

# 2013 ACFE Chapter Leaders Meeting

**Ryan C. Hubbs - CFE, CIA, PHR, CCSA**

**President Houston Chapter**

[rhubbs@houstonacfe.org](mailto:rhubbs@houstonacfe.org)

# Agenda

- 3:00 – 3:50pm, Meeting
- 3:50 – 4:00pm, Break
- 4:00 – 4:50pm, Meeting
- 4:50 – 5:00pm, Break
- 5:00 – 5:30pm, Meeting
- 5:30 – 6:00pm, Networking
- At 5:30 all the international chapter leaders will go to their meeting.

# Chapter Leaders Resource Guide

- Increased Attendance Strategies
- Social Media & Awareness Strategies
- Community Service Strategies
- Membership Benefits & Appreciation Strategies
- Membership Growth Strategies
- Membership Renewal Strategies
- Speaker & Training Strategies
- Student Support & Anti-Fraud Profession Strategies
- Leadership & Board Strategies
- Networking Related Strategies
- Misc. Chapter Related Strategies
- Why Should I Become A Member?

# The three big chapter questions

1. Why Should Someone Become a Member of the Chapter?
2. Why Should Someone Stay a Member of the Chapter?
3. What Does the Chapter Do to Help the Community?

# Increased Attendance Strategies

- Survey membership
- Increased CPE hours offered
- Contact members directly
- Change venue, rotate locations
- Door prizes
- Increased time for networking
- Increase email advertising frequency
- Provide targeted training
- Improved the quality of speakers
- Rotate CPE hours offered
- Accept credit cards at the door
- Piggyback courses
- Permanent name badges
- Social media
- Advertise with local business/news sites
- Alternate event time, morning, noon, night
- Refreshments

# Social Media & Awareness Strategies

- Upgraded/Added new Website.



# Association of Certified Fraud Examiners Houston Chapter

## **EXTRA, EXTRA TODAY'S NEWS**

### [Luncheon Meeting](#)

**Second Tuesday**

**July 12, 2011**

**Houston Chapter**

**1 Hour Luncheon**

at

**The Sheraton Houston**

**Brookhollow Hotel**

**3000 North Loop West**

**Houston, TX.**

Luncheon Speaker:

**To Be Announced**

Topic:

**To Be Announced**

[Click Here for :](#)

### [Reservations](#)

**Reservation deadline is**

**July 8, 2011.** All

reservations after this date

will be charged a \$5.00 late

fee. Telephone or fax 281-

754-4749, or go to the

[Reservations Page](#)

[Click for our cancellation policy.](#)



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National ACFE website.](#)



The ACFE is the world's largest anti-fraud organization and premier provider of anti-fraud training and education. Together with more than 50,000 members, the ACFE is reducing business fraud world-wide and inspiring public confidence in the integrity and objectivity within the profession.

### **ACFE Houston Chapter [Luncheon Reservations](#)**



### **Credit Cards Accepted Online Using PayPal**

Continuing education hours is given for  
CFE and TX CPA for attending the luncheon.  
"No Prerequisites are Required"

### **This Website Uses JAVA.**

If you have trouble viewing the left side buttons your browser will offer for you to install JAVA. Please do so to enable proper viewing of this and other websites that uses JAVA.

If you do not automatically get the pop up to update your browser go to <http://www.java.com/en/> to get your free download and installation of JAVA.

### **Annual Houston Chapter Election July 12, 2011**

**Slate to be released soon.**

# Social Media & Awareness Strategies

- Upgraded/added new website
- LinkedIn page
- LinkedIn farming
- Twitter, Facebook
- Inviting known personalities as speakers
- Adding networking opportunities
- Use Constant Contact & Cvent
- Partnering with other local professional organizations
- Newsletter
- Interviews & communications with local news media



# Community Service Strategies

- Annual shred day
- Money for local charities
- Provide speakers to non-profit and government agencies
- Participate in fraud awareness month
- Volunteer their time for the AARP's Fraud Hotline in Bellevue
- Assist local law enforcement on cases/cold cases
- Web-site includes a job referral data
- Victim of Fraud section on website
- Justice for Fraud Victims Project
- Volunteer with local charities
  - Toys for Christmas
  - PBS Telethon
  - Food Bank
- Speakers Bureau
- Community Service Director
- Law Enforcement Liaison Dir.
- Fraud Impact Award
- Fraud Fighter of the Year
- Explorers Program

# Membership Benefits & Appreciation Strategies

- Find a Fraud Examiner
- Member discounts
- Free training day
- Social events
- CFE Exam Scholarship
  - \$250 for passing
- ACFE Conference award
  - \$500-\$1000
- Challenge coin
- Permanent name badges
- Door prizes & drawings
- Job boards
  - LinkedIn
  - Website
- Request ACFE training to come to city
- Highlight a member in newsletter

# Membership Growth Strategies

- Make it easier to signup as a member
- Email invites
- Compare local member list to ACFE member list
- Email farming
- Personally call inactive CFEs
- Mailing campaign
- Timely response of all inquiries to the chapter, by chapter president
- Welcome emails

## Subject: Congrats on Passing the CFE Exam!

Good Morning,

Congrats on recently passing the CFE exam in May. My name is Anthony Cardiel and I am the chapter Vice-President of the Houston Area ACFE Chapter. I want to welcome you to the Association of Certified Fraud Examiners and extend an invitation for you to join the Houston Area ACFE Chapter as well, if you are not already a member. Some of the benefits of joining the Houston ACFE Chapter are listed below.

- Monthly luncheons held at The Hess Club on Westheimer near the Galleria,
- Network with local area fraud professionals,
- Promote your fraud detection and/or prevention practice through the chapter,
- Get 10-20%+ discounts on CPE training,
- Be eligible for a partial CFE exam reimbursement (currently approved at \$250 and must be a member prior to taking the exam),
- Be eligible for a partial stipend to attend the Annual Fraud Conference and Exhibition,
- Enjoy two annual social events for members,
- Gain professional organization experience by volunteering with the chapter,
- Contribute to community service initiatives,
- Contribute to fraud awareness training for small businesses, civic groups, churches, etc.,
- Support local anti-fraud students through speaking, mentoring, and an annual scholarship,
- Stay up to date on local fraud news via the chapter website and the chapter's LinkedIn page,
- Get access to current job openings in the Houston Area via our LinkedIn page.

You can learn more about becoming a local chapter member by visiting our website at [www.houstonacfe.org](http://www.houstonacfe.org) and we also have a presence on LinkedIn that I encourage you to also join. We look forward to seeing you at our monthly events. We also look forward to you joining the chapter and helping it continue to grow to be one of the premier anti-fraud organizations in the Houston Area.

Congrats on becoming a CFE!

# Membership Growth Strategies

- Generate excitement & energy
- Joint meetings, encourage others to attend (defect 😊)
- Encourage volunteerism
- CFE recognition
- Invite students
  - Liaison with local professors
- Free membership with event
- Purchase year pass for events
- Meet and Greet the attendees
- Group membership discounts

# Membership Renewal Strategies

- Annual renewal in January
- Email blast our member list
  - Starting in November
  - Starting in January
- Email blast entire distribution list
- Offer renewal incentives
- Online renewal via credit card
- Build and focus every chapter event and benefit around being a member
  - Socials, online listing, discounts, scholarships, etc.
- Reminders, reminders, reminders
- Membership free with conference attendance
- Multi-year memberships

# Speaker & Training Strategies

- Look for well known speakers in area
- Use Google News searches
- Search LinkedIn
- Events at universities or large offices to reduce costs
- Study winner/loser events and change as needed
- Rotation strategy: Government, Consulting, Investigative, General Knowledge, Educator, etc. trying to avoid back to back
- Avoid basic level training
- Luncheon sponsorships
  - Chapter
  - Attendee Cost Reduction
- Institute morning, noon, or night sessions
- Change up the training mix, 1,2,3,4hrs, all day events, quarterly events, etc.
- Follow topics and find speakers trending in the fraud magazine, IIA magazine and Security magazine
- Monthly, bi-monthly, quarterly meetings.
- Piggybacking speakers to increase revenue for chapter
- 1-2 high profile speakers/year to increase energy and awareness

# Student Support & Anti-Fraud Profession Strategies

- Student chapter director
- Student chapter development & support
- Student scholarships
  - ACFE student chapters only
  - Any students
- Presentations at fraud classes
- Student discounts
- Student work scholarships
- Student chapter members Spring & Fall Resume Blast
- Support annual career fair day / student nights
- University Liaison Director
- Encourage students to attend and volunteer at the large chapter level



# Leadership & Board Strategies

- President must set the vision, tone and energy level
- Housecleaning & dead weight
- Continuously encourage support and volunteerism
- Everyone must contribute
- Volunteerism is exactly that, not a paid benefit
- 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
- Recommitment
  - annually, bi-annually, quarterly
- Annual action item timeline
- Board generated job descriptions and responsibilities
- Redundancy
- Never say no to a volunteer, there is always room
- Energy and excitement begets energy and excitement
- Sometimes a single person must pull all of the weight of the sleigh until momentum builds and it begins to accelerate down the hill

# Networking Related Strategies

- Time provided at every meeting
- Recognize the achievements of our members
- Feature a member in a special section of our newsletter
- Encourage participation on LinkedIn, Twitter
- Hold low or no-cost social events.
- Community service initiatives
- Hold a cocktails-style of event
- Created focus groups
- Happy hours
- Business sponsored networking events
- Require board members to work the tables at events starting with personal introductions
- Greeters at every event

# Misc. Chapter Related Strategies

- Encourage members to invite young professional or bring a guest
- Website advertising
- Luncheon/event sponsorships
- Newsletter advertising
- Scholarships/sponsorships
- Board members & volunteers get free advertising
- Other ideas?

# Why Should I Become A Member?

- We offer exceptional networking and training opportunities at a very reasonable price.
- Free professional listing in the chapter newsletter.
- With a very diverse membership we offer excellent opportunities for networking.
- Our presentations and training courses have an excellent reputation for quality and value.
- Members of the local chapter also get preferential rates on training.
- The ACFE teaches fraud prevention, detection and deterrence. It offers a valuable certification which has multiple benefits including increased earnings, advancing the career, gaining professional credibility and it makes a professional distinguished among others.

# Why Should I Become A Member?

- Allows you to gain educational and industry insight into fraud trends and topics.
- Chapter member pricing for certain events.
- Placing their contact information on the chapter website.
- Access to a library of fraud related information and videos.
- Opportunity to get involved in our chapter as an officer or committee chair.
- The ability to listen to high caliber speakers from different groups that deal with fraud issues.
- Support local anti-fraud students through speaking, mentoring and an annual scholarship.

# Why Should I Become A Member?

- The opportunity to volunteer in different community events and to participate in fraud task force, as needed.
- Notifications to membership regarding discounts and special offers, employment opportunities and support for their investigative needs from a group of experts.
- Leadership opportunities available working with our various outreach programs.
- We let them know that the chapter members provide them with additional resources for contacts and guidance with cases they may be working on or potential sources for new cases.
- The chapter also provides opportunities to give back to the community in a variety of ways - through our universities, local businesses, elderly community and many other ways.

# Why Should I Become A Member?

- We provide a mentoring/shadowing program which would help students and second career individuals.
- Expanded circle of anti-fraud related contacts in the area.
- We provide examples of our membership - local and federal law enforcement, CFEs in public accounting, investment advisors, bank security professionals, academics and students, and internal auditors - we bring together folks from all walks of fraud investigation.
- We offer enough CPE to meet the certification requirements.
- Gain professional organization experience by volunteering with the chapter.
- Contribute to fraud awareness training for small businesses, civic groups, churches, etc.

# Questions?