

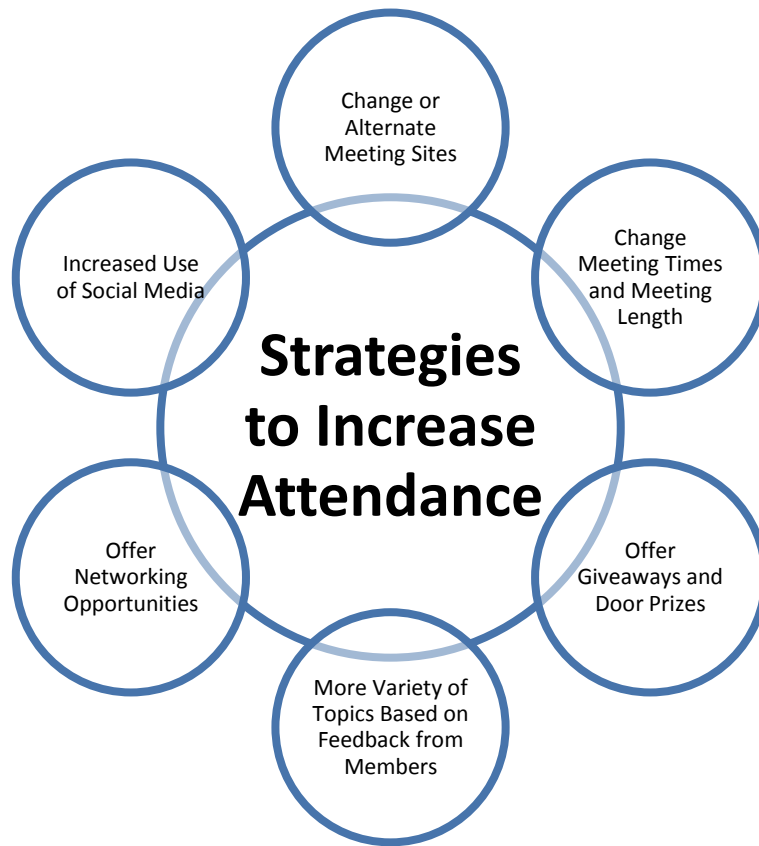


**CHAPTERS**

**Chapter Leaders  
Resource Guide  
2014 Edition**

## INDEX

	Pg.
• Strategies to Increase Attendance .....	3
• Strategies with Social Media and Increasing Awareness .....	7
• Community Service Initiatives .....	11
• Membership Benefits and Appreciation Strategies .....	17
• Strategies to Increase Membership .....	21
• Tips for Membership Renewal .....	27
• Speaker and Training Strategies .....	30
• Support for Students and the Anti-Fraud Profession .....	34
• Student Scholarship Programs .....	37
• Board and Chapter Leader Strategies .....	40
• Networking Related Tips .....	44
• Working With Other Organizations .....	46
• Strategies for Using Sponsors .....	48
• Trying New Things, Successes and Failures.....	51
• Congrats! You are on the Board, Now What?.....	55
• ACFE Chapter Leaders Resource Guide Contributors (2013-2014).....	59



## Strategies to Increase Attendance

### Changing Meeting Times/Places

- Switched from one-hour monthly meetings during lunch to three-hour meetings held quarterly first thing in the morning. *Marc Courey, Twin Cities Chapter (2013)*
- We moved our meeting location to Ruth's Chris Steakhouse. Ultimately, we had to increase our meeting fee but the location appealed more to the members. *Central Mississippi Chapter (2013)*
- We started to offer more dinner meetings. *Toronto Chapter (2013)*
- Hold chapter meetings in various locations to attract more attendees and to be fair to CFEs in surrounding areas. *South Florida Chapter (2013)*
- Increased number of CPE offered at bi-monthly meetings and eliminated the May meeting due to the close proximity to our Annual Fraud Conference. *Brian Tanen, Maryland Chapter (2013)*
- We have strived to provide more CPE hours and make sure that we include refreshments. *David Rule, Singapore Chapter (2013)*

## 2014 ACFE Chapter Leaders Resource Guide

- Moved meeting to a more convenient and good service location with reasonable cost, Sheraton. Put on an ethics class annually. Bring in good and interesting speakers. Set-up an informative chapter web site. *San Diego Chapter (2013)*
- We changed our summer meetings that showed low attendance to four-hour CPE events and attendance tripled. *Jean Pavlin, NE Ohio Chapter (2013)*
- We try to make sure that we provide training that is more job- specific to our members. *Jose Curiel, San Antonio, Texas Chapter (2013)*
- We tried alternating meeting sites as well as times of day (lunch and dinner). *Northwest Florida Chapter (2013)*
- Free donuts/bagels and coffee; start the meetings at 7:30AM so everyone is at work by 8:30-8:45AM *Jason Gossett, Evansville Chapter (2013)*
- We changed the venue and improved the luncheon “image” *Ryan Hubbs, Houston Chapter (2013)*
- We implemented alternating CPE hour events to accommodate people’s travel needs. One luncheon may be one hour while the next may be two to four hours, etc. *Ryan Hubbs, Houston Chapter (2013)*
- We offer two ethics courses a year but also piggyback the ethics course with a high profile one hour CPE speaker. This provides three hours of CPE, entices others who already obtained their ethics CPE to still attend, and increases the chapter training revenue. It also helps those members who could not attend one of the other ethics courses due to conflicts. *Ryan Hubbs, Houston Chapter (2013)*

## Marketing

- Officers contacted members by telephone reminding them the chapter is the best way to network and annual membership dues are low. *Upstate New York (Syracuse) Chapter (2013)*
- We are reaching out to younger members, inviting guests etc. *Robert Zensner, Southwestern Ontario Chapter (2013)*
- We have reached out to the local colleges and requested each member brings a guest. *Southeast Michigan Chapter (2013)*
- We sent out a survey to the entire contact list asking for input. It was helpful knowing what topics were interesting to our members (and non-members). *Leah Wietholter, Tulsa Area Chapter (2013)*
- We reversed low attendance at recent meetings by advertising on social media (LinkedIn), increasing the frequency of Meeting Announcements to our members and non-members, encouraging members to give us the contact info of their colleagues for our database, and giving ACFE-related gifts to meeting attendees. *Dave Marshall, Greater Chicago Chapter (2013)*
- Invitations, invitations, invitations. *Deborah Lowtharp, Montgomery Chapter (2013)*

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- Meeting announcements sent two weeks in advance of our meeting and again one week in advance telling about the speaker and topic. *Tracy Garner, Kentucky Chapter (2013)*
- We continually send out email blasts describing the event or meeting and detailing the speaker and topic. We try to provide a variety of topics throughout the year and try to not repeat any topic within the same year. *Tampa Bay Chapter (2013)*
- We also have done surveys to see what topics our attendees want more information on. *Kimberly Butler, Heartland (NE) Chapter (2013)*
- Personal email, flyers to organizations and flyers to our seminars. *Northwest Florida Chapter (2013)*
- We began a 3-2-1-3-1 notification strategy, sending out meeting notices three weeks, two weeks, one week then three days and one day out from the event. *Ryan Hubbs, Houston Chapter (2013)*
- Luncheon and event details are forwarded to several local newspapers and business journals to post in their upcoming communications. *Ryan Hubbs, Houston Chapter (2013)*

### Other Strategies

- Over the last few years we started to have small giveaways at meetings. *Kristin Sommer, Lehigh Valley (PA) Chapter (2013)*
- Implemented a monthly CFE forum to understand member's needs. *Kris Curaming, Philippines Chapter (2013)*
- We strive to recruit highly regarded professionals who contribute their knowledge, and provide low costs for attending meetings and seminars. Value is important to our members. *Colorado Chapter (2013)*
- Increased the amount of CPE offered and kept the cost the same. *NE Ohio Chapter (2013)*
- We offer deeply discounted rates/fees for chapter members. Therefore, we encourage prospective members to join at our nominal annual dues rate in order to be eligible for the member rates for all of our events. *Richard Sobine, Philadelphia Area Chapter (2013)*
- Excellent and convenient meeting location, develop an interested party e-mail list which includes all ACFE members living in the area, send chapter announcements out to all on e-mail list, promote networking, on occasion jointly hold CPE training with sister professional organizations such as IIA, participate in local Accounting Day training event. *San Diego Chapter (2013)*
- Increase CPE hours per training. *NE Ohio Chapter (2013)*
- We have a networking period after each meeting. We have giveaways from sponsors. We have great guest speakers. *Dave Marshall, Greater Chicago Chapter (2013)*
- We sent out a membership survey to identify geographical preference. From the results, we identified that the current meeting place was not properly meeting the travel needs of our members. *Ryan Hubbs, Houston Chapter (2013)*

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- We started handing out three to five door prizes for attendees who pre-registered. *Ryan Hubbs, Houston Chapter (2013)*
- We increased the price for walk-ins *Ryan Hubbs, Houston Chapter (2013)*
- We improved the quality of our speakers by implementing a rotating experience strategy. Government, consulting, investigative, general knowledge, educator, etc. We try to not put any two types back-to-back unless necessary. *Ryan Hubbs, Houston Chapter (2013)*
- All board members are required to work the room, greet members and provide for a generally energetic experience. *Ryan Hubbs, Houston Chapter (2013)*
- Permanent name badges were implemented to increase the professional atmosphere of the luncheon, identify members vs. non-members, and generally give people an extra incentive to pay their membership dues. *Ryan Hubbs, Houston Chapter (2013)*
- Attendees can register and pay online *Ryan Hubbs, Houston Chapter (2013)*
- Attendees can pay with a credit card at the door using our PayPal swipe tool. *Ryan Hubbs, Houston Chapter (2013)*
- The chapter has implemented new strategies to raise awareness and participation. These included offering higher quality speakers from relevant topic areas, introducing social events, adding networking opportunities, changing the venue and times of meetings to accommodate more members. This resulted in an increased attendance rate of nearly 100%. *Steve Morang, San Francisco Chapter (2013)*
- We send out surveys after each training event for members' feedback on ways our chapter can continuously improve. *Micheal Baer, Middle Tennessee Chapter (2014)*



## Strategies with Social Media and Increasing Awareness

### Website and Email

- Our chapter has an extensive website maintained by the Chapter's webmaster and reviewed by the Website Committee. In addition to posting meeting announcements and all other Chapter related events, our director of Training regularly sends out email blasts informing members and non-members alike that are in our database about upcoming events. *Richard Sobine and Robert Cohen, Philadelphia Area Chapter (2014)*
- Email blasts for bi-monthly events mostly. *Kimiharu Chatani, Orange County, CA Chapter (2014)*
- We have a web site. We distribute the chapter's bi-monthly newsletter to everyone on our distribution list. *Julienne Armbrust, Pacific NW Chapter (Seattle, WA) (2014)*
- We use Constant Contact to set up our events, this patches to Facebook and LinkedIn. *Beth A. Mohr, New Mexico Chapter #50 (2014)*
- We also purchased a website manager "Star Chapter" that helped us send out meeting reminders and maintain a database of people who attend our meetings. *Central MS Chapter (2013)*

## 2014 ACFE Chapter Leaders Resource Guide

- Our webpage [www.middletennesseecfe.org](http://www.middletennesseecfe.org) provides a wealth of information to the citizens in general and fraud professionals, including information on the following:
  - About the Middle Tennessee ACFE chapter
  - Board members
  - Monthly Chapter Newsletters
  - FAQ
  - Calendar of events
  - Luncheons & CPE
  - Find a CFE
  - Annual Conference
  - Free day of training
  - Scholarships
  - Member services
  - Job opportunities
  - Links
  - Library
  - Contact us

*Micheal Baer, Middle Tennessee Chapter (2014)*

- We have totally redesigned the website with member benefits in mind. Members are now able to sign up for events through the website; are able to look for other members; and see upcoming events. We contacted the Arizona chapter early-on, because they offered a great example. They were incredibly gracious in offering us assistance during our transition to our new format. Eventually, we will be able to track membership, prospects, events that encourage certain types of attendees, members that bring in new members, etc. *Los Angeles Chapter (2013)*
- The chapter sends out emails to members in respect of future events/seminars. *Saudi Arabia Chapter (2013)*
- The chapter maintains an outstanding web-site that provides a wealth of information to the citizens in general and more specifically to fraud professionals in our geographic area of responsibility. The chapter publishes a bi-monthly newsletter that also provides a wealth of information to the citizens in general and more specifically to fraud professionals in our geographic area of responsibility. The newsletter provides information about our fraud training events, and activities on- going at the ACFE and the chapter. Anyone who is interested in learning more about the fascinating world of fraud is welcome to join with us at any time. *Joseph R. Dervaes, Pacific Northwest Chapter (2013)*
- Mass emails and word of mouth. New website has helped a lot in getting new members. *Alishah Janmohamed, Calgary Chapter (2013)*
- We purchased a Constant Contact subscription to manage our member list and make our email blasts look professional and informative. *Ryan Hubbs, Houston Chapter (2013)*



- We upgraded the website to a CMS webpage and include information on the following:
  - About the Houston ACFE chapter
  - About the ACFE
  - Board members
  - How to become a member | Local & ACFE
  - Chapter member Info
  - Training & events
  - Community service initiatives
  - Scholarships & awards
  - Student relations
  - Sponsorships & advertising
  - Chapter newsletter
  - Victim of fraud?
  - Find a Fraud Examiner
  - Fraud resources
  - Contact us
  - Update your member information

*Ryan Hubbs, Houston Chapter (2013)*

## LinkedIn and Social Media

- We refer interested members to other social media through LinkedIn, Twitter, Facebook, discussion forums, ACFE Insight Blogs, and the Fraud Info Blog, since all forums have an active community of participants. *Julienne Armbrust, Pacific NW Chapter (Seattle, WA) (2014)*
- We have a LinkedIn Group for chapter members. We also use Twitter and Facebook and our followers are growing daily. Our strategy is to use these three methods to spread the word about the chapter and events. *Penny Hill, Toronto Chapter (2014)*
- We have a Board member assigned to run our Linked In group - he keeps it active and interesting! *Erin Hager, Arizona Chapter (2014)*
- We are also careful not to take on any social media channels that we can't currently support. *Erin Hager, Arizona Chapter (2014)*
- Active on LinkedIn *Mukul Shrivastava, Mumbai, India (2014)*
- Facebook and LinkedIn. *Sharad Kumar Hony, India Chapter No 95 (2014)*
- We made a LinkedIn group, Facebook group and a Twitter group to keep members involved with the chapter. *Khurram Haider, Islamabad Chapter (2013)*
- E-mails and promotional materials on our webpage and social networks regarding the benefits of the courses and seminars that will occur. *Gabriel Benavides, Mexico City Chapter (2013)*
- We started a LinkedIn group and recruited social media volunteers for the chapter who post newsworthy content and re-post local job opportunities. Monthly the chapter president drafts an announcement and distributes/posts via LinkedIn. Area recruiters are given access to the LinkedIn page to post job opportunities. *Ryan Hubbs, Houston Chapter (2013)*

- The chapter president routinely searches LinkedIn for CFEs in the area who are not part of the LinkedIn group. Personalized invitations are sent and the individuals are invited to the chapter's LinkedIn page. *Ryan Hubbs, Houston Chapter (2013)*

## Other

- We also coordinate joint announcements with other professional organizations in the area and hold joint training events during the year. *Richard Sobine and Robert Cohen, Philadelphia Area Chapter (2014)*
- We have a paid Marketing and events coordinator starting 10 February. *David Rule, Singapore Chapter (2014)*
- Educational Institutions outreach program. *Sharad Kumar Hony, India Chapter No 95 (2014)*
- Career talk show, Television and Newspapers. *Sharad Kumar Hony, India Chapter No 95 (2014)*
- In 2009, we started an awareness campaign. We opened an office that is exclusive for the Chapter to give it its own identity and move its place of business to Makati the center for big business in the Philippines. The Chapter's office doubles up as a training center so that we can offer fraud seminars at an affordable cost to members and non-members. Members are given discount for seminars to encourage non- members to be, at least, an associate member. Part of this awareness campaign was to introduce the CFE credential to professionals who are involved in fraud investigations by conducting free orientation sessions on what a CFE is, its benefits and how to become a CFE. *Lilian S. Linsangan, Philippines Chapter (2013)*
- We also developed a 10 day Facilitated Study Sessions (FSS) to help prospective CFEs prepare for examination. We introduced the FSS in 2010. We also started having quarterly General Membership Meetings (GMM) inviting known personalities as speakers and conduct fraud seminars, at least, twice a month. *Lilian S. Linsangan, Philippines Chapter (2013)*
- We use mass marketing to encourage attendance to our events. We partner with our local IIA, ASIS and colleges/universities to impact attendance. *Kristin Sommer, Lehigh Valley (PA) Chapter (2013)*
- We have implemented our quarterly newsletter and post it online and distribute a communication via email and LinkedIn containing a link. *Ryan Hubbs, Houston Chapter (2013)*
- The chapter president conducted an interview with the local newspaper during Fraud Awareness Week. *Ryan Hubbs, Houston Chapter (2013)*



## Community Service Initiatives

### Involvement with Colleges and Universities

- Several of our Chapter Officers and Directors and Chapter members speak at local universities about the benefits of the CFE credentials and how a career in forensic accounting or criminal justice can be both satisfying and rewarding. *Richard Sobine and Robert Cohen, Philadelphia Area Chapter (2014)*
- Chapter members are involved with local Colleges and Universities by:
  - Serving as instructors for fraud examination classes
  - Being guest lecturers in the above classes
  - Making presentations at career and job fairs*Julienne Armbrust, Pacific NW Chapter (Seattle, WA) (2014)*
- We have 2 programs that allow CFE to volunteer their time and expertise: The Justice for Fraud Victims Project is operated at Portland State University and George Fox University where CFE mentors work with accounting students in partnership with police agencies in working a real life fraud case to present for prosecution consideration. *Brian Frasier, Oregon Chapter (2014)*

- We are involved in a program at the University of Alaska Justice for Victims project where students help in fraud investigations with oversight by our members. *Jacque Briskey, Anchorage Chapter (2013)*
- Our "claim-to-fame" is the Justice for Fraud Victims Project, a forensic accounting lab class at Gonzaga University. Chapter members act as mentors to students who work active embezzlement cases and then present their findings to members of law enforcement, the Spokane County Prosecutor's office, the Attorney General's office, the US Attorney's office, and other notable community leaders. It's been a great success! *Marie Rice, Spokane, WA Chapter (2013)*

## Working with Law Enforcement and the Justice System

- We participate in the Fraud Victims Pilot Project which partners with students and the faculty of a local university fraud class, three area law enforcement agencies, the King County Prosecuting Attorney's Office Economic Crimes Unit, and a CFE to conduct a fraud investigation for a small business or private individual unable seeking to prosecute the case but is unable to pay for the cost of the work. *Julienne Armbrust, Pacific NW Chapter (Seattle, WA) (2014)*
- Volunteering at the City of Bellevue Police Department to help detectives conduct fraud investigations and seek prosecution of their cases. *Julienne Armbrust, Pacific NW Chapter (Seattle, WA) (2014)*
- Volunteering at the King County Prosecuting Attorney's Office Elder Abuse Unit to conduct fraud investigations for senior citizens who have been the victims of fraud. *Julienne Armbrust, Pacific NW Chapter (Seattle, WA) (2014)*
- We formed a Director of Law Enforcement Liaison position as well as Director of University Education Liaison. *Ryan Hubbs, Houston Chapter (2013)*
- The Law Enforcement Liaison presented to local youths in the law enforcement explorers program on crime, white collar fraud, and the types of jobs that are available to them as they grow up. *Ryan Hubbs, Houston Chapter (2013)*

## Offering Trainings, Speakers, and Services

- We volunteer in AARP's Fraud Hotline program as phone counselors. *Julienne Armbrust, Pacific NW Chapter (Seattle, WA) (2014)*
- Some of our examiners will offer Pro-bono services. *Utah Area Chapter (2014)*
- We provide an annual paper shredding day in the area at no charge. This is usually done at the end of April when people are done with their taxes and need to shred out of date information. We also make an annual \$1,500 contribution to a local recognized charity to support their efforts in the community. *Richard Sobine, Philadelphia Area Chapter (2013)*

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- Provide speakers to non-profit and government agencies. *Upstate New York (Syracuse) Chapter (2013)*
- The chapter and its officers have been deeply involved in anti-fraud and corruption efforts in the community. Its officers have been invited as a speaker or resource person in meetings and conferences to speak about fraud or to participate in different forum on anti-fraud and corruption. *Lilian S. Linsangan, Philippines Chapter (2013)*
- We provide training on fraud awareness at no cost. *South East Michigan Chapter (2013)*
- Our members volunteer their time to assist other agencies in Western Washington. Two chapter members volunteer their time for the AARP's Fraud Hotline in Bellevue. Three chapter members have volunteered their time to assist the Bellevue Police Department's crime unit by working on current fraud cases since this agency is not able to do everything all of the time. One chapter member previously volunteered her time to perform a small elder care fraud case for the King County Prosecuting Attorney's Office. *Joseph R. Dervaes, Pacific Northwest Chapter (2013)*
- The chapter web-site includes a job referral data base listing those members of our chapter who are available to perform consulting and fraud examination services to those in the public/private sector desiring these services. *Joseph R. Dervaes, Pacific Northwest Chapter (2013)*
- We also assist with a local shred event sponsored by the USPS. *Marie Rice, Spokane, WA Chapter (2013)*
- We've directed most of the calls and emails received from Calgarians who have been affected by fraud to appropriate authorities and at times to our board members who practice in a particular area to provide guidance and expertise to the affected individuals. *Alishah Janmohamed, Calgary Chapter (2013)*
- Donations and volunteering (speakers, Fraud Task Force, supporting/donating to fraud/law enforcement events) *Jose Curiel, San Antonio Chapter (2013)*
- We work at implementing creative opportunities to serve the senior and younger populations in preventing fraud and identity theft. Educate the public about fraud; provide referrals for inquiries seeking professional fraud prevention or investigative help. Provide information to appropriate government programs on fraud and waste. *Colorado Chapter (2013)*
- We provide guidance for future CFE's through our community outreach, shadowing/mentoring programs and corporate internship placement assistance. Several of our board members and chapter members speak at community events and universities to let them know what the ACFE is and what a CFE can do for you. We volunteer for tax advisory boards, elderly fraud awareness programs, participate in the identity theft alliance programs, and many more. We provide information through our website and CPE events for people to take back to their clients, families, and communities. *Tampa Bay Chapter (2013)*

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- We have a speaker's bureau that has presented to colleges and senior groups focusing on fraud against the elderly. *Scott Faragi, Boston Chapter (2013)*
- Several of our members have spoken to community groups on subjects such as preventing fraud and identity theft. Also, a few members are providing pro bono assistance to investigate elder fraud. *Don Dobesh, Central Florida Chapter (2013)*
- We perform public speaking to local community groups, student mentoring and job counseling. *Dave Marshall, Greater Chicago Chapter (2013)*
- The chapter formed a speaker's bureau to provide educational presentation to non-profits, universities, and civic groups at no charge. *Ryan Hubbs, Houston Chapter (2013)*
- The chapter compiled information on our website for those who are victims of fraud that contains the contact information for various agencies. *Ryan Hubbs, Houston Chapter (2013)*
- The chapter compiled a list of local CFEs on our website to help citizens find CFEs in the area. This section also doubles as a benefit for local practicing CFEs. *Ryan Hubbs, Houston Chapter (2013)*
- Senior Center and Senior Group outreach to speak crimes targeting older people and how not to be a victim. *John E. Grimes III, Maryland Chapter (2014)*
- For the past few years, a day long program for seniors has been held locally. The program centers on elder abuse and we volunteer time and expertise to teach elders how to detect and avoid fraudulent schemes. *Don MacDiarmid, San Antonio, Chapter (2014)*
- Shred day, scholarship, speaking opportunities, fund raisers, charitable giving opportunities. *Frank Pina – Philadelphia (2014)*

### **Donations and Working with Charitable Organizations**

- We help with charity events, such as collecting funds and canned food items for Second Harvest Food Bank and participate in Habitat for Humanity projects. *Micheal Baer, Middle Tennessee Chapter (2014)*
- Once each quarter we offer a volunteer opportunity, selected by our community involvement committee. Past opportunities have included hosting children's events at shelters, cooking and serving meals at soup kitchens, and participating in 5ks and food drives to support local charities. *Erin Hager, Arizona Chapter (2014)*

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- Manning telephones at the Houston PBS Telethon. *Chrysti Ziegler, Houston Chapter (2014)*
- Annually we support the North Texas Food Bank and the Salvation Army through collections and donations campaigns. Last year our chapter raised and contributed more than \$500 in cash, toys and food. *Tali Ploetz, Dallas (2014)*
- We provide \$5,000 in donations each year to community charities. We also take part in the Komen Race for the Cure. Finally we offer scholarships for the CFE prep course and to the Stevenson University Forensic Program. *Brian Tanen, Maryland Chapter (2013)*
- We are involved in several endeavors - Susan Komen Walk for the Cure as the MDACFE Team, and we give annual contributions to charitable organizations local and national such as Bea Gaddy Foundation and Doctors Without Borders. *Adahzell McMillan, Maryland Chapter (2013)*
- We help with charity events, such as collecting funds and canned food items for Second Harvest Food Bank and participate in Habitat for Humanity projects. *Melinda S. Crutchfield, Middle Tennessee Chapter (2013)*
- Encourage chapter members to get involved with other community service non-profit associations such as Kiwanis, Lions etc. *San Diego Chapter (2013)*
- Offer \$5,000 of university scholarships (this year it was five \$1,000 scholarships). We make contributions to our local food bank. We collect Christmas toys for distribution to underprivileged children. *Mike Rogers, Dallas Chapter (2013)*
- We provide scholarships to students. We assist with Operation Pencil, we work on habitat houses, we collect for Second Harvest Food Bank, and we collect for PBS. *Sharon Matheny, Mid Tennessee Chapter (2013)*

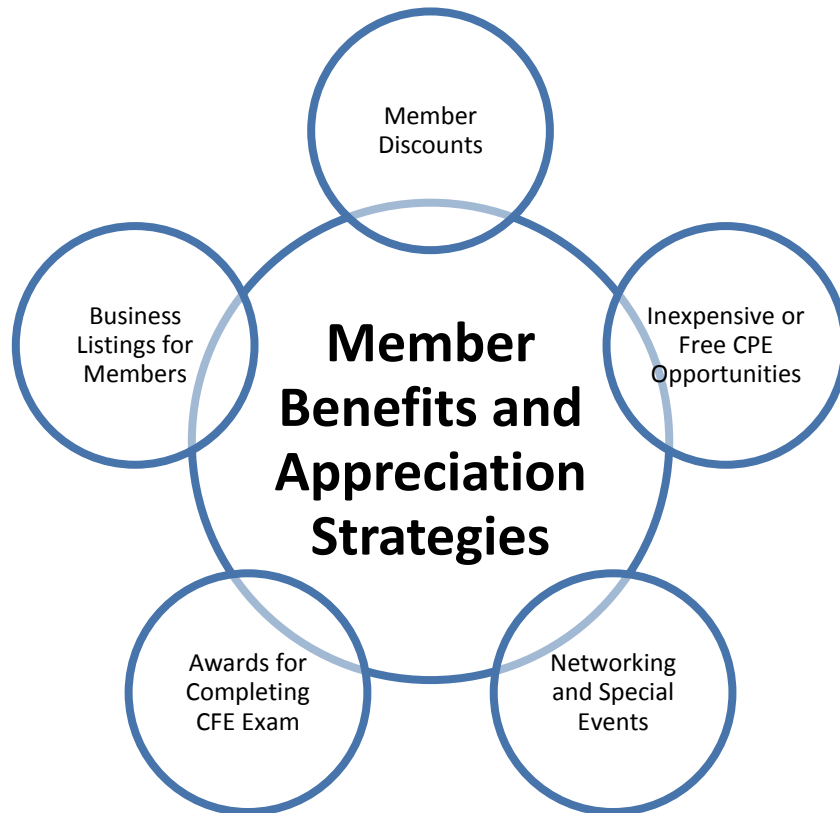
### Other

- We participate in the ACFE's Annual International Fraud Awareness Week program. *Julienne Armbrust, Pacific NW Chapter (Seattle, WA) (2014)*
- We have several members who initiated and participate in a program that reaches out to Inner City High School students. The purpose is to provide a positive role model to the students and to have them start thinking about a college program that could lead to a career in Fraud Fighting. *John E. Grimes III, Maryland Chapter (2014)*
- Chapter assists the community by offering training opportunities to learn about fraud prevention and detection. We inform the community that ACFE has the best resources to master the subject and to help society in eradicating fraud. *Khurram Haider, Islamabad Chapter (2013)*
- We participate in fraud awareness month every March. *Edmonton Chapter (2013)*

## 2014 ACFE Chapter Leaders Resource Guide

- Our chapter participates in the ACFE's Annual International Fraud Awareness Week program each year. *Joseph R. Dervaes, Pacific Northwest Chapter (2013)*
- Many of our chapter members present fraud training seminars at professional organizations in our geographic area of responsibility throughout each year. *Joseph R. Dervaes, Pacific Northwest Chapter (2013)*
- We created the Community Service Director position so someone could spearhead our chapter's initiatives. *Ryan Hubbs, Houston Chapter (2013)*
- We launched the Greater Houston Fraud Investigator of the Year Award that is awarded in December of each year and the Greater Houston Fraud Impact of the Year Award that is awarded in June of every year. *Ryan Hubbs, Houston Chapter (2013)*





## Membership Benefits and Appreciation Strategies

### Free or Discounted Training Events

- Members get a discount on our bi-monthly meetings, our annual seminar, we do a membership appreciation meeting that we lower the attendance price for members on even more. *Kimberly Butler, Heartland (NE) Chapter (2013)*
- Chapter hosts an annual "Free Day of Training" offering eight hours of fraud training every January. *Melinda S. Crutchfield, Middle Tennessee Chapter (2013)*
- We provide 10-12 CPE's per year, including two CPE's for ethics and networking opportunities as well as career advice. *Steve Morang, San Francisco Chapter (2013)*
- The chapter provides 31-39 hours of CPE each year to our members. *Joseph R. Dervaes, Pacific Northwest Chapter (2013)*
- Our chapter fraud seminars cost \$10 per CPE hour of training the member attends. The cost of the joint chapter and WSCPA annual fraud conference is \$225. *Joseph R. Dervaes, Pacific Northwest Chapter (2013)*

## 2014 ACFE Chapter Leaders Resource Guide

- Members receive a \$25 discount off our conference pricing. We used to offer a member price for our lunches that was \$5 less, but a recent change in location eliminated our ability to do so. *Marie Rice, Spokane, WA Chapter (2013)*
- Provide members with free continuing education and luncheons with an opportunity for a free ACFE training course. *Jose Curiel, San Antonio, Texas Chapter (2013)*
- Local opportunities for 20 CPE credits per year, including ethics and networking. *Leah Wietholter, Tulsa Area Chapter (2013)*
- We hold an annual training seminar and the discount that we offer to members covers the price of the membership. We also offer a five dollar discount on our bi-monthly meeting rate for members. Every year we do a membership appreciation meeting where members can attend and have lunch and hear the speaker for \$10 and non-members pay \$20. We have a section on our webpage that members only can enter. They are given the access code and password to. The members-only page has job postings, our member directory, and other fraud resources and training. *Kimberly Butler, Heartland, NE Chapter (2013)*
- Members get a 15-25% discount on average on all training events. Once a year a membership appreciate luncheon provides a 50% discount for chapter members. *Ryan Hubbs, Houston Chapter (2013)*

### Networking and Special Events

- We hold socials that are subsidized by the chapter with minimum or low cost attendance fees. *South Florida Chapter (2013)*
- We provide annual social gatherings in the area including chapter sponsored happy Hour at a local historic saloon in town, annual trip to a Phillies baseball game, etc. *Richard Sobine, Philadelphia Area Chapter (2013)*
- We offer a discounted end of year event at our local AAA baseball ball park. *Kristin Sommer, Lehigh Valley (PA) Chapter (2013)*
- We organized an ACFE Boston Chapter night at the Red Sox on 06/06/13. We will probably sell 200 tickets and chapter members will have the option of going on the field. Last year we did a viewing of the Madoff Film and had a cocktail party with Harry Markopoulos fielding questions. *Scott Faragi, Boston Chapter (2013)*
- Two free social/networking events are held annually in the spring and fall for members only. The locations are usually local restaurants/bars that are able to cater a nice selection of appetizers and drinks. *Ryan Hubbs, Houston Chapter (2013)*

## Awards and Other Free Items

- Scholarship for prospective CFEs who are already involved with our chapter before they take the test. *Mark Morgan, Central Mississippi Chapter (2013)*
- Gifts at our all day events (i.e. bags, padfolios). *Kristin Sommer, Lehigh Valley (PA) Chapter (2013)*
- The chapter sponsors one \$500 award for an Associate member who passes the CFE examination each year and meets all of the chapter's policies and procedures in order to be eligible for this grant. This includes notifying the chapter of intent to participate in the program, attending at least two chapter fraud training events, passing the CFE examination, and providing notice to the chapter that all program requirements have been met. If more than one Associate member meets these requirements in a calendar year, the grant winner is determined by a drawing conducted by the board. *Joseph R. Dervaes, Pacific Northwest Chapter (2013)*
- The chapter also conducts a drawing at this meeting and awards five \$25 gift certificates from local vendors (bookstores, coffee shops, etc.) to the winning members. *Joseph R. Dervaes, Pacific Northwest Chapter (2013)*
- The chapter pays up to \$500 in member expenses when they attend the ACFE's Annual Global Fraud Conference and represent us at the chapter representative's meeting. The member then makes a formal report to the chapter after attending this meeting. This report is published in our bi-monthly newsletter following the conference. *Joseph R. Dervaes, Pacific Northwest Chapter (2013)*
- Members who successfully pass the CFE exam are eligible for a \$250 award. Members are awarded at the next luncheon. *Ryan Hubbs, Houston Chapter (2013)*
- Annually, members are eligible for a \$500 award to attend the Annual ACFE Conference and represent the Houston ACFE Chapter. Members must write a 500 word essay that is reviewed by the board. *Ryan Hubbs, Houston Chapter (2013)*
- Annually, one board member is eligible for a \$1,000 award to attend the Annual ACFE Conference and represent the Houston ACFE Chapter. Board members must write a 500 word essay that is reviewed by the remaining members on the board. *Ryan Hubbs, Houston Chapter (2013)*

## Other

- Offer members an opportunity to put their company on the chapter website if they offered a service to the public. *Toronto Chapter (2013)*
- Board members take the time to recognize and introduce new members to other members at their table and throughout the room. We also introduce all guests and new members at the event. *Tampa Bay Chapter (2013)*
- Free Professional Profile Listing in the chapter newsletter. *Upstate New York (Syracuse) Chapter (2013)*

## 2014 ACFE Chapter Leaders Resource Guide

- The chapter provides a Chapter Membership Directory to its members at no cost as an aide in assisting them to network with others in our profession. *Joseph R. Dervaes, Pacific Northwest Chapter (2013)*
- Practicing CFEs who are members are eligible to post their company information and contact information on the website in the “Find a Fraud Examiner” sections. *Ryan Hubbs, Houston Chapter (2013)*
- A chapter challenge coin was created that is available for purchase by members. *Ryan Hubbs, Houston Chapter (2013)*
- Permanent name badges were instituted to increase the professionalism at the luncheons and promote the member’s title, position, company and certifications. *Ryan Hubbs, Houston Chapter (2013)*
- Highlight a member in newsletter and allow members to contribute whitepapers and articles to our newsletter and website. *Ryan Hubbs, Houston Chapter (2013)*



## Strategies to Increase Membership

### Trying Different Types of Marketing

- We are reorganizing and refocusing our Membership Committee and tasking them with keeping abreast of all local potential members who either join the ACFE or have passed the CFE exam and are not current Chapter members. We are also holding a social event this year during the NCAA March Madness whereby a Chapter member can attend for free if they bring a non-member guest with them. In addition we are making a concerted effort to reach out to Student Chapters in our area and encouraging their members to become student members of our Chapter at a reduced membership rate. *Richard Sobine and Robert Cohen, Philadelphia Area Chapter (2014)*
- I have revamped the strategy by focusing on personal interaction and contacting entities instead of just individuals. Thus, we are identifying and targeting corporate bodies and requesting for a meeting. Then board members present our chapter's activities emphasizing the relevance to their organizations. *Veqar Mohammed Ashraf Khan - Port Louis Chapter of the ACFE (Mauritius) (2014)*
- Discuss options to team with other organizations to jointly host an event. Word of mouth and personal networking. *Kimiharu Chatani, Orange County, CA Chapter (2014)*

## 2014 ACFE Chapter Leaders Resource Guide

- We encourage members to bring co-workers and non-CFE's to our fraud training events. *Julienne Armbrust, Pacific NW Chapter (Seattle, WA) (2014)*
- We make presentations about the ACFE and our chapter at local universities because both students and faculty may be potential future members. *Julienne Armbrust, Pacific NW Chapter (Seattle, WA) (2014)*
- We have joint meetings with other local chapters (IIA, AGA, ISACA). *Micheal Baer, Middle Tennessee Chapter (2014)*
- We encourage current members to bring a guest to each month's luncheon (first time guest are eligible to attend "free" of charge). *Micheal Baer, Middle Tennessee Chapter (2014)*
- We hosted a networking event which allowed non-members an opportunity to come and interact with our membership. This proved to be a valuable night for both members and non-members. *Kristin Sommer - Lehigh Valley Chapter (2014)*
- We are collaborating on a half day training class with the Justice Institute of BC (JIBC) which will help us reaching out to young and mature students. The JIBC is Canada's leading public safety educator — a public post-secondary educational institution that has earned a worldwide reputation for excellence and innovation. JIBC educational programs and services are delivered to government agencies, community organizations, private corporations and the general public in communities throughout the province and around the world. Each year, JIBC's distinctive educational learning model attracts an average of 27,000 students, many of whom return as students throughout their careers. *Carmen Wiechers, Vancouver BC Chapter (2014)*
- Publicize newsletter and conduct community outreach opportunities. Leverage existing members to introduce chapter to others. *Brian Frasier, Oregon Chapter ACFE (2014)*
- At the monthly meetings board members each sit at a different table to get to know different attendees at our meetings. *Maria Hamernik, Heartland Chapter in Omaha (2014)*
- We participate in joint trainings with other organizations as often as we can, and have gained new members that way. *Erin Hager - President, Arizona Chapter (2014)*
- Website, Constant Contact, LinkedIn, college student/associate member outreach. *David F. Fink, Central Indiana Chapter #52 (2014)*
- Appointed a Membership Director. Also set up new website to make it easier to register and participate. *Mark Morgan, Central Mississippi Chapter (2013)*
- Send out reminder emails to members and former members regarding membership renewal. *Sean Callahan, Arizona Chapter (2013)*

## 2014 ACFE Chapter Leaders Resource Guide

- We have had board members willing to market to inactive CFEs and constantly phone and email prospective members. *Jim Villalon, Dallas Chapter (2013)*
- We are in contact with the Institute of Cost & Management Accountants of Pakistan, The Institute of Chartered Accountants of Pakistan, National Accountability Bureau, The Auditor General of Pakistan and other related institutions so that they encourage their students and working professionals to join ACFE. *Khurram Haider, Islamabad Chapter (2013)*
- We have joint meetings with other organizations, target colleges and identify other CFE's in our area and send them chapter information. *Tampa Bay Chapter (2013)*
- Networking by being involved and attending other professional organization meetings such as CPA and IIA conferences, NHCAA, etc. We ask that our board members be ambassadors and promote our chapter and the ACFE. *Kimberly Butler, Heartland, (NE) Chapter (2013)*
- Contact law enforcement agencies, colleges, etc. *Patricia Vrzal, Milwaukee Chapter (2013)*
- Membership drives, public speaking to promote our chapter, meeting with college and graduate students, meeting and guest-speaking at other professional association meetings. *Dave Marshal, Greater Chicago Chapter (2013)*
- E-mail, dissemination of benefits posted on the chapter website and marketing through social media. *Gabriel Benavides, Mexico City Chapter (2013)*
- We now have a university liaison. We sponsor student events. Speak to student groups. *Mike Rogers, Dallas Chapter (2013)*
- Email farming, gathering emails from local companies, organizations, university and trade organizations of those individuals who may be interested in attending the chapter's events but may not know that the chapter exists. *Ryan Hubbs, Houston Chapter (2013)*
- Social media advertising via LinkedIn social groups. *Ryan Hubbs, Houston Chapter (2013)*
- Paper letter campaign from chapter to local members encouraging them to come back, renew, or check out the "new" chapter. *Ryan Hubbs, Houston Chapter (2013)*

### Using the Member List at ACFE.com

- We periodically review the list of ACFE members from our geographic area and assign members to contact them. *Julienne Armbrust, Pacific NW Chapter (Seattle, WA) (2014)*
- We try to engage new CFEs when they first get their designations. We have contacts with the post-secondary schools. *Scott Hood, Edmonton Chapter #63 (2014)*

## 2014 ACFE Chapter Leaders Resource Guide

- I used the national member list and contacted them by email. The new membership director sent out a mailing using the most recent version of the list. I promote awareness among those I interact with when I volunteer at the DA's Office. *Robyn Shaw - Colorado Springs, Colorado, #133 (2014)*
- We do a manual comparison of our members to the national database of people in our area. We then send an email solicitation. *Greater Kansas City Chapter (2014)*
- Our membership director monitors the list of newly certified CFEs and sends them a welcome letter and invitation to join. *Erin Hager - President, Arizona Chapter (2014)*
- I send an invite to join the chapter and/or attend an upcoming meeting to all ACFE members in Kentucky that weren't already Kentucky chapter members. *Tracy Garner, Kentucky Chapter (2013)*
- We took our most recent list and compared it to the ACFE CFE list for our area and we are developing a plan of contacting these CFE's directly by board members that know them or by the president to reach out to them and tell them about our chapter. We anticipate asking some as guests to our next event. *Tampa Bay Chapter (2013)*
- Contacting current and potential members is the key. Consistent pursuit of potential members at renewal time is critical. Sending new CFEs a congratulatory note and a personalized invitation to our chapter meeting and recognizing them at meetings (we also present them with a CFE pin at the meeting). We also do several other things. The bottom line is: We work. We work the lists, try to create a welcoming environment, try to keep things running smoothly, try new things and analyze the effects of our efforts. Our membership grew 51% in the first year. *Mike Rogers, Dallas Chapter (2013)*
- We send letters to new CFE's and offer them a lunch on us as sort of a "congratulations" for passing and as a way to introduce them to our chapter. *Central Mississippi Chapter (2013)*
- Review the ACFE Membership database every 6-12 months. *Upstate New York (Syracuse) Chapter (2013)*
- Monthly new CFEs in the region are recognized on the chapter website, are added to the email list, and receive a congratulations email and the benefits of joining the chapter if they aren't already a member. *Ryan Hubbs, Houston Chapter (2013)*
- Monthly, new Associates in the region receive a welcome email and the benefits of joining the chapter if they aren't already a member. *Ryan Hubbs, Houston Chapter (2013)*

### **Experimenting with Different Dues Structures or Free Memberships**

- We provide free membership and training to college students who join the chapter. *Julienne Armbrust, Pacific NW Chapter (Seattle, WA) (2014)*



## 2014 ACFE Chapter Leaders Resource Guide

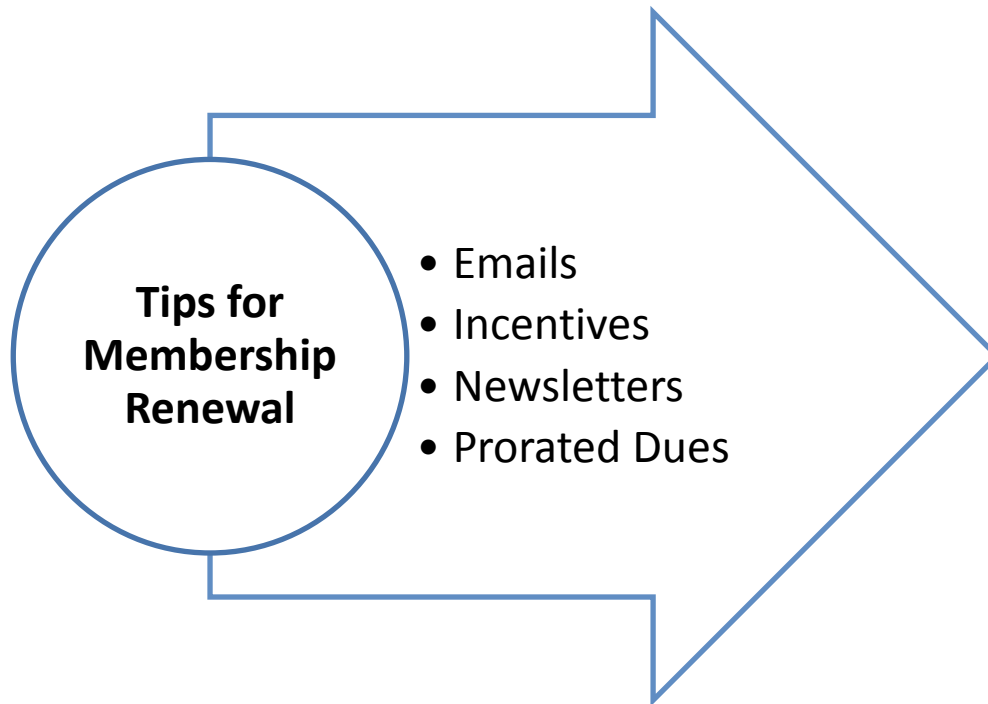
- We recently added the option for student membership to our local chapter and with the assistance of several of our members who are also professors at local universities; individuals are encouraged to join for networking and training opportunities. *Micheal Baer, Middle Tennessee Chapter (2014)*
- We send a congratulatory letter to new CFEs giving them a year's free membership, hoping they will stay on in the following years. *Penny Hill, Toronto Chapter (2014)*
- Membership dues or Affiliate fees are minimal (\$24 for CFEs, \$30 for Associates, and \$36 for Affiliates). We return more to our members in benefits when the members attend our fraud training events throughout the year. . *Joseph R. Dervaes, Pacific Northwest Chapter (2013)*
- We give all those attending our annual fraud conference free membership, which is an incentive to come to our chapter events at lower pricing and allows me to email them as members. *Brian Tanen, Maryland Chapter (2013)*
- We invite students at a reduced rate. New CFE's are invited to a breakfast session free of charge. We target all CFE in the area. Good speakers also bring in new members. Our membership fees are also low \$45 per year. *Edmonton Chapter (2013)*
- The past year we offered an all-inclusive price for all six lunch meetings and dues. We gave a small discount if those chose this pre-payment option. We had an overwhelming response. Our membership increased greatly. *Central Mississippi Chapter (2013)*
- One tactic we tried this year was to offer a “free membership” year and it grew our membership by almost double. *Kristin Sommer, Lehigh Valley (PA) Chapter (2013)*
- Send congratulatory letters to new CFE's and invite them to a dinner meeting free and the first year free chapter membership. *Toronto Chapter (2013)*
- Instituted a group membership discount program:
  - 5-10ppl - \$30
  - 11-20ppl - \$25
  - 20+ - \$20*Ryan Hubbs, Houston Chapter (2013)*

### Other

- Our board attempts to touch base with ever attendee of the monthly luncheon and welcome them personally for their attendance. Our new members are contacted via email and those who attend to monthly luncheons are welcomed in person. *Micheal Baer, Middle Tennessee Chapter (2014)*
- As soon as a new member joins our chapter, the chapter president sends the individual a formal welcome letter and a copy of the chapter membership directory, encouraging them to network with other professionals by attending our fraud training events throughout the year. *Joseph R. Dervaes, Pacific Northwest Chapter (2013)*

## 2014 ACFE Chapter Leaders Resource Guide

- We provide deeply discounted member rates for all chapter events. *Richard Sobine, Philadelphia Area Chapter (2013)*
- The biggest advantage is by joining the chapter you are eligible for three CPE credits for \$30. We provide 6-7 trainings per year plus our annual all day. Chapter members receive a discount over non-members. *Scott Faragi, Boston Chapter (2013)*
- Two of our board members have taken ownership of this process including a meet and greet when the prospect visits a luncheon. *Jim Villalon, Dallas Chapter (2013)*
- Create leadership positions based on people's focus, energy and excitement to attract volunteers. *Ryan Hubbs, Houston Chapter (2013)*



## Tips for Membership Renewal

### Emails

- We start the renewal process for all chapter members on January 1. We send out dues renewal e-blasts to all members and non-members in our database. *Richard Sobine, Philadelphia Area Chapter (2013)*
- Send email notices starting two months prior to the new fiscal year. *Upstate New York (Syracuse) Chapter (2013)*
- The chapter sends out an annual email notice to all members in December via our newsletter distribution system reminding them dues payments will be due beginning in January. *Joseph R. Dervaes, Pacific Northwest Chapter (2013)*
- Email blasts with the membership application attached. Our fiscal year begins in July, so we typically start in June. However, when we host an annual fall seminar, there is a member discount, so many people join during that time. *Leah Wietholter, Tulsa Area Chapter (2013)*
- Email invoices are sent out in advance of renewal. We follow up with emails, personal calls, catch them at meetings and other contacts. Generally our members renew easily because our chapter's fees are low. *Colorado Chapter (2013)*
- Email reminders. We have an event about the same time so people need to renew first to get the lower rate for the event. *Lynn Imondi, Rhode Island Chapter (2013)*

- We currently use CVENT. Prior to CVENT we would use email blasts. *Tampa Bay Chapter (2013)*
- Annually, starting in January and running through April, all individuals on the chapter's email distribution list get a notification that chapter dues are up for renewal. Individuals can renew at luncheons or via mail as well. All event notifications highlight the member discount, benefits and provide a link to membership renewal. Benefits include:
  - Event discounts
  - Social events
  - CFE exam award
  - Find A Fraud Examiner posting
  - ACFE discount for the Annual Global Fraud Conference
  - Annual Conference Award

*Ryan Hubbs, Houston Chapter (2013)*

## Incentives

- We offer a pre-payment option with a discount. We renew in July. *Central Mississippi Chapter (2013)*
- If someone attends our two-day conference we provide free membership for the year. The membership is reasonably priced and often covered by the agency/company the member works for. If you are a student with valid ID it is free. *Adahzell McMillan, Maryland Chapter #21 (2013)*
- We offer a discounted luncheon/meeting for those who prepay. *Mark Morgan, Central Mississippi Chapter (2013)*
- We usually offer three years of renewal for a two year fee. I believe the incentive of getting a year free is enough to get a member to renew. *Sharon Matheny, Mid Tennessee Chapter (2013)*
- Start renewal process one month in advance of membership due. Renew by offering a website listing included in their membership. *Toronto Chapter (2013)*

## Newsletters

- The chapter includes dues renewal announcements in its bi-monthly newsletters for November/December, January/February and March/April. These announcements remind the members about the benefits of chapter membership and the networking opportunities that exist. *Joseph R. Dervaes, Pacific Northwest Chapter (2013)*
- We send out a reminder at the start of the fiscal year. It is also in our chapter newsletter each month. *Kristin Sommer, Lehigh Valley (PA) Chapter (2013)*

## Prorated Dues

- New members who join from January to September are charged full annual membership fee although their membership is only up to the remaining part of the calendar year. New members who join the chapter during the fourth quarter of the year are charged a full annual membership fee but their membership is effective up to the full succeeding year. Thereafter, we send renewal notices at the beginning of the calendar year. *Lilian S. Linsangan, Philippines Chapter (2013)*

## 2014 ACFE Chapter Leaders Resource Guide

- We make announcements at meetings, in our newsletter and on our Facebook page. Our memberships must be renewed per our bylaws by March of every year and we start sending out announcements in December. We also decided as a board that if a member joins late in the year (after September) we will allow a grace period for them and they are allowed to carry their membership through the next year.  
*Kimberly Butler, Heartland (NE) Chapter (2013)*



## Speaker and Training Strategies

### Quality

- Avoid basic level training *Upstate New York (Syracuse) Chapter (2013)*
- We improved the quality of our speakers by implementing a rotating experience strategy. Government, Consulting, Investigative, General Knowledge, Educator, etc. We try to not put any two types back to back unless necessary.
  - Find speakers by implementing a Google News Alert for any news on fraud in your area. Contact investigators, judges, investigative reporters, legislators, knowledge experts, etc. and inquire if they would like to present at the chapter.
  - Piggy back high profile speakers on to your ethics training to get the most money return for your event.
  - Set out to find one to two high profile speakers per year to increase awareness, generate energy, etc.
  - Coach speakers on making sure that their materials meet three criteria: Entertaining, Educational, and Relevant. Also ensuring that they don't sell, and slides must be easily read by all attendees, focusing on 18pt font or larger.
  - We implemented electronic luncheon survey when completed, directs to the CPE certificate for electronic download. This reduces paper, increases member feedback and facilitates a better process.

*Ryan Hubbs, Houston Chapter (2013)*

- We have started to look for well-known speakers outside of the area to draw in our attendance. *Kristin Sommer, Lehigh Valley (PA) Chapter (2013)*
- We have been growing for the past four years. We really started concentrating on providing quality trainings. We put together a spreadsheet of the past three years of trainings and studied the winners/losers etc. From the data set we then sought out to find speakers that pique the interest of our members. *Scott Faragi, Boston Chapter (2013)*

## Variety

- The chapter sponsors six bi-monthly fraud training events each year.
  - We average 35 members per fraud seminar during our bi-monthly fraud seminars in February/April/August each year (two hours of CPE per event). These events are strictly CPE with no refreshments or meal provided.
  - We average 50 members per fraud seminar held in conjunction with our annual business meeting at a restaurant in June each year (one hour of CPE). This event includes a free lunch.
  - We average 60 members (from our chapter and others around the nation and world) per two-day fraud class jointly sponsored by the chapter and the ACFE (16 hours of CPE). Some years we sponsor three days of fraud training classes (24 hours of CPE). This event includes a free lunch by the ACFE on day one of each class and a free lunch by the chapter on day two of any class when this meal is not provided by the ACFE.
  - We average 110 members (from our chapter and other CPAs around the state) per one-day annual fraud conference jointly sponsored by the chapter and the WSCPA in December each year (8 hours of CPE). This event includes a free lunch.

*Joseph R. Dervaes, Pacific Northwest Chapter (2013)*

- Try to get fresh speakers on a variety of fraud related topics. *Marc Courey, Twin Cities Chapter (2013)*
- Sessions are early in the morning so as not to disrupt the entire work day. We offer a free breakfast session if they pay in advance for the other four breakfasts. At our first ethics session, we gave a free yearly membership to all who attend. *Edmonton Chapter (2013)*
- We offer four breakfast meetings per year which include two hours of CPE at each meeting. We also provide an all-day training event each December which includes eight hours of CPE. We also co-sponsor an annual all-day training event with the local chapters of FIRMA and IIA which provides 8 hours of CPE. All of the other chapter sponsored events are for networking and socializing and do not include CPE. *Richard Sobine, Philadelphia Area Chapter (2013)*
- We hold one eight-hour seminar and three half-day training sessions (2-3 hours each event). Our holiday party is free. *Upstate New York (Syracuse) Chapter (2013)*
- Six lunch meetings per year that offer one hour CPE. One annual fraud training that offers eight hours of CPE at various locations throughout our area. *Central Mississippi Chapter (2013)*
- We host a minimum of four events for a total of 14-16 credit hours per fiscal year. We also partner with our local IIA chapter on four events per year: ethics seminar, student night event (two CPEs), ACFE all-day event (eight CPEs) and IIA all-day event (eight CPEs). *Kristin Sommer, Lehigh Valley (PA) Chapter (2013)*

## 2014 ACFE Chapter Leaders Resource Guide

- We offer different training options:
  - Roughly 3-4 breakfast training events annually (2 CPE hours each).
  - Annual investigation training course (three hours each over four weeks, so 12 CPE hours per year).
  - Two free networking evenings each year.
  - Partnerships with external professional organizations (e.g. HKACFE / HKICPA Joint Forensic Seminar in January 2013) to offer specialist training (e.g. 3.5 CPEs for the Joint Forensic Seminar).

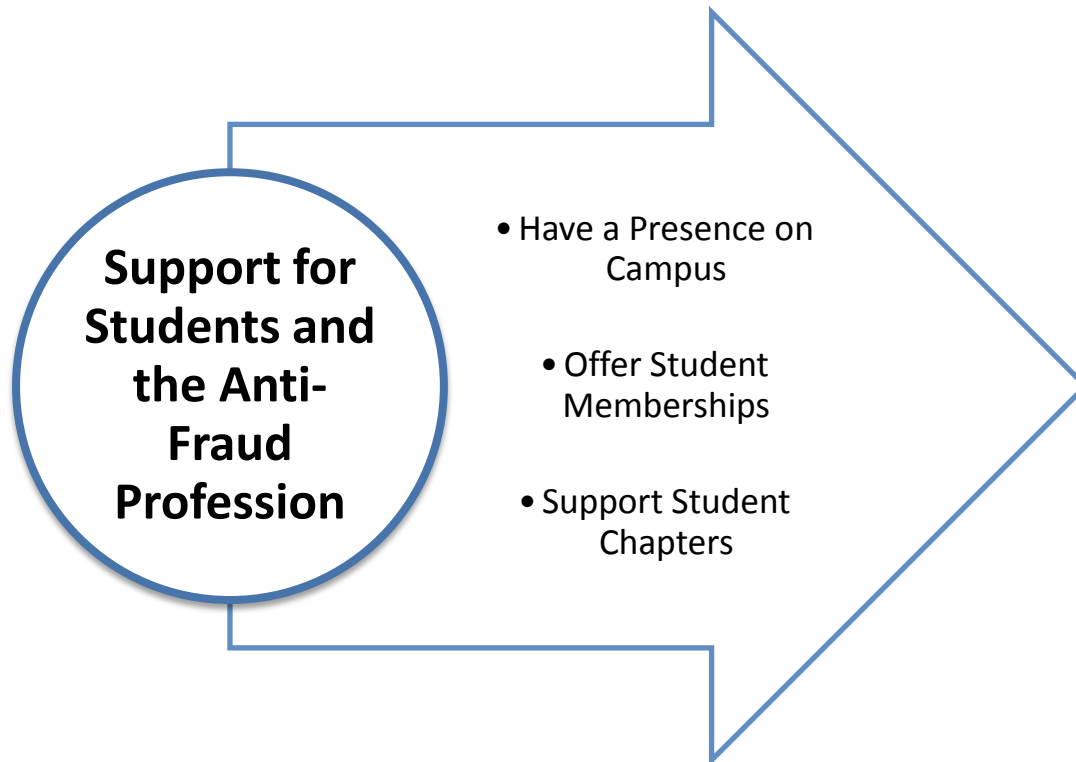
*Allen Ting, Hong Kong Chapter (2013)*
- One fraud seminar every year (either one or two days). Five two-hour breakfast sessions per year and one four-hour ethics session every two years. *Edmonton Chapter (2013)*
- Monthly dinner meetings offering one hour of CPE and an Annual one-day fraud conference worth seven hours of CPE. *Toronto Chapter (2013)*
- We hold monthly meetings on fraud and compliance topics and provide guest speakers which form part of CPE (generally one hour each month). We also hold an annual focused training and awareness seminar which amounts to at least four hours CPE. *Saudi Arabia Chapter (2013)*
- Facilitated Study Session (FSS) - 10-day facilitated classroom sessions and two-day mock exam.
  - Seminars of different topics - one or two days.
  - General Membership Meetings (GMM) - two hours held quarterly, with dinner. We use known guest speakers, have a member sharing session, raffles and networking.
  - Breakfast forum - "Coffee and Connect" - 1 1/2 hours.
  - Focused group roundtable discussion.
  - Audit Fraud and IT Summit - Annual one day event in collaboration with the local chapters of IIA and ISACA.
  - CPE Seminar series for CFEs to meet their annual CPE requirements. These are held for four days, twice a year.

*Lilian S. Linsangan, Philippines Chapter (2013)*
- Ten monthly meetings including one hour of CPE. Speed-Networking event once a year. Lunch n' Learns 2-3 times per year. ACFE Breakfast Kick-off held 1-2 times per year. *Steve Morang, San Francisco Chapter (2013)*
- Lunch meetings one or two hours long. A two-day conference in the fall. Four-hour regional training session in a location three hours from Spokane to serve those remote members (about 30% of our membership resides there). *Marie Rice, Spokane, WA Chapter (2013)*
- Bi-Monthly meeting (two CPE credits). Two Day Fraud Conference (16 -18 CPE credits). *Adahzell McMillan, Maryland Chapter (2013)*
- We offer six monthly dinner meetings that are open to everyone. Members will receive a reduced rate but all are welcome. Each meeting allows for one hour of CPE credit. We also provide a two-day seminar in May. This meeting allots for another 14 hours of CFE credits. We promote that members can attend each dinner meeting and our seminar and acquire all CFE credits needed for the year. We also ensure that the new requirement of ethics is completed during this seminar as well. *Tampa Bay Chapter (2013)*



## 2014 ACFE Chapter Leaders Resource Guide

- We do bi-monthly meetings for one CPE. We meet the second Tuesday of every other month during lunch for an hour and a half. We have an annual two-day training seminar and offer 16 CPEs. We do our best to schedule these around other events and trainings that go on in our area. We try to promote International Fraud Awareness week and do a Proclamation signing with our state governor. *Kimberly Butler, Heartland NE Chapter (2013)*
- Mostly 1.5 hours of CPE over lunch. This year however, we are planning on having a meeting worth eight CPE hours; a four CPE hour meeting; and two hours of ethics training apart from the lunch meetings. *Rio Grande Valley Chapter (2013)*
- Dinner Meetings. The format is different and people are pleased with the change. An hour of networking before the dinner program, followed by another hour of networking after. Here in Los Angeles, where commute times are significant, this seems to work really well! *Olivia Robinson, Los Angeles Chapter (2013)*
- Rotate the number of CPE hours offered at each event. 1,2,3,1,3,4,2, etc.
  - Encourage luncheon sponsorships by speakers and/or area businesses. Two general types:  
Reduced cost and chapter support. Reduced cost is a direct price reduction for the attendees.  
Chapter sponsorship is direct infusion of cash for the chapter.*Ryan Hubbs, Houston Chapter (2013)*



## Support for Students and the Anti-Fraud Profession

### Having a Presence on Campus

- Several of our Chapter Officers and Directors and Chapter members speak at local universities about the benefits of the CFE credentials and how a career in forensic accounting or criminal justice can be both satisfying and rewarding. *Richard Sobine and Robert Cohen Philadelphia Area Chapter (2014)*
- 3 members of our Board are Adjunct Faculty members at Stevenson University. One Member of our Board is a Professor at University of Baltimore (UB). Each year we have one of our bi-monthly meetings at Stevenson. Accounting and Forensic Students are invited. We are exploring a similar meeting at UB. We offer free Student chapter membership to qualified students. Every meeting we reserve a certain number of attendee slots for students without charge. *John E. Grimes III Maryland Chapter (2014)*
- We have a director who is dedicated to chapter/university relations. He routinely reaches out to area universities, speaks at university events, and supports student chapters at the area schools. *Tali Ploetz, Dallas (2014)*
- We attend various University run events such as "Designation Day". We offer students in the fraud field discounts to our chapter membership as well as our events. We work closely with various colleges throughout the city, understanding what they offer, in order to recommend their services to companies and individuals that require certain training and connecting the two. *Penny Hill Toronto Chapter (2014)*

- Since we passionately believe that exposing young students to the ACFE and the CFE designation will broaden their current notions of “crime fighting” to include anti-fraud efforts within both the public and private sectors, we are jointly hosting a half training day session on May 28, 2014 which will bring young and mature students together with seasoned CFE professionals. We also have teachers from the BC Institute of Technology be presenters in luncheons/half day training sessions. We have a very reduce membership cost for student members. *Carmen Wiechers Vancouver BC Chapter (2014)*
- We are currently working on a Road-show to local universities to inform students about the opportunities to fight fraud. *Steve Morang, San Francisco Chapter (2013)*
- Our members actively represent our profession at all of the Universities in Western Washington and one University in Eastern Washington (CWU). Approximately 20 chapter members keep in touch with career fair days, Alpha Beta Fraternity and Accounting Club meetings, and other events on these campuses, and are frequent outside guest speakers at such events.
  - At annual career fair days, we represent the ACFE and the Pacific Northwest Chapter/ACFE by explaining the benefits of the CFE professional credential to accounting students.
  - At this time, we also encourage juniors and seniors to apply for both the ACFE Foundation’s student scholarship program and our chapter’s student scholarship program.
  - And, one chapter member has volunteered her time to not only teach a forensic accounting class at the University of Washington (Seattle main campus), but to be the CFE who mentors the students as they perform an investigation of an actual fraud case study provided to the class by local police departments and the King County prosecuting Attorney’s Office.
  - One chapter member previously taught an internal control and fraud class at a Seattle-area University.
  - One chapter member was a guest lecturer in this class, and two other chapter members have been guest lecturers and shared their life experiences dealing with fraud to students in forensic accounting classes at two Universities in Western Washington.
  - Two chapter members teach the ACFE’s Fraud Examination Class at two Universities, one in Western Washington, and one in Eastern Washington.
  - One of our chapter members has also been a guest lecturer and shared his life experiences dealing with fraud to students in these fraud programs.*Joseph R. Dervaes, Pacific Northwest Chapter (2013)*
- We participate in student nights and try to attract college students to the profession. *Kristin Sommer, Lehigh Valley (PA) Chapter (2013)*

## Student Membership Options

- We recently added the student membership at an annual fee of \$10, as an option for students enrolled in the local universities. The student member is entitled to the same benefits as all other chapter members. Several of our members are professors and they encourage their students to take advantage of the training and networking opportunities offered through chapter membership. *Micheal Baer, Middle Tennessee Chapter (2014)*
- We offer student memberships at a nominal cost (\$5) and have a Board member assigned as the student liaison. She reaches out to the universities, gives presentations to their fraud related classes, and looks for any opportunities to increase participation. *Erin Hager, Arizona Chapter (2014)*

- We invite them to our Chapter meetings as well as engage and assist them with their own student chapter activities. We also have positions on the Board of Directors for Student Relations and University Relations. *Chrysti Ziegler, Houston ACFE Chapter (2014)*
- We have a student Membership Categories through which we encourage the Students of Accounting, Law, Criminology IT to join Chapter. The Chapter actively participates and runs a joint symposia workshop and Seminars with Universities and Institutions on White Collar Crime to create awareness among students and academicians. *Sharad Kumar Hony Secretary India Chapter ACFE Chapter No 95 (2014)*
- Provide a discounted student rate for students to become members of the local ACFE chapter and to attend the luncheons and training events. *Ryan Hubbs, Houston Chapter (2013)*

## Supporting Student Chapters

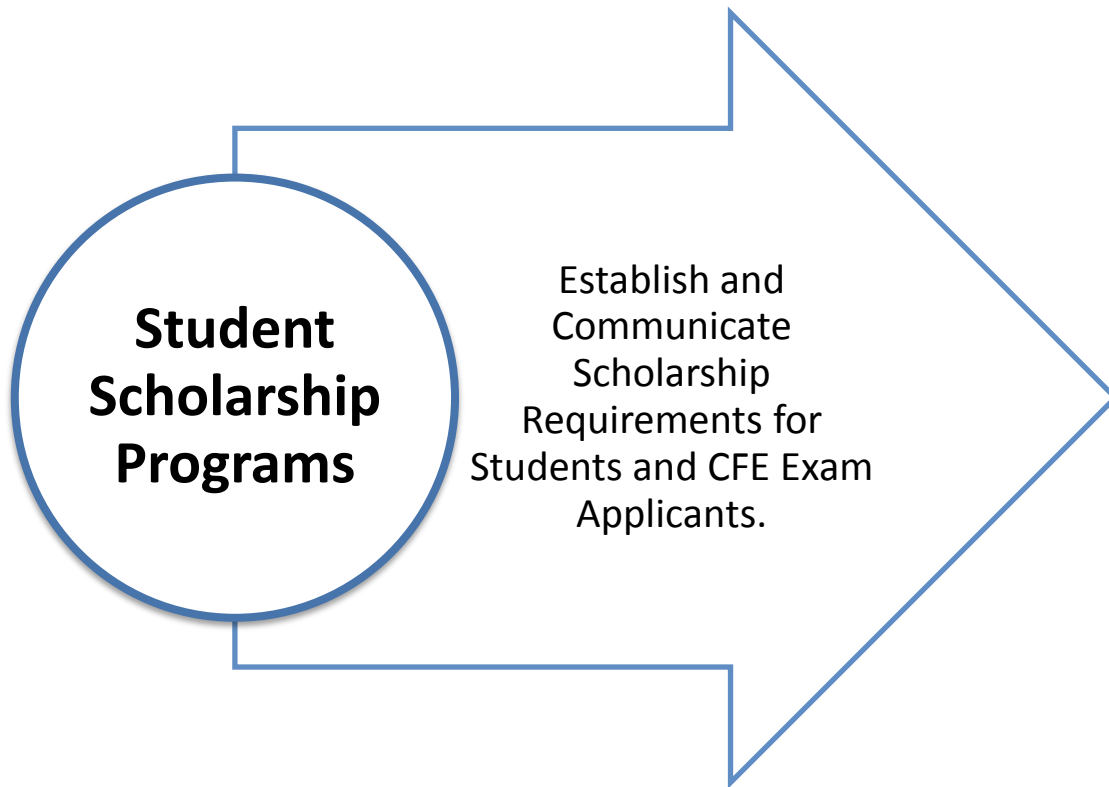
- Formed a Student Chapter Director position. *Ryan Hubbs, Houston Chapter (2013)*
- Our initiative this year was to focus on student chapters. The Georgia Chapter has helped start 2 student chapters last year, and have 2 more in process. We speak very often at universities and invite students to all of our monthly meetings. We also have created a Fraud Library at local universities by donating \$1,000 worth of ACFE materials to the schools. *Georgia Chapter (2014)*

## Other

- Strong encouragement and communication to all universities in the area to start ACFE student chapters.
  - Student chapter members are eligible in the spring and fall to apply for a \$500 scholarship by submitting a 500 word essay.
  - Formed a University Education Liaison Director position to manage the relationships with the universities.
  - Instituted a spring and fall résumé blast for student chapter ACFE members only. Résumés are collected and distributed to the entire email distribution list.
  - \$500 working scholarship program established for ACFE student chapter members who can assist with various ACFE chapter administrative activities.

*Ryan Hubbs, Houston Chapter (2013)*

- We have 2 programs (Justice for Fraud Victims Project) that introduce fraud examination at 2 local universities where students work with OACFE CFE mentors to review and compile data on a real fraud case. *Brian Frasier Oregon Chapter (2014)*
- Through supporting programs at these institutions of higher education: HEC Paris, Dauphine University, France Business School, and INSEAD. *France Chapter ACFE (2014)*



## Student Scholarship Programs

### Scholarship Requirements

- Our chapter provides an annual \$4,000 scholarship to a highly qualified student attending a local university. We use the ACFE criteria. If they don't have a professor who is a CFE they can contact us through our website. We stress to the students to make sure that they qualify, because we will check and immediately reject their application if they do not. *Richard Sobine and Robert Cohen, Philadelphia Area Chapter (2014)*
- We have one \$500 scholarship to a university student using the same criteria as the ACFE Foundation's Ritchie-Jennings Memorial Scholarship Program. *Julienne Armbrust, Pacific NW Chapter (Seattle, WA) (2014)*
- Annually, we offer up to three \$1000 scholarships for full-time students enrolled in a local college or university. The students must have a declared major related to fraud, criminology, or a related field.
  - They submit an essay, transcript, letters of recommendation, and must participate in a panel interview by the scholarship committee.
  - We evaluate applicants based on their character, academic record, and true commitment to anti-fraud efforts.

*Erin Hager, Arizona Chapter (2014)*

## 2014 ACFE Chapter Leaders Resource Guide

- Our chapter offers 6 scholarships each year that are awarded at our June Social. The following information related to type, amount, criteria, etc. is pulled directly from our website. One scholarship in the amount of \$1,500 and five scholarships in the amount of \$1,000.  
Eligibility Requirements:
  - Enrollment in a Middle Tennessee area college or university Business, criminal justice, information technology or legal-related major\* Minimum 3.0 grade point average (4.0 scale)*Micheal Baer, Middle Tennessee Chapter (2014)*
- \$2,500 scholarship for a student at Stevenson University in the Forensic Studies Graduate Program. The award is for the Milestone 6 credit Mock Trial tuition. Stevenson picks the student. *John E. Grimes III, Maryland Chapter (2014)*
- We provide 5 \$1000 scholarships to students at local universities. Qualifications include:
  - US Citizen or permanent resident of US
  - Accounting or Criminal Justice Major
  - Have completed at least 12 hours of major field coursework
  - Have at least 1 semester remaining to complete degree*Tali Ploetz, Dallas (2014)*
- Yes, we use Ritchie Jennings criteria for applicants to our scholarship whereby they submit the same packet of materials they send in to national. We typically award 2-3 per year in amounts ranging from \$500 to \$1000. Last year we gave two \$750 scholarships. *Greater Kansas City Chapter (2014)*
- We do provide scholarships each year in the amount of \$1,000 each. We had 4 scholarships this year and 5 last year. We have an application process that requires transcripts, an essay, and a faculty recommendation. We have a committee that reviews the applications and recommends them to the board, which discusses and votes on them. *Georgia Chapter (2014)*
- Yes, two to three per year. Dollar range \$500 to \$1500, based on application. Limited to 2-3 universities with which we have a connection. *St Louis Chapter (2014)*
- High school and university *Don Walker, Saskatchewan Chapter (2014)*
  - High school - 2@500 - students must apply & submit an essay on a designated topic
  - university - top mark in the fraud class
- 2 scholarship programs. One program has existed since the 90s, and the winners of this program are the winners selected by the Ritchie-Jennings Memorial Scholarship.
  - We just recently created a memorial scholarship within the last 6 months in honor of a Board member who passed away last year. The criteria are being determined by our committee.*Leah Wietholter, Northeast Oklahoma Chapter (2014)*

## CFE Exam Scholarships

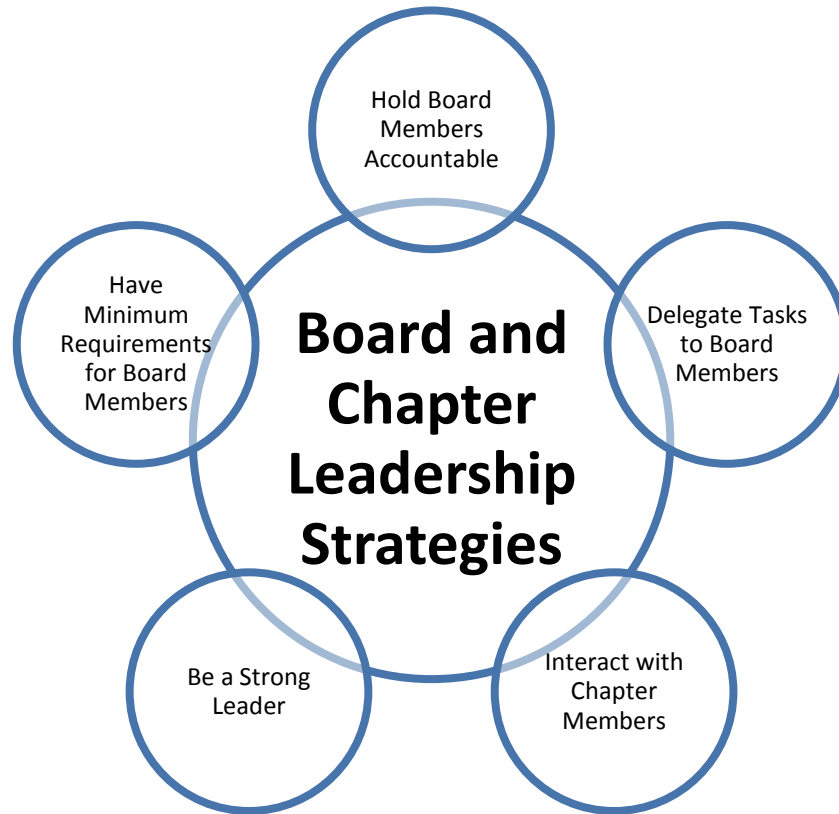
- We offer 4 annual \$250 awards for chapter members who pass the CFE exam. *Michelle Lucas Huck New Orleans Chapter (2014)*

## 2014 ACFE Chapter Leaders Resource Guide

- We also sponsor one \$500 chapter incentive award program for an associate member to help defer part of the cost of passing the CFE examination and obtaining the CFE professional certification, Applicants must:
  - Complete the pre-requisites to sit for the CFE Examination
  - Be an associate member of the ACFE and the chapter
  - Study, prepare, and register for the CFE Examination
  - Communicate to the chapter Board of Officers their intent to apply for the award
  - Attend at least two chapter bi-monthly fraud training events during the calendar year
  - Take and pass the CFE Examination
  - Receive ACFE notification of CFE examination results
  - Document and communicate their completion of all chapter Incentive award program requirements to the Board of Officers

*Julienne Armbrust, Pacific NW Chapter (Seattle, WA) (2014)*

- CFE Exam Scholarship – Must be an Associate membership in the local chapter in the prior year. An associate member in good standing at the National level. Fill out an application and write a narrative "Why the Chapter Should Award the CFE Pre Exam Scholarship to me". Provide documentation of experience and education as needed. Sign a statement agreeing to repay the chapter if you fail to take the exam within a year. No criminal record. If selected the chapter will buy the Exam Prep Course for the winner at the current price, saving the person those costs. *Doreen S. Rettie, Carolina Chapter, (2014)*



## Board and Chapter Leadership Strategies

### Holding Board Members Accountable

- When board members start not attending or completing their duties, we contact them using various methods such as by telephone and e-mail. We assign specific tasks to all members of the Board of Officers with specific objectives and deadlines. We solicit other chapter members to run for election for any non-performing Board of Officer position at the next annual election" *Julienne Armbrust, Pacific NW Chapter (#45) (Seattle, WA) (2014)*
- We encourage all board members to be actively involved. Those board members who cannot meet the requirements they agreed to when they took the position are asked if they can still perform the duties and if assistance is needed. We have not encountered a board members lack of participation since I joined the board as Chapter Vice President this year. If the issue were to arise, the issue would be brought before the board and the issue would be voted on as to what the resolution would be. *Micheal Baer, Middle Tennessee Chapter (2014)*
- Through the appropriate Board approvals, we scaled the number of Board members back last year and had elections for 7 spots (rather than 10). The non-participating Board members were not voted on the Board. Additionally, we established terms for board members at large, in addition to the ones for officers per the handbook/by-laws. *Leah Wietholter, Northeast Oklahoma Chapter (2014)*



## 2014 ACFE Chapter Leaders Resource Guide

- If we had a board member who was not participating, we would discuss the lack of participation with the individual. If no action is taken to correct the situation, then removal of that person from the Board may be enacted per the Bylaws. *Chrysti Ziegler, Houston Chapter (2014)*
- Board members who do not voluntarily take assignments are given assignments. No board member has ever refused to do their assignment, so I don't know what we'd do. We have had a couple of board members resign because their jobs changed and they wouldn't be able to fulfill their duties, so I think the message is that if a board member can't do their part they would step down so someone else could step in. *Beth A. Mohr CFE, CAMS, MPA, PI New Mexico Chapter #50 (2014)*
- We are going through some "housecleaning" on our Board to remove lethargic members, replacing them with some new blood. If you miss 3 meetings consecutively (without a valid excuse) you are asked to resign from the board. *Drew Dorweiler, Montreal Chapter (2014)*
- All board members must contribute. If they cannot, do not, and or will not, their lack of energy and enthusiasm will spill over into the rest of the chapter. These individuals must be strongly encouraged to produce or they must be removed, otherwise the chapter will not flourish. *Ryan Hubbs, Houston Chapter (2013)*
- At least twice a year, the chapter president should get a recommitment from all board members and officers. If situations have changed, board members should be allowed to "bow out" graciously from their positions. The easiest way to allow this to happen is by reiterating the upcoming action items and goals for the next six months and assign duties. *Ryan Hubbs, Houston Chapter (2013)*

### Spreading Tasks Around and Having Minimum Required Participation

- In the past, just a few Board members were handling the majority of the Chapter's responsibilities. However, we have begun bringing on new Board members willing to get involved. The Chapter's Board holds a Strategic Planning Meeting each summer which allows the Board members to address pressing issues and plan for the next few years. In addition, the Chapter has developed and requires each Board member to read and sign an annual Director's Responsibilities Form. *Richard Sobine and Robert Cohen, Philadelphia Area Chapter (2014)*
- Chapter leaders are required to participate in activities which are specific to their positions, i.e. treasurer does the books, training coordinator takes care of room reservations, etc. *Julienne Armbrust, Pacific NW Chapter (#45) (Seattle, WA) (2014)*
- Chapter leaders are required to help find speakers, coordinate their appearance at our fraud training events, obtain biographies and seminar topics and descriptions for use in our advertising and for introductions them at the training event. *Julienne Armbrust, Pacific NW Chapter (#45) (Seattle, WA) (2014)*
- Chapter leaders are expected to develop ideas on how to better improve the chapter's activities and fraud training mission, finding and evaluating new venues, and creating awards for chapter members. *Julienne Armbrust, Pacific NW Chapter (#45) (Seattle, WA) (2014)*

- We require a minimum number of meetings that a Board member must attend. We have created committees for all initiatives, including community outreach. Board members are encouraged to be part of a committee. *John E. Grimes III, Maryland Chapter (2014)*
- Our chapter sets specific goals and objectives such as:
  - Industry Outreach
  - Educational and Training
  - Media and Public Relations
  - Representation to Government and Industry to gain wider acceptability for CFE certification
  - Developing Standards and Ethics for Members
  - Input on Key Legislation relating to Profession*Sharad Kumar Hony, India Chapter No 95 (2014)*
- We have a few "Special Project" positions, including facilities coordinator. This individual interfaces with the meeting facility manager, establishes menus for our meetings and will be taking photos for posting to the website. We have also discussed this position being like that of a Historian for the Chapter, for continuity purposes. Further, we have instituted an honorary board position to recognize efforts of the immediate past president, including enhancing continuity. *Mike Rosten, Las Vegas Chapter (2014)*

## **Interacting with Chapter Members and with the Local Community**

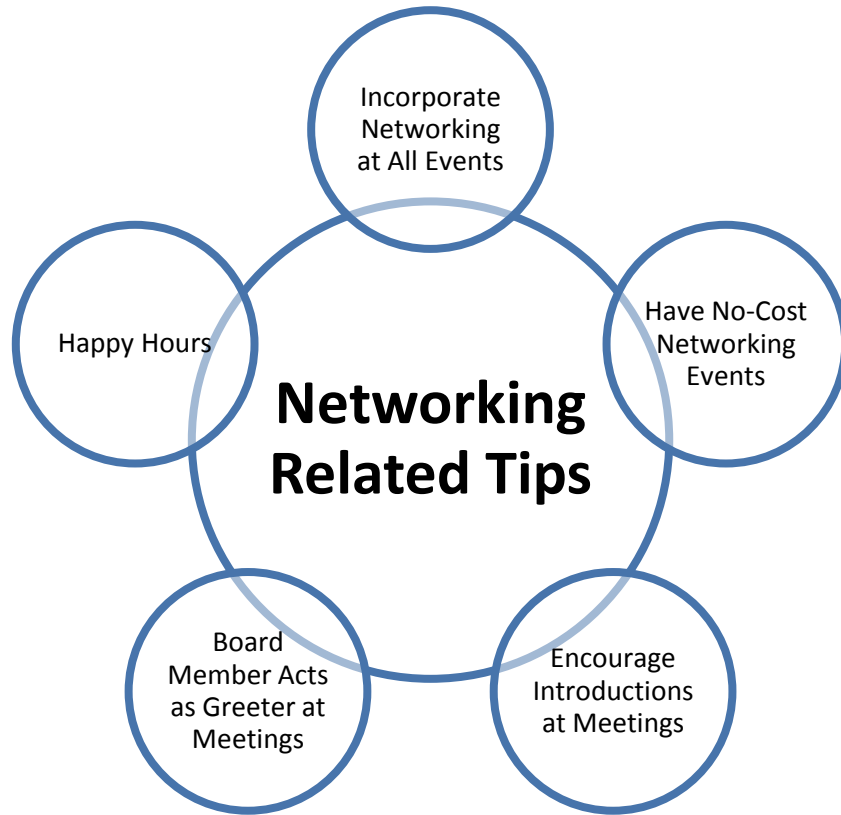
- Chapter leaders are expected to interact with the members at meetings, in e-mail and at any other opportunity they encounter. *Julienne Armbrust, Pacific NW Chapter (#45) (Seattle, WA) (2014)*
- Board members must positively deal with our stakeholders, which include agencies and other entities whose employees support our membership and conferences. Also, the board members must contribute to a vision as to what the ideal chapter should be doing and developing a plan as to how to achieve the vision. *John E. Grimes III, Maryland Chapter (2014)*
- We are always looking for ways to raise the profile of our chapter. This is achieved by seizing all opportunities to talk about our chapter, its history, its excellent training activities and its networking potential. *Veqar Mohammed Ashraf Khan - Port Louis Chapter of the ACFE (Mauritius) (2014)*
- Chapter leadership means being willing to lend a hand wherever it is needed, even if it's not the first duty you would have chosen. It means participating in chapter events even more than you did before becoming a Board member. It's important to be visible to chapter members and to hear their feedback so we can serve their needs. *Erin Hager - President, Arizona Chapter (2014)*
- Our chapter leaders are stewards of the ACFE in the community and are always engaged in advancing the ACFE's mission outside of normal board duties. *Georgia Chapter (2014)*
- Make sure to uphold the integrity of the profession in their everyday lives; set good examples for membership and new board members. *Frank Pina – Philadelphia Chapter (2014)*

- Constantly staying in touch with what is going on in the community with other organizations. Team up with other organizations that have a common goal. *Penny Hill, Toronto Chapter (2014)*
- Put a face on the chapter. Being an ambassador to promote fraud awareness and help others learn about what we do. Answer questions from students & people interested in entering the profession. *Robyn Shaw - Colorado Springs Chapter (2014)*

## Being a Leader

- Chapter leadership is like a second job, to make sure the chapter runs effectively and efficiently, day to day work must be performed behind the scenes. *Micheal Baer, Middle Tennessee Chapter (2014)*
- We talk to our members and encourage them to volunteer a small portion of their time to helping the chapter. *Ghana Chapter (2013)*
- The following are some general approaches I have personally employed as president and board member over the years:
  - The president must drive the focus, vision, action items and tasks of the chapter while accepting input, feedback and ideas from the board. Without a vision and direction, the chapter may tread water or sink.
  - There is always room for passionate and experienced board members and officers. Do not say NO to someone who is willing to give their time and energies to your chapter.
  - Sometimes a single person must pull all of the weight of the sleigh until momentum builds and it begins to accelerate down the hill.
  - Energy and excitement begets energy and excitement. If the chapter currently lacks energy and excitement, you may have to artificially engineer it until it becomes self-sustaining.
  - Recognize the achievements and hard work of all of your volunteers as often as possible.
  - Thank your members and attendees for being a part of the chapter as often as you can.
  - When awarding scholarships and awards, always present on behalf of the members of the chapter and always make a statement that the award wouldn't be possible without the support of the chapter's members.
  - Volunteerism is exactly that. Board members should not receive any significant or special perks or benefits for volunteering on the board. Members may view the board as self-serving as opposed to being member-serving. Everyone pays the same as everyone else.

*Ryan Hubbs, Houston Chapter (2013)*



## Networking Related Tips

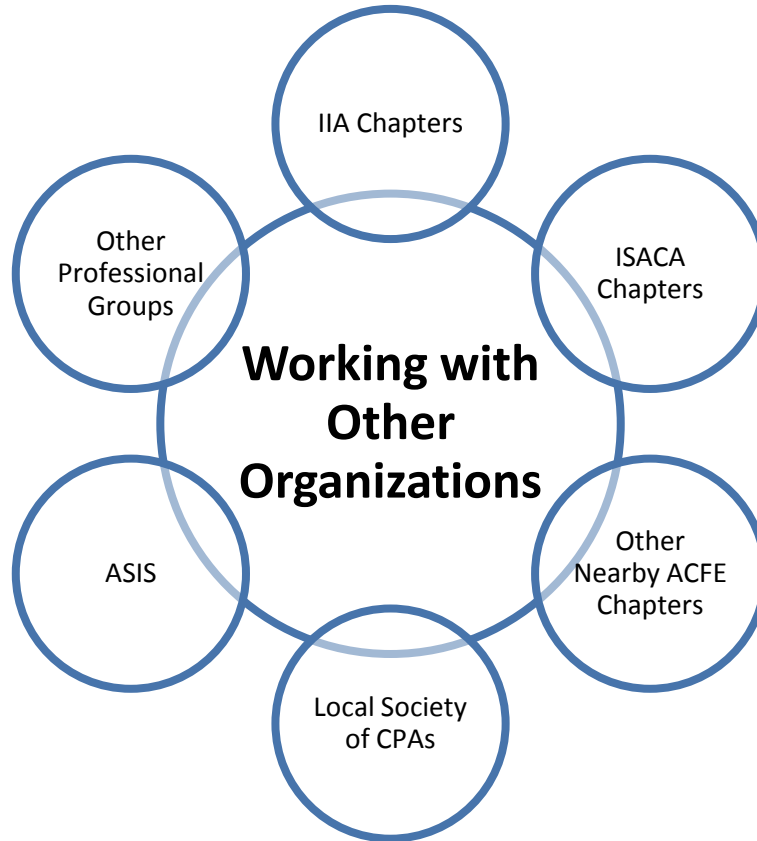
- Member networking is promoted at all chapter events. This is especially true at our chapter breakfast meetings where the first hour is buffet breakfast and networking and the last two hours are CPE. *Richard Sobine, Philadelphia Area Chapter (2013)*
- Provide time at quarterly meetings *Marc Courey, Twin Cities Chapter (2013)*
- At fraud seminars, we always end the day(s) with an opportunity to network. At our breakfast sessions, members come early for coffee and networking. *Edmonton Chapter (2013)*
- We started to recognize the achievements of our members. We also feature a member in a special section of our newsletter titled "Meet the Members" as a way to get to know the chapter membership. We are considering offering a low cost evening networking event twice a year, during fall and spring. *Kristin Sommer, Lehigh Valley (PA) Chapter (2013)*
- We hold low or no-cost social events. *South Florida Chapter (2013)*
- After each event, a networking drink is offered *Patrick Risch, Belgium Chapter (2013)*
- We have chapter sponsored networking events, as well as lunches and happy hours. *Steve Morang, San Francisco Chapter (2013)*

## 2014 ACFE Chapter Leaders Resource Guide

- We started to allot a certain portion of the GMM to encourage members to move around and introduce themselves to people around the room:
  - We are having cocktails-style of event for our next GMM to force people to not sit and to move around the room and just talk to people.
  - We have also started having breakfast focused group forum (we call this "Coffee & Connect") to provide a venue for members belonging to similar situation or industry to meet and share their concerns, best practices and ideas. This will also give chance to the officers to get ideas on how to improve further the services to members and grow membership.
  - For two years now, we have successfully collaborated with the local chapters of IIA and ISACA in having a one-day Audit Fraud and Technology Summit, not only to give our members the opportunity to network with professionals of different disciplines but also in recognition that the members of the three organizations have common interests, needs and concerns.

*Lilian S. Linsangan, Philippines Chapter (2013)*

- Prior to each meeting, we encourage participants to network during this meet and greet time. We also allow attendees the opportunity to meet with our board members and speakers following each meeting to afford them an opportunity for further discussions. We have a social on the first day following our sessions for our annual seminar. Here again, we encourage participation in or social and welcome questions. *Tampa Bay Chapter (2013)*
- Personal introductions. Sitting with members and cross table introductions at meetings or other events. Attending other ACFE events to meet and invite attendees to local meetings, which can be free for first meeting attended. *Colorado Chapter (2013)*
- We provide opportunities before and after our regular dinner meetings. We have a networking social on the first night of our two day seminar. Additionally we charge board members and key chapter members to buddy up with new members and guests. We reach out to other associations and hold joint meetings. *Tampa Bay Chapter (2013)*
- We have greeters at the meetings to make people feel welcome. As the greeters take their seats, they are responsible for keeping the conversation going at the tables (ask questions). Smile (and mean it). *Mike Rogers, Dallas Chapter (2013)*
- We have a Christmas social. *NE Ohio Chapter (2013)*
- We offer socials after luncheons and have our "movie night" during the Fall in a casual, offsite location. *Jim Villalon, Dallas Chapter (2013)*
- We hold at least two events that at cost specifically for the members to socialize and network. We use LinkedIn for other forum type contacts. *United Kingdom Chapter (2013)*
- Pre-luncheon networking. Spring/Fall free Networking events for members only. *Ryan Hubbs, Houston Chapter (2013)*



## Working with Other Organizations

- Our annual fraud forum is co-sponsored with CASIU. We have done events with ACCA, IIA, and ISACA. We offer a discount to our meetings with some of the professional groups we are associated with. *Penny Hill Toronto Chapter (2014)*
- We have alliances with IIA, ICAI, CBI, and CAG. *Sharad Kumar Hony Secretary India Chapter ACFE Chapter No 95 (2014)*
- We hold joint events with firms of lawyers, association of directors of corporate security, educational establishments; in touch with IFACI (French institute of The IIA), and Transparency International France. Relationships provide collaboration in deciding topics and choosing speakers. *France Chapter ACFE (2014)*
- We are aligned with IIA South Africa, South African Institute of Chartered Accountants are but two. There are more to come. These alliances are utilized to add value to mutual members and illustrate the benefits to the members of the more established professions to either appreciate the uniqueness and/or introduce them to the ACFE with a view to membership. Topics and aspects of mutual concern are discussed in focused forums and potential conflicts are addressed in advance to enable mutual members to be appropriately guided and thus avert confusion/conflict on the ground. *Raj Dhanlall, South Africa Chapter (2014)*

## 2014 ACFE Chapter Leaders Resource Guide

- We have partnered with other professional organizations in our area to offer joint fraud training events, such as *Julienne Armbrust, Pacific NW Chapter (Seattle, WA) (2014)*:
  - The Washington Society of Certified Public Accountants (WSCPAs) and our chapter previously jointly offered an Annual Fraud Conference providing eight hours of CPE for attendees. The WSCPAs helped with registration and advertising and the chapter recruited the speakers and topics. The chapter received a portion of the profits from these events and was allowed to send two chapter members to the training for free for their duties as Conference Chair and Co-Chair.
  - The Seattle area IIA chapter and our chapter jointly offered a fraud conference providing 16 hours of CFE for attendees. Both organizations advertised the event and obtained speakers and topics, while the IIA handled conference registrations.
  - We have shied away from creating lasting joint training events with other professional organizations mostly due to the cost other organizations charge their members for training events. We are dedicated to keeping our costs low.
  - We highly recommend having a written contract between the two organizations to prevent any future misunderstandings which might arise.
- We offer NASBA approved CPE credits at our meetings and Fraud Conference. Members of the Accounting Community receive emails from our Chapter. *John E. Grimes III Maryland Chapter (2014)*
- We put our information in the IIA's newsletter; we have provided speakers for IIA, ISACA, the local Society and other organizations, such as the Insurance Special Investigative Unit's Association. *Beth A. Mohr New Mexico Chapter #50 (2014)*
- International Association of Financial Crimes Investigators and IIA. *Mike Rosten, Las Vegas Chapter (2014)*
- We do joint meetings with the IIA every year or two. We recently did a joint meeting with a local grass-roots ACL users group on data mining as well and talk with ISACA about potential meetings when possible. *Greater Kansas City Chapter (2014)*
- We have a partnership with the IIA. We partner with them on meetings to offer a "member" pricing to each of the organizations. We are both smaller chapters so this allows for getting a bigger name paid speaker to come and having a larger attendance in order to cover costs. *Kristin Sommer - Lehigh Valley Chapter (2014)*
- We partner with the IIA, ISACA, ACL User Group. We partner to find mutually beneficial topics. We get a higher attendance during these meetings. *Stephanie Galas, Kansas City-ACFE (2014)*
- We have strong alliances with the local IIA chapter and have 3 joint meetings each year at which we have 3 speakers present to both groups. The joint meetings are very popular and sell out. We also have formed a new alliance with ACAMS and have had a social together. *Georgia Chapter (2014)*
- We partner with the IIA and AGA. We have co-sponsored training events which we share the costs and revenue. This allows us to bring in speakers from outside our area and draw bigger attendance. The added awareness of our group to the IIA and AGA members has brought additional members to our group. *Kimberly Babbie Albany Area Chapter (2014)*
- We partner with the Banking industry, CPA's CIA's. *Nick A. Kousmanidis Upstate ACFE Chapter (2014)*



## Strategies for Using Sponsors

- We seek sponsorships when we organize training events. Sponsorship is received in monetary or non-monetary terms. Money received is used to pay for expenses related with organizing the training. Non-monetary benefits include use of venues and other facilities, free of charge. *Veqar Mohammed Ashraf Khan - Port Louis Chapter of the ACFE (Mauritius) (2014)*
- We have allowed businesses and universities to sponsor our annual conference and set up a table to promote themselves. *Frank Pina – Philadelphia Chapter (2014)*
- We mainly use sponsorships at our annual fraud forum - they sponsor our coffee breaks, lanyards or bags. *Penny Hill Toronto Chapter (2014)*
- We have used sponsors to support our operating costs, meet revenue goals, fund PR initiatives, and support our outreach programs. *Sharad Kumar Hon'y Secretary India Chapter No 95 (2014)*
- We have used sponsors to support us at our yearly seminar. Thus far, we have used them to sponsor our social hour after the first day of our seminar. We have them bring materials to share with members and allow them time to speak with individuals and answer questions about their services. We still have difficulty obtaining sponsorship. *Tampa Bay Chapter (2014)*



## 2014 ACFE Chapter Leaders Resource Guide

- The following sponsorship strategies are used at the Houston ACFE Chapter:
  - Scholarships – Some businesses have inquired as to how they can best use their marketing funds and support the chapter. We suggested that they sponsor a student scholarship and we would co-sponsor and advertise and announce it.
  - Luncheon Sponsorships – The sponsorship can be a direct advertising donation or it can be used to reduce the cost of the luncheon. We utilize a \$5, \$10, or \$15 cost reduction luncheon sponsorship. The sponsor will write a check to the venue directly after the luncheon.
  - Networking Reception – Sponsors get signage and advertising and help defray the costs of the networking event.
  - Annual Conference – Various sponsorship levels with seats, booth space, etc.

*Ryan C. Hubbs and Chrysti Ziegler, Houston Chapter (2014)*

- We have used sponsorships to help fund our seminar that is held every 2 years. We had over 150+ attendees at this year's conference and approx. 8 vendors that help fund the seminar fees. They also provided products for giveaways. *Utah Area Chapter (2014)*
- We have a sponsor that in return to their investment they get exposure to present in one of our luncheons or half day trainings. In addition they get their logo and information in our website. Another sponsor is providing the lanyards and printing cost for our upcoming half day training. We are considering reaching out to sponsors to cover the cost of an evening network session so we can attract current and future members and provide a more relaxed network session *Carmen Wiechers Vancouver BC Chapter (2014)*
- In the form of a scrolling banner on our website, and for specific events as the case arises. *France ACFE Chapter (2014)*
- We have used sponsors to help defray the per-person expense of the annual all day trainings. *Scott Faragi, Boston Chapter (2014)*
- Sponsorship is an integral part of our Chapter's funding. Having 6 full-time staff and an office infrastructure, corporate sponsorship for member dues and for the mainstay of the organization, i.e. the Annual Conference is vital. Sponsors give us the foundation from which to launch the income generation activities and this has assisted in the development of a sustainable entity. We have continued to utilize the sponsorships to advance the services and the profile of the ACFE in the country. *Raj Dhanlall, South Africa Chapter (2014)*
- We find sponsors for our meeting space as well as financially to offset certain costs. In return we offer the opportunity to be placed on our invites as a Sponsor. Usually it is between \$400 and \$500 per event. *Steve Morang, San Francisco (2014)*

## 2014 ACFE Chapter Leaders Resource Guide

- The Houston ACFE Chapter has initiated the following additional strategies: *Ryan Hubbs, Houston Chapter (2013)*
  - Advertising & Sponsorships
    - Website advertising \$500 annually.
    - Logo that links to your website will be placed on chapter articles and announcements and will be located randomly throughout website.
    - Company logo, link and description will be listed in chapter sponsors section.
    - Board members can advertise their companies for free.
  - Luncheon Sponsorships
    - Direct sponsorship of \$500, \$1,000, or \$1,500.
    - Reduced luncheon cost sponsorship of \$500, \$1,000 or \$1,500.
    - Both options allow sponsor to bring up to 4, 8 or 12 guests.
    - Advertising on website, in email and social media communications for the luncheon, and a table to display service materials before and after the luncheon.
  - Newsletter Advertising
    - The newsletter is distributed four times a year to our mailing list.
    - Newsletters are also published online and remain indefinitely are searchable via the internet.
    - Ads are quarter page, half page and full page. They run 75, \$125 and \$200 respectively.
    - There are limited ads per issue and they are distributed on a first come first served basis.
  - Scholarships
    - The Houston Area ACFE chapter supports three ACFE student chapters at SHSU, University of Houston and UH Clearlake.
    - Students are eligible for scholarships in the spring and fall semesters.
    - Scholarship amounts can be donated in \$500, \$1,000 and \$1,500 increments.
    - Sponsors who plan to donate annually can name the scholarship.
    - Sponsors will be recognized on the website and can send up to four attendees to the awards luncheon to deliver the scholarship to the student.
  - Networking Events
    - There are currently two networking events a year in the spring and the fall.
    - Sponsorships can range from \$1,000 - \$2,000 depending on the venue and the number of attendees.
    - Sponsors will be recognized on the website, in email and social media communications for the networking event, as well as having a sign of their company present at the event.
    - Sponsors will also be able to obtain the name, title, company and email address of the attendees.



## Trying New Things, Successes and Failures

### New Networking Ideas

- We have instituted a "Get Acquainted Initiative" whereby at each quarterly luncheon there will be a short (2 minute) presentation by two Chapter Members, to introduce themselves to the membership and comment on how they have (or plan to) utilize their skills and knowledge from the Chapter. This was rolled-out at the meeting on Feb. 12th and seemed to go well... *Mike Rosten Las Vegas Chapter (2014)*
- We introduced a networking event for our chapter. The results/feedback provided to us was that the event was an excellent way to interact with others in the chapter. Those that attended the event were able to network in a relaxed environment and learn more about the chapter from the officers and board members in attendance. It was a smaller turnout but that was due to the date/timing of the event. *Kristin Sommer - Lehigh Valley Chapter (2014)*
- We had our first Boston Chapter night at the Red Sox in 2013 and members are still talking about it. Even though it was a lot of work planning the event, it was a huge success and this year the event is sold out already. In addition, this year the chapter will be announcing a "Chapter member of the year award" with on-field recognition at the Red Sox in June. *Scott Faragi, Boston Chapter (2014)*

- We have started holding Speed-Networking events. This was extremely popular and allowed us to involve a broader membership group. Also, having alternating breakfast, lunch and after-work meeting times were also very popular. Adding a Chapter Due allowed us more opportunities to offer great programs. It also builds loyalty. *Steve Morang, San Francisco Chapter (2014)*
- March Member Madness social gathering to encourage new members. Existing members are asked to bring a non-member guest to the free event. Board members circulate and network for new members. *Richard Sobine and Robert Cohen Philadelphia Area Chapter (2014)*

## New Training Initiatives

- We held our 1st Annual Conference last year. We had tremendous speakers and a great turnout. We received rave reviews from attendees on the presentations. *Chrysti Ziegler, Houston Chapter (2014)*
- We held our two day training event at a local restaurant near three hotels and near most folks' homes or place of work. The restaurant also provided free parking. We sent out invitations to the CFE's and Associate Members that live too far away to make the quarterly meetings. We also followed up with phone calls. This improved our attendance. *Saundra Fridley San Francisco Bay Area Chapter #12 (2014)*
- We started \$5 luncheon meetings for students who attend (our cost is \$8). Several have become members. *Robert Kramer, SW Ohio Chapter (2014)*
- We decided to focus solely on education. In the past, we tried to hold more social, networking type events, but they were not attended as well as we hoped. *Mike Frenza, Connecticut Chapter (2014)*

## Using New Technology

- We started using social media much more and it is working very well especially Twitter. We have also just revamped our website - too soon to tell but it is much easier to navigate. *Penny Hill, Toronto Chapter (2014)*
- With professional help, we have created a new website that is attractive and user friendly. We are using this site to register attendees for our meetings and Conference. We are developing a members' only page, which will have job opportunities, the bylaws and other items posted. *John E. Grimes III, Maryland Chapter (2014)*
- We automated our registration and email process using a combination of tools. Our emails look incredibly professional and we now capture registrations/payments easier than ever. Seminar registrations and memberships are up overall vs prior years! But the tools don't talk to each other so getting them all to work together can be a challenge. *Greater Kansas City Chapter (2014)*
- We started emailing our CPE certs after the program, which is more cost effective and green for the environment. *Stephanie Galas, Kansas City-ACFE (2014)*

## 2014 ACFE Chapter Leaders Resource Guide

- We developed a new webpage with online registration and credit card payment for our training events. The process was slow but the end results have been good. *Kimberly Babbie, Albany Chapter (2014)*
- In 2013 we have strategically looked at moving control of the current website to a new site that takes ownership away from a past president. The current website is not functioning well and chapter business suffers because of it. 2014 we are in the process of executing that strategy *Brian Frasier, Oregon Chapter (2014)*
- We registered for a PayPal credit card swiper for iPhone so people could pay at an event with a debit card. The funds were transferred into our PayPal account automatically. *Michelle Lucas Huck, New Orleans Chapter (2014)*
- We went to online registrations for our events. It is so much better than collecting cash at the door. *Scott Hood, Edmonton Chapter #63 (2014)*
- We stopped having printed out CPE certificates at our training sessions, and instead validated our list of who paid and attended the meeting and sent out the CPE's electronically through our membership site, which has many fantastic administrative features to help save us time. *Matt Storlie, CFE, President, Twin Cities Chapter (2014)*
- We established a local web site. Works very well. Also make all payment via the web. *Charles Buchenberger, Indianapolis Chapter (2014)*
- A new website was built and put out for members in March that consolidates all events, payments, membership. Worked out amazing. A \$2000 USD savings/year *Alishah Janmohamed, Calgary Chapter (2014)*

### Trying New Membership Strategies

- Guest Membership to members of other professions. Networking with other Chapters outside India. Participated in a Talk show. All of the results except Guest Membership has been very encouraging *Sharad Kumar Hony, Secretary India Chapter ACFE Chapter No 95 (2014)*
- We did away with local chapter dues and just charge a flat rate of \$20 for each chapter training event. We only make \$2-3 p/ participant but have found that members have embraced lower CPE/Luncheon costs. It is also nice for the Treasurer to only have to bring \$20 bills. We also pushed PayPal as an option which has helped us get more accurate RSVPs. *Utah Area Chapter (2014)*
- After attending the chapter leader meeting at the last annual conference, I used the national member list to send out letters to invite them to join our chapter. This has earned us a few new members. I am trying to line up monthly speakers several months in advance so that we can send out meeting notices earlier to increase attendance. This has worked well. We have gone from attendance of 18 people to 26 people. *Robyn Shaw - Colorado Springs Chapter #133 (2014)*

## New Leadership Strategies

- For the first time in recent history we are budgeting our activities. This has given us a clearer picture of our financial status and will likely lead to changes in meeting/seminar fees/annual dues. *Nick Panneri - Greater St. Louis Area Chapter (2014)*
- We expanded the board to 9 people and spread out the work load so two people weren't doing everything. This worked well and allowed meetings to run smoothly with different groups of people running them. *Beth A. Mohr New Mexico Chapter #50 (2014)*

## Other

- We hired a paid administrator *David Rule Singapore Chapter (2014)*
- We started visiting schools and universities and teaching them about career guidance. It worked magic and many people were interested in it. The results were great. Still looking for sponsorship to promote these events. *Mustapha B Mugisa, Uganda Chapter # 147 (2014)*
- We have joined forces with the JIBC as they have an email database of over 500 individuals. We are hoping that the upcoming joint half day training class will expose their students to our chapter and the ACFE and gain membership through these efforts. We won't see the results until after the May training session *Carmen Wiechers, Vancouver BC Chapter (2014)*



## **Congrats! You are on the Board, Now What? Tips and Strategies from Those Who Have Been There**

### **Build a Great Team**

- The board is important. Pay attention to who you admit to the board. Keep trainings fresh or membership may fall off. *Frank Pina – Philadelphia (2014)*
- The president should make sure that every board member has a job and is contributing. Bring people on the board that have a passion and goal for the chapter. Each board member should bring a strength and talent to help the chapter reach its goal. *Penny Hill, Toronto Chapter (2014)*
- Connect with other chapters and don't reinvent the wheel. *Chrysti Ziegler, Houston (2014)*
- Get a solid core of Officers and Board members who are willing to spend the time to work hard and be dedicated to their Chapter. *Richard Sobine and Robert Cohen, Philadelphia Area Chapter (2014)*
- Speak constantly with previous leaders to learn from them. However, do not be afraid to have your own vision. *John E. Grimes III, Maryland Chapter (2014)*

## 2014 ACFE Chapter Leaders Resource Guide

- Involve as many people as possible, and assign a back-up for each job. We had to restart this Chapter after it was decertified, because one person ran the whole thing, wouldn't allow anyone to help, and when he retired, the whole thing fell apart. Don't burden any one person or company with too much of the responsibility, or people naturally become overworked, feel unappreciated and feel resentful. *Beth A. Mohr, New Mexico Chapter #50 (2014)*
- Define roles & responsibilities for the board, ensure you have the right professionals who can actively grow the membership and fulfill the roles. Place your strongest board members on seminars/programs to drive attendance/membership. Find technology to make the administrative process as easy as possible. *Greater Kansas City Chapter(2014)*
- Get to know the board members and build the foundation of a team with mutual trust and respect while maintaining the base duties of the chapter before moving on to more advance functions or wish lists of what may want to be accomplished. Value everyone's time and realize how much some may be putting in versus others. *Brian Frasier, Oregon Chapter (2014)*
- Find volunteers to delegate the responsibilities of the chapter growth too. Look for other local organizations that you can partner with on training events. Survey the membership for ideas/suggestions to help shape the chapter. Find speakers in your network that will draw people in. Partner with local colleges/universities. Review the membership lists that national provides to allow them to opt in to your communications. *Kristin Sommer - Lehigh Valley Chapter (2014)*
- Having consistency on the Board for the first few years is really helpful to the health of the chapter. But then getting new people on the board later is good to get fresh ideas and input. *Anchorage Chapter (2014)*
- Set reasonable reachable goals. Be persistent in your efforts. Select Board members with the goal to succeed. Don't be afraid to think outside the box. Hold membership drives. *Sandra Fridley, San Francisco Bay Area Chapter #12 (2014)*
- The advice I would give to the leaders of a chapter in their first or second year of operation is to learn what the organization is about, be cognizant of your specific duties (don't overwhelm yourself). Network with as many members as you can. When your leadership position is over make it a point to mentor the person who is replacing you for at least three-six months and the board should allow that. If we do not mentor others the organization will die. *Dawn Bundick, Anchorage Chapter (2014)*
- Clearly define responsibilities of board members. Create/maintain a spreadsheet of all of your events and speakers. This makes annual planning easier and helps you to rotate good speakers every few years if desired. *Michelle Lucas Huck, New Orleans, LA (2014)*
- Keep your spirits up. Membership will eventually build. Focus on high quality speakers as that will bring more membership. *Carmen Wiechers, Vancouver BC Chapter (2014)*



- Create a strong Board of Officers and make individual assignments, such as:
  - Creating a founding document, mission statement, etc.
  - Branding the chapter by creating a name/logo/quote
  - Defining Board positions and responsibilities in detailed job descriptions
  - Finding an affordable venue for chapter meetings
  - Make a membership list and share it with the members
  - Encourage current members to bring non-members to chapter fraud training events
  - Network with local professionals who may become future speakers

*Julienne Armbrust, Pacific Northwest Chapter #45 (Seattle, WA) (2014)*

- Have courage and determination. Even you only have a small group at the outset; there is much to be done with meager resources! *France Chapter (2014)*

## Keep the Members in Mind

- Gain support from your existing members. This will provide a solid foundation for all future actions. *Veqar Mohammed Ashraf Khan - Port Louis Chapter (Mauritius) (2014)*
- Develop your Chapter identity as distinct a professional body. Strengthen your membership base. Set up connections with other professional bodies and Universities. Open a line of communication with decision makers in Industry and Government. *Sharad Kumar Hony, Secretary, India Chapter ACFE Chapter No 95 (2014)*
- Grow with time. Don't try and do too much too quick or you will burn out your officers. Invest time in a good website design. Don't charge local membership dues. Do a local seminar/conference every 2 years to raise your funds. *Utah Area Chapter (2014)*
- Put the time in and obtain the best speakers that you can. If you provide quality trainings at the respectable venues at a reasonable price, your chapter will be successful. Try to encourage prospective board members to run for office. Reach out to all sectors of the workforce, i.e. government, law enforcement, educations, not-for-profit, small and big business. *Scott Faragi, Boston Chapter (2014)*
- Value your members and the sponsors. A conservative approach with the financial and human resources available will keep them interested. Focus on a handful of events that are well done to set the bar. Look to income-generating activities where value is very clear to the recipients of the service/product and you establish the reputation. *Raj Dhanlall, South Africa Chapter (2014)*
- Get as many persons involved as possible. Focus on quality not quantity. If you offer good programs that are both educational as well as networking opportunities, you will grow well. *Steve Morang, San Francisco (2014)*
- Foster inclusiveness. We found that membership dues set at \$175 per year (in advance) has been a good tool for boosting attendance at luncheon meetings. There are no additional fees for luncheons; if members don't come, they aren't getting full value for their dues. *Mike Rosten, Las Vegas, Nevada (2014)*

- Take your time. Listen to your members; they will let you know what you are doing right but also where you need improvement. Respect your board and your members. *Micheal Baer, Middle Tennessee Chapter (2014)*
- The most important thing is to offer good quality training - this will build your reputation and grow membership. Behind the scenes, I would recommend prioritizing two projects: Write a set of policies, and a set of job descriptions for the different Board positions or functions. Even having simple policies and general task lists is better than not having anything written down. If you do this work now, you will save future Boards from having to learn all over again every few years "how we do things," "is this allowed," and "who is supposed to take care of that". You will also prevent your original intentions and values from being lost as the chapter founders rotate off the Board. *Erin Hager - President, Arizona Chapter (2014)*
- Grow your membership through diversity. Be creative and don't be afraid to think outside the box. Having a solid base of people that are passionate about the work will help you expand to offering better training for both membership and the community. You will also begin to have the financial resources to offer scholarships. *Robyn Shaw - Colorado Springs #133 (2014)*
- Make your meeting location convenient for your membership. Things to consider: parking, access to major highways, etc. Bring in quality speakers. A good program will drive membership. We have a standing rule that speakers in our Chapter should be "previewed" and recommended by someone before they are slated for our meetings, In addition, we try to primarily obtain speakers from venues outside of our chapter membership. Serve high quality food. Folks will attend if the food is good. HAVE FUN! We include fun interactive social events on our calendar (we rent a movie theater and host a social hour/movie night. Past flicks included Catch Me if You Can, Too Big to Fail, etc.). *Tali Ploetz, Dallas (2014)*
- Make sure that you invite the business community to be part of the program that you setup. Make sure that your message is consistent and not too narrowly focused. Make sure that you stay close to event schedules to maintain momentum. *Kimiharu Chatani, Orange County, CA Chapter (2014)*
- Meet consistently and regularly. Develop effective lines of communication with membership. Use those lines of communication to determine desired continuing education, speakers, and programs. Offer useful continuing education opportunities. Be fiscally responsible. *David F. Fink, Central Indiana Chapter #52 (2014)*
- Ensure you have a good online presence so members can easily find you and register to be a member, learn about upcoming meetings, etc. *Stephanie Galas, Kansas City Chapter (2014)*
- Keep meetings short, relevant, and interesting. *Robert Kramer, SW Ohio Chapter (2014)*
- Bring enthusiasm and try to really engage members, ask them what they want out of their chapter and try to tailor the chapter around that feedback. *Mike Frenza, Connecticut (2014)*

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