

## 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 Permian Basin

**President:** Derby Gallo, CPA

**President email:** derbygallo@gmail.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>486</u>
Number of members April 2023:	<u>491</u>
Number of new members:	<u>57</u>
Number of member reinstates:	<u>13</u>
Number of hours of CPE programming provided by chapter:	<u>40</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. Expand our reach and grow membership. Achieve the milestone of 500 chapter members.**

The chapter increased membership by almost 1.02% but did not reach the milestone of 500 chapter members. The chapter reached out to prospective members and board members sent a personal

invitation for membership to CPAs they know who were not members. Members also connected with students at universities within the chapter to tell them about free student membership.

**2. Achieve 90% overall retention and actively engage with new licensees.**

The chapter reached 89% overall retention of chapters members as compared to 87% overall retention of chapter members last year. We fell just short of our retention goal. 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. New licensees were recognized and invited to the year-end luncheon.

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

Action items included providing at least two community service projects for chapter participation during the year; two chapter networking events to create engagement; exploring opportunities to partner with other local organizations; and creating a Leadership Day to connect with local young professionals to build confident, strong and effective leaders.

The Young and Emerging Professionals Committee hosted events throughout the year including:

- Keep Midland Beautiful in October and April.
- The Season of Sharing Food Drive benefitting the West Texas Food Bank was October 31 to November 11. The chapter had a goal of \$2000 for the virtual food drive and we collected over \$3000!!
- Co-hosted a headshot happy hour with PASB!
- December was TXCPA Month of Service. This dedicated month of service allows the accounting profession to come together to make a difference through service in their local communities. TXCPA encourages chapters to include a financial literacy component in their service programs. This year, TXCPA Permian Basin donated money-minded books to four local school libraries.
- The committee also hosted the chapter's first ever Leadership Day. The program was designed for new and aspiring CPAs working toward a senior level position in either public accounting or business/industry/government. PJ Dunn lead attendees through topics like what effective leadership looks like, leadership styles and practice, communication styles of great leaders, barriers to great leadership and how to know when you have become a great leader. The day also included two hours with a local twist. Colin Sewell gave a presentation on leadership and Kirk Edwards talked about the oil and gas industry and the region! There were 16 participants.
- The committee hosted a happy hour after Leadership Day and after the chapter's Member Appreciation Day.

## Pipeline

### **1. Create a Pathway to CPA guide for local accounting students to help them be CPA Exam ready when graduating.**

A new Pipeline Committee was created to engage the next generation of CPAs and work to provide student outreach and support accounting career education. The committee has been working all year to create a Pathway to CPA guide for local accounting students to help them be CPA Exam ready when graduating. We will roll out the guide this summer to students before the fall semester starts. The guide includes a course schedule starting their junior year that provides a semester by semester breakdown of how to reach 150 hours, a road map for their last semester of when and how to apply to sit for the CPA Exam, where in the Permian Basin they can get photos and fingerprinting, CPA Exam Review Courses and the discounts you can get through TXCPA membership, a sample Application of Intent and the Application of Intent instructions plus various other documents.

### **2. Increase engagement with local high schools and junior colleges by establishing strong relationships with teachers and accounting professors.**

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 Midland, Greenwood, Odessa and Stanton. The chapter identified and created a list of key contacts from each junior college in the chapter area. The chapter sent an email to these contacts in fall and spring about membership opportunities and TXCPA virtual events as well as ways to partner during the school year. Faculty from Midland College attended the Shrimp Boil in September. The Chapter Executive Director also met with faculty and/or staff at both Midland College and Odessa College during the year to maintain strong relationships. Board members attended the Odessa College President's Reception.

### **3. Engage students and provide them with opportunities to connect and interact with CPAs in the chapter by reaching over 100 business students.**

- The chapter hosted the 35th Annual Shrimp Boil – 140 local CPAs, students and guests. TXCPA Chair-elect Tim Pike and TXCPA President and CEO Jodi Ann Ray joined us for the evening.
- The chapter hosted a "Meet the CPAs" panel discussion and networking event on October 25 providing students with the opportunity to meet local CPAs and offering resume booklets to CPAs in attendance. There were more than 50 CPAs and students in attendance.
- The chapter hosted three CPA Chats sessions on campus for students to talk to local CPAs about taking the CPA exam and working in public accounting and industry.
- The chapter hosted a CPA2B Bootcamp on January 27 for UTPB students. There were 22 students in attendance. CPA2B Bootcamp is a one-day program designed to provide students with career resources while building awareness of TXCPA and TXCPA Permian Basin as their professional partners for life. Students enjoyed a session on how to be better equipped to communicate effectively and professionally from Dave Adcox, as well

as the process to apply to sit for the CPA Exam from Donna Hiller, TSPBA Director of Qualifications. Students also heard from a panel sharing their experiences in studying and preparing for the exam.

- Accounting students are invited to participate in community service projects and chapter networking events. UTPB students participate in our Keep Midland Beautiful events and our annual food drive.

#### **4. Provide local scholarship funding by raising \$16,000.**

During the chapter's 2022 Accounting Scholarship Drive, more than \$22,000 was raised for scholarships for local accounting students. The chapter provided \$21,500 in scholarships to students at UTPB, Midland College, Odessa College and Howard College. The remaining funds will be put toward scholarships in 2023-24.

### **Advocacy**

#### **1. Achieve PAC contribution goal for 2022-23 of \$2,271.**

The chapter received \$2,850 in PAC contributions and surpassed their PAC goal! The chapter included blurbs in newsletters, sent letters to past contributors in February and sent eblasts during the year encouraging PAC donations.

### **Learning**

#### **1. Provide local and live high-quality CPE that is accessible and affordable for members by providing 70-75 hours of programming.**

The chapter offered 40 hours of CPE including the 2022-23 CPE Expo, Federal Tax Update and Member Appreciation Day! The chapter also utilized their CPE Partnership with TXCPA to offer two, 4-hour courses.

### **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, chapter member Larry Edgerton received TXCPA's Distinguished Member Award.
- Three TXCPA Permian Basin members were selected as 2022 TXCPA Rising Stars: Derby Gallo, Kristie Jumper and Alba Priest!
- We are so proud of the UTPB Accounting Association. This year at UTPB's 2023 Student Engagement Awards, they received Outstanding Commitment to UT Permian Basin Values. TXCPA Permian Basin is proud of this talented group of young leaders!
- We have representation on TXCPA Executive Board and TXCPA Board of Directors.
  - Jimmy Hudson is served his final year of a three-year term on the TXCPA Executive Board

- Kate Devey, Larry Edgerton (past TXCPA chairman), Elena Levario, Billy Kelley, Chad Valentine and Derby Gallo served terms as a TXCPA Directors.
- Thirteen-chapter members serve on 12 TXCPA committees and 27 chapter members served on TXCPA Permian Basin committees.