



CAROL MANSEN, CPA
President, 2011 -2012

President's Letter January 2012

Happy New Year!

As we begin 2012, New Year's resolutions are often what we consider. Our chapter also needs to make its resolutions by revisiting the goals that were made at the beginning of the program year.

Membership growth was a goal defined at the planning meeting. Strengthening and growing the membership is important to the success and viability of the chapter. We have exceeded the 2011-2012 new member goal for our chapter with 11 new members. There will be a new member orientation event in early Spring. Mary Cardenas and Marina Urra will be looking for volunteers to help with the event. We need to also focus on member retention. Bringing lapsed members back to our meetings is something that every member can help with. If you notice a member that has not been to a meeting in awhile, reach out and invite them with a personal call or email. While the membership committee will contact the lapsed members, another personal contact might clinch it.

Improving member communications was another goal set at the planning meeting. With a new Social Media chair, we expect to have a better web presence. Look for Belen Vinueza's article on our Facebook, LinkedIn, and Twitter sites in next month's newsletter. We are working to revamp the website and are looking for bids from several professionals. And we are working diligently to get the newsletter published in a timely manner.

The third goal was to improve member interactions. A mentoring program is being developed, matching new members with old members. This program will help members to get to know each other well and to build strong personal and professional connections.

A new goal will be to repeat the success of our first conference again in 2012. We made over \$9,200 with the August 2011 conference and hope to repeat our success. The planning committee is being formed and the initial planning meeting will be in mid January. Please consider joining the committee and helping the chapter fund its scholarships.

These goals will define our activities and interactions for the remainder of the year. Our success depends on active, engaged members. We appreciate every one's support and involvement and look forward to a great year.

The chapter is also looking for new leaders for 2012-2013. If you have an interest in a committee or leadership position, please contact Cheryl Peery.

Looking forward to a great 2012!

Carol