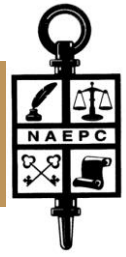


# Session Notes



Regional Leadership Day 2017 Council Sharing Session  
Columbus, OH

## ***Councils Represented***

Baltimore EPC (MD)  
EPC of Cleveland (OH)  
EPC of New York City (NY)  
F & EPC of Metropolitan Detroit, Inc. (MI)

Pittsburgh EPC (PA)  
Spokane EPC (WA)  
Toledo EPC (OH)

## ***Hot Topic #1 · Membership Criteria Review & Increasing Membership***

**Do you struggle with an increasing or decreasing number or percentage of any particular discipline?**

- One council present noted a lag in the number of CPA members.

**Has your council considered new qualifications for membership or recently conducted a bylaw review focusing on the membership structure?**

- One council in attendance requires an application, sponsors/references, and a brief board interview prior to one becoming a member (interviewing board member follows a checklist for each interview).
- One council noted a struggle between being more vs. less restrictive, a subject that is addressed regularly.
- It was noted that the sponsoring member can sometimes act as the membership screener.
- The percentage of “other” members is limited in the case of one council in attendance.
- “Qualified Financial Advisor” is available as a membership category in one EPC.
- It was noted that there is more overlap in categories than in prior years, a discussion of whether membership categories are currently useful took place.

**Does your council have junior and/or student memberships? If so, what are the parameters of this program?**

- One council in attendance has a Junior / Student membership available.
- A council with attendance requirements recently implemented an Emeritus membership to solve trouble with attendance challenges by those who may be more advanced in age. Attendance requirements were also in practice at a second EPC in attendance at the meeting.

**Has your council conducted any interesting or unique membership recruitment campaigns?**

- An Apple watch for the member who refers the most new members.
- The number of times one can come as a guest is limited by one council in attendance. Varying forms of non-member follow up were noted, including a personal email from the president following all events.

**Has your council made any changes to the membership structure, programming, or events to attract younger members?**

- Allowing younger members to present each meeting's tax update was suggested as a best practice. [resource: tax update sample]

**Hot Topic #2 · Exciting Programming, Speakers and Topics**

**Does your council have a Programming Committee?**

- Yes

**How does your council currently source speakers?**

- Members are not permitted to speak with the exception of "lunch and learn" events.
- Local professionals
- Speakers must be a minimum of 40 miles from the city
- All speakers were unpaid for one EPC until recently, council is rethinking that plan
- NAEPC Annual Advanced Estate Planning Strategies Conference
- Other NAEPC programs

**Does your council reference other go-to sources for programming ideas? Examples: conferences, NAEPCs no-charge or online speaker library, word-of-mouth, etc.**

- Council focuses on "off-topic" speakers for more appeal.

**What types of events does your EPC host? Examples: educational, social, volunteer, etc. Has the average attendee changed, depending on the type of event?**

- A social bus tour of the home city was noted as extremely successful. The event featured an economic development speaker.
- Spouse events are hosted by one council in attendance.
- Rotating host locations was noted as important in larger communities or for those councils that represent a larger geographic area.
- Easy and casual socials have been successful for one EPC.
- Offering an "Emerging Professionals" committee a budget to plan events of appeal to the younger members was noted as successful.

### **Hot Topic #3 · Engaging the Board & General Membership**

**How is your board of directors chosen? How often does the board meet? Are these meetings efficient and structured to make the best use of the volunteer's time?**

- One chapter executive noted that she now tracks “action items” within minutes and that they are rolled over and revisited meeting-to-meeting, which creates accountability.
- Board size ranged between 12 and 14 for all councils represented.
- The need for term limits was voiced by one council, this avoiding exceptionally long-term service.
- The boards generally mirror the membership in discipline representation
- The activity and participation of those who are considered for a board slot should be considered.
- Some councils in attendance do a general call to the membership when board slots are being filled.
- Those in attendance debated the importance of an active vs. inactive membership. Various feelings on the matter were presented.
- Boards met four times per year on average

**Are board and general members encouraged to serve on committees? Do you feel as if this has had a positive impact on your council?**

- Yes, and committees are charged with specific and measurable goals.
- The general membership hears a “committee spotlight” at each membership meeting with an encouragement to become
- Using past presidents as event greeters was noted as a best practice and a way to keep the former leadership engaged.
- involved.

### **Hot Topic #4 · Non-Dues Revenue**

**Does your council have a sponsorship program? If yes, please describe it.**

- Most of the councils in attendance have a sponsorship program.
- One council has 35 sponsors at \$1,500 / year with a great deal of equal placement.
- Yes, \$3,000 per sponsor.
- The importance of having a seasoned board member as the sponsorship chair was noted.

## Other Discussion Points

- One council in attendance has a “super committee” of the leadership of sister organizations. This group cross-promotes events and has a revenue sharing arrangement.
- NAEPC is a successful “rolodex booster” that allows for relationships to build at the regional and national level.
- A conversation of insurance took place – all councils were encouraged to hold both a general liability and d&o policy, at minimum.
- The group discussed recommended reserves – NAEPC recommends 6-12 months of operating expenses held in reserve.
- The importance of a council executive succession plan was heard.