



A look back at the past 7-years ...

1. 2014/2015 – Kim Schaeffer Presiding – **We need Increased Visibility**
 - a. Social Media Platforms expanded - Twitter, Instagram & YouTube
 - b. Nametags purchased for all members
 - c. Community activities added to program events – Accounting Food Fight and Hunger Walk
 - d. “Celebrating Legacies, Leaders & Luminaries” event honoring Dr. Johnnie Clark at the National Center for Civil and Human Rights. Photo from event appeared in Atlanta Business Chronicle.
 - e. Press Releases placed by 24x7
PressRelease.com, prlog.org, blankinformers.com, here19.bolgpst.com, bigbozz.com, Biz Journals, Accounting Today, and The Atlanta Inquirer. Articles published by The Gabriel Center and RMS.
 - f. Relationships expanded with KSU & GSU.
 - g. Relationships initiated with Clark-Atlanta, Spelman, Morris Brown & Morehouse.
 - h. AWSCPA/AFWA Alliance Launched with a Joint Bowling Outing
 - i. Affiliate Agreement established with NAWBO
 - j. Cocktail reception hosted to formally recruit potential members
 - k. Co-hosted GAWL/FPA/AWSCPA Networking event
 - l. Awarded 3 scholarships totaling \$4,050, including The Nancy Frenkel Memorial Scholarship

2. 2013/2014 – Ashley Y Presiding – **We need Fun**
 - a. Reunion Picnic at Piedmont Park
 - b. Scholarship Dinner expanded to a celebration of achievements with “A Tribute to the Past and A Toast to the Future”
 - c. Press Release placed by New Accountant. Article published in University of North Georgia Newsletter & Blog.
 - d. AWSCPA/AFWA Alliance Initiated
 - e. There’s something for Everyone - Save the Date & Program Booklet Developed
 - f. Awarded 3 scholarships totaling \$3,750

3. 2012/2013 – Janet Young Presiding – **We need a Plan**
 - a. Commissioned a Marketing Plan with bbr Marketing
 - b. Reunion preparations initiated
 - c. Past Presidents list established
 - d. Local Firm Forums redesigned as 4-5 full day CPE programs.
 - e. CPE programs moved to Trinity Presbyterian Church
 - f. Moved event registrations and collections to National
 - g. Initiated plans for a differentiating event to recognize new CPAs

- h. Awarded 3 scholarships totaling \$3,750
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- 4. 2011/2012 – Debbie Griffiths Presiding – **We need to Expand and Define**
 - a. Formalized job descriptions and identified Board committees and tasks.
 - b. Developed the Georgia Affiliate tag line – Supporting Women/Enhancing Success
 - c. Local Firm Forums continued
 - d. Launched Around Town events with CPE component
 - i. Partnered with ADP for a Behind the Scenes Tour of Woodruff Arts Center
 - ii. CNN Tour
 - iii. Braves Night
 - e. Constant Contact added for e-blast communications
 - f. Formal recruitment effort with the assistance of Dr. Deborah Turner (GA Tech)
 - g. Hosted wine and cheese party for accounting students and local firm members.
 - h. NAWBO Alliance Initiated
 - i. Started First 10 CPAs group and Sole Practitioner Breakfast Roundtable
 - j. Offered child care for some board meetings and board retreat
 - k. Developed online calendar
 - l. Awarded 3 scholarships totaling \$3,585
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- 5. 2010/2011 - Dianne Moore Presiding – **We Need People**
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- 6. 2009/2010
 - a. Local Firm Forums continued
 - b. Hosted first annual board retreat
 - c. Partnered with GSU, KSU, and GA Tech to encourage student participation and membership
 - d. Marteen Bryant spearheaded *Atlanta Women's Accounting Conference – Where is the Glass Ceiling Today? Preparing for the Realities of a Career in Accounting* at GSU.
 - e. Continued four annual evening dinner sessions including co-hosting the *Women's Joint Networking Evening* with NAWBO, WIF, GAWL, GABWA, and AWA
 - f. Website Launched by Catresa Barlow
 - g. Social Media Launched – Facebook Group & LinkedIn Group
 - h. Designed and purchased first AWSCPA pink promotional items
 - i. Added 27 new members during the year!
 - j. Scholarships
 - a. Awarded 3 totaling \$3,540 in 2011
 - b. Awarded 4 totaling \$4,000 including The Bobbie Stokes Memorial Scholarship in 2010
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- 7. 2008/2009 – Mary Riley Presiding – **Revitalization Launched**
 - a. Created database of all current and past members, plus contact information for everyone who had historically attended an AWSCPA event
 - b. Gathered and built Board of 12 committed members to revitalize the group
 - c. Developed annual budgets
 - d. Planned and held monthly board meetings in person and by phone
 - e. Initiated annual schedule planning and interest surveys for programs
 - f. Began hosting quarterly evening dinners at the Ravinia Club geared toward non-sole practitioner members
 - g. Recruited members from larger CPA firms
 - h. Hosted keynote event featuring Dr. Betty Siegel, former president of KSU
 - i. Awarded 4 scholarships totaling \$4,800