with the New Year comes annual renewal time. We have been busy getting the renewal packages and data in order and anticipate mailing the 2007-08 renewals the first week in February. This includes both membership and CGFM renewals. Members will be able to start renewing online for the 2007-08 year, the last week in January. This is by far the quickest way to renew.

Early Career Initiatives

The Early Career Marketing Toolkit - What do I do with it?

- a. AGA National has a database listing the names and contact information for every college career center and accounting/business department chair. Chapters can find the colleges located closest and give them a call to start some dialogue. National will send out an email with a link to the database next week to all chapter presidents.
- b. AGA National also has a database listing contact information for every Beta Alpha Psi chapter.
- c. AGA Membership DVD: The chapter can either use the link on our homepage (www.agacgfm.org) to show the DVD or they can contact Jessica Jones at jjones@agacgfm.org to have a copy sent to the chapter.
- d. A schedule listing the 2007 college career fairs. Chapters can contact the school to find out more information about setting up a table to display information about AGA, government financial management. Or, the chapter can connect with a few local government employers that want to recruit and partner to use the same table space at the career fair event. National will send out a link to this database within an email to chapter presidents next week.
- e. AGA's Tomorrow's Professionals Website: www.agacgfm.org/tomorrow. This site is filled with information that a newcomer to the government financial management field would find useful.
- f. PowerPoint presentation: "Become a Government Financial Manager" This presentation offers a solid overview about the government financial management field for federal,

state and local government. A good item to customize and bring along to a meeting at a college campus. www.agacgfm.org/tomorrow/downloads/BecomeaGFM.ppt

Marketing the 2008 Case Competition: AGA National will market the competition in two phases a) March and b) September. Information will be emailed to Beta Alpha Psi chapter presidents/sponsors, Accounting/business school department chairs, career centers, AGA chapters.

1. Registrations: AGA will begin accepting registrations Sept. 1. The registrations will be for teams of four - one per school.
2. The Competition: The actual case will be emailed to all registered teams on Monday, Oct. 15. They must turn in a 5-page maximum response by Monday, Oct. 22
3. Judging: Over the coming months, AGA will be setting up a panel of judges. We hope to have a mixture of state, local, municipal types that will judge the team submissions.
4. Finalists: The top two teams will be contacted on Monday, Nov. 19. They will be invited to attend our 2008 NLC conference in D.C. Each team will be expected to offer a 20-minute maximum presentation of their case response. A new panel of four judges will review the presentations on site and determine the winner.
5. Winner: The winning team will be presented with a check for the school and a crystal award.

We hope that this event will start a new tradition for AGA. We would love to have chapters help National market this competition to area colleges. Also, if anyone would like to become a judge for the competition, please let Jennifer know at jcurtin@agacgfm.org.

Early Career Profiles: To offer more personalization to the 'Tomorrow's Professionals' website, we are now interviewing current early career members for their career profiles. They offer information about where they got their start, why they chose a career in government and why they joined AGA. If anyone has a recommendation for a future profile, please let Jennifer know at jcurtin@agacgfm.org. To view the profiles, visit: www.agacgfm.org/tomorrow/profiles.htm.

Early Career PDC Hotel Scholarships: This is a new scholarship and is available to Early Career members. The scholarship covers the hotel room charges for the week of the PDC to be held in June in Nashville Tennessee. More information will be distributed to chapters in the next couple of weeks.

Membership Update Newsletter – Now Called AGA Insider

The monthly e-newsletter, *AGA Insider*, continues to highlight membership information, as well as all other AGA program areas (CGFM, education, community service, etc.). The distribution list includes all national and chapter leaders. The newsletter is distributed around the 15th of each month and issues are all archived in the Members Only site of the AGA website. Be sure to submit chapter best practices to Jessica Jones and we'll include them in the newsletter.

Chapter Recruitment Scholarships

Twenty-nine chapters are participating in the Chapter Recruitment Scholarship program and have received funds to carry out recruitment initiatives by February 1, 2007. Once the activity is completed, chapters must report back on what the funds were used for. We'll compile the

information and share it with all chapters. We hope to end up with a large list of recruitment best practices!

Sectional Leadership Meetings (SLMs)

The SLMs will replace the annual LTW (Leadership Training Workshop), which has been held in the past for national leaders and the RCOWs (Regional Chapter Officer Workshops), which have been held for regional and chapter leaders. The Pacific Rim RCOW is an exception and will continue this year.

By bringing together our leaders at the national, regional and chapter levels, we hope to deliver a strong and consistent message regarding the direction of AGA, to share best practices and to provide you with the tools needed to succeed. AGA National will cover the travel and lodging costs associated with the SLMs.

The NEC approved four specific goals for the SLMs as a means to discuss and to communicate:

- AGA's national direction and initiatives
- Expectations of our national, regional and chapter leaders
- Ways to improve services to our members and recruit new members and leaders
- How to access information to be an effective leader

Participation in the SLMs will be by invitation only and will include the following leaders:

- National President, National President-Elect and/or National President-Elect Designate.
- Senior Vice President for Regional Services (SVPRS) and SVPRS-Elect Designate (Section 2).
- RVP, RVP-Elect and/or RVP-Elect Designate (two of the three can attend).
- National and Regional Coordinators for Certification, Chapter Development and Assistance, Education and Membership.
- Chapter President, Chapter President-Elect and/or Chapter President-Elect Designate (two of the three can attend).
- Chapter Chairs or Vice Presidents for Certification, Education and Membership (or the incoming Chair or Vice President for any of these functions if already known).
- National Office leaders, including the Executive Director and other key program directors.

An invitation will be emailed to everyone in late January.

Recruitment Activity - Audio Conferences - Great Source for Recruiting!

The AGA audio conferences continue to be successful and as a by-product have attracted thousands of non-members! Of course this translates into member PROSPECTS! What a great opportunity to recruit these individuals after they have seen what the chapter and AGA has to offer. We have been and continue to market membership to these individuals through a variety of outreach efforts. Please contact Kim Ferguson at kferguson@agacgfm.org if you would like a list of prospects in your area.

Regional Sharing

Ohio-Michigan Region - Stephanie Paschel and Yulonte Merrell

- Greater Columbus Chapter – January has been deemed Early Career Month. The chapter has sent thank you cards to its EC members, held a breakfast for them and will finish up the month with a bowling social. In addition to creating goodwill among these members, the chapter has seen some of the members getting more involved with the chapter.

The chapter also has a Sponsor of the Quarter who is featured in the chapter newsletter.

- Cleveland Chapter – The chapter has held several membership drives where they invite non-members to a meeting and offer give-aways as incentives to attend. So far this has brought in six new members.

The chapter also has a member-bring-a-member to the monthly lunch. The chapter obtains a sponsor for the lunch to offset some of the costs and typically has the speaker speak (i.e., Merrill Lynch sponsored and spoke).

Southern California Region - David Bobbitt, CGFM

- Inland Empire of California Chapter – The chapter typically has about 70 individuals at its regular meetings, but many of the members do not know each other (folks who know each other tend to stick together at meetings). So the chapter began a 'Member of the Month' to profile in its newsletter and at the meetings, they bring the folks up front and introduce them to the group.

Mid-Western Region - Janice Jensen, CGFM and Walt Darling

- The Topeka chapter moved its large meeting to March to better coincide with the annual AGA renewals. The chapter offers to subsidize the cost of a new membership and/or renewal for each attendee (the chapter pays \$70). This effort brought in 15 new members last year. The chapter plans to continue this incentive this year.

Northeastern Region – Raymond Harris, CGFM

- The New York Capital Chapter has a program called the "Breakfast Club – How Did I Get To Be Me?" where they bring in high level professionals to talk to the early career members on their 'path to success.'

Capital Region – Eva Williams, CGFM

- The Washington DC chapter has a very successful corporate sponsorship program that it assigns the responsibility to one of its board members.

How to develop a corporate sponsorship program will be discussed in depth at all of the SLMs.

Next Conference Call

Our next conference call is scheduled for May 15th at 2:00pm Eastern time.