

## Awards Selected by the Chapter Coordinating Committee

### **Chapter Awards**

The Chapter Coordinating Committee Steering Subcommittee is responsible for selecting the recipients of the following awards: Outstanding Small Chapter and Outstanding Medium Chapter. From time to time, a Most Improved Chapter Award may be presented.

Outstanding Chapter Award recipients will be selected on the basis of information provided on the Outstanding Chapter Award Entry Form.

**Most Improved Chapter:** Selected when appropriate to acknowledge a chapter that significantly advanced its services to members and the community in a given year.

**Presentation:** All chapter awards will be presented at the TXCPA Annual Meeting with sufficient information about achievements to acknowledge the chapters receiving the award.

**Recognition of Chapter Award Recipients:** The chapter president whose leadership was instrumental in the chapter's receipt of the award will receive a plaque. The chapter will receive appropriate recognition.

All award recipients will be acknowledged by a brief account of accomplishments that resulted in receiving the award. Awards and their recipients will be publicized in appropriate TXCPA publications.

**YEAR-END REPORT FORM  
2022-2023 OUTSTANDING TXCPA CHAPTER AWARD**

**DUE: MAY 20, 2023**

This form constitutes the chapter annual report.

**Entry form must be received at TXCPA by midnight, May 20, 2023, to be considered for an Outstanding Chapter Award.**

Please complete this form and email to Rori Shaw (rshaw@tx.cpa).

By sending it to TXCPA, the chapter agrees to allow the completed form to be posted on the Internet after it is received.

**Chapter:** TXCPA East Texas

**President:** Misty M. de Wet, CPA, CIA

**President email:** Misty.deWet@southside.com

**Executive director/secretary:** Rori Shaw, CAE

**Executive director/secretary email:** rshaw@tx.cpa

**Please fill in the following:**

Number of members June 2022:	<u>903</u>
Number of members April 2023:	<u>911</u>
Number of new members:	<u>64</u>
Number of member reinstates:	<u>19</u>
Number of hours of CPE programming provided by chapter:	<u>72</u>

**List your chapter goals for each area listed below and provide details on the outcomes, any available metrics, and information about the work done towards these goals.**

**Community and Membership**

**1. Maintain the milestone of 900 chapter members.**

We achieved and surpassed our goal! We currently have 911 members! The chapter reached out to prospective members and connected with students at universities within the chapter to tell them about free student membership.

**2. Achieve 92% overall retention of chapter members.**

The chapter reached its goal of 92% overall retention of chapters members. The chapter board worked hard to reach out to those who had not renewed their membership before drops in September. The chapter president reached out to new licensees each month welcoming them to membership and to give more information about how to engage with the chapter.

**3. Provide opportunities for members to be involved in both advancing the profession and serving the community.**

Action items included providing a community service project for chapter participation during CPA Month of Service, continuing to grow the leadership program offered by the chapter for the development of young CPAs; and offer a social event(s) for participation by members and students.

- The chapter hosted a toy drive benefiting Toys for Tots in December for TXCPA's Month of Service. Chapter members could buy money-minded toys from the chapter's Amazon Wishlist or bring a toy to the chapter happy hour on December 2. We delivered two big boxes of toys to the warehouse in Tyler!
- The 2022 TXCPA East Texas Leadership Day was Friday, December 2 in Kilgore, TX. This program was designed for young and aspiring CPAs with less than five years of work experience (or working toward a senior level position) in both public accounting and business/industry/government. The program focused on building confident, strong and effective leaders. Brian Brandt from Core Insights was the trainer. There were 17 participants.
- The chapter hosted a Holiday Happy Hour in Kilgore after Leadership Day on December 2.
- The chapter hosted happy hours in Tyler, Longview and Nacogdoches in May.

## **Pipeline**

**1. Continue, grow and strengthen Accounting Career Awareness (ACE) program and engagement with local high schools, junior colleges and universities.**

The chapter created a list of all high schools and junior colleges in the chapter region. The chapter sent an email to all school districts in the chapter area offering presentations to schools on careers in accounting and/or financial literacy. The chapter made presentations or attended career fairs in Kilgore, Nacogdoches, Malakoff, Winona, Emory, Center, Chapel Hill, Tyler, Lindale, Huntington, Lufkin, Tyler, Hallsville, Whitehouse and Groveton.

**2. Continue providing local scholarships with a fundraising goal of \$45,000.**

The 2022 Tal Glenn Memorial Golf Tournament was October 24 at The Cascades in Tyler. The money raised at the tournament is used to provide scholarships for outstanding accounting students from East Texas or attending East Texas universities. Since inception in 1996, TXCPA East Texas has provided more than \$300,000 in scholarships. The tournament is a continued success and this year there was a 19% increase in net revenue. There were 34 sponsors and 26 teams this year. There was a revenue of over \$45,000 with a net revenue of more than \$34,000.

For the 2022-23 school year, the chapter awarded \$30,500 in scholarships to 13 deserving accounting students at four local universities.

### **Advocacy**

**1. Achieve PAC contribution goal for 2022-23 of \$4,785.**

The chapter fell short of our PAC goal but did raise \$2,610, which was 55% of our goal. The chapter include blurbs in newsletters, sent letters to past contributors in February and sent eblasts during the year encouraging PAC donations.

### **Learning**

**1. Provide high-quality CPE that is accessible and affordable for members by providing at least 80 hours.**

The chapter offered 80 hours of CPE. Courses included Governmental Accounting and Auditing, Tax Resesarch, Performing Review Engagements, Construction Contractors, three Federal Tax Updates in Tyler, Longview and Lufkin and the annual CPE Expo.

**OPTIONAL: List any other activities, programs and services not mentioned above in your goals that were offered by the chapter (or new to the chapter).**

- At TXCPA's Annual Meeting of Members on July 1, 2022, TXCPA East Texas was names Medium Chapter of the Year!
- One TXCPA East Texas member was selected as 2022 TXCPA Rising Star: AJ Evans!
- We have representation on the TXCPA Board of Directors.
  - Kathy Kapka (past TXCPA chairman), Brandon Mays, Stephanie Morgan, Kelly Noe, Keith Pfeffer, Royce Read, Tom Seale, Mike Thomas, Veronda Willis and Misty de Wet served terms as a TXCPA Directors this year.
  - Amy Taylor served on the TXCPA Executive Board.
- Seventeen chapter members serve on 26 TXCPA committees and 30 chapter members served on TXCPA East Texas committees. Volunteers are the heart of TXCPA East Texas, and we offer several ways for members to get involved!