



**CHAPTER
LEADERSHIP
SUMMIT**

November 12, 2021

**AMERICAN
PAYROLL
ASSOCIATION**

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WELCOME TO THE CHAPTER LEADERSHIP SUMMIT

Dear APA Chapter Leaders,

It is my pleasure to **welcome you to the American Payroll Association's Virtual Chapter Leadership Summit!**

APA is happy to once again be able to bring you this **unique, chapter-focused educational event**. Today will include **great chapter education** and **interaction** among your fellow chapter officers from across the nation.

Affiliated **chapters are the heart of our organization**. Attending this event shows you want to **shape and grow your local chapter** to be the best it can be. We hope you take home valuable information from not just the formal training sessions, but also practical knowledge you gain from one another.

On behalf of myself and everyone at APA, we cannot **thank you** enough for your **dedication, diligence, and hard work** toward to common interests of your Chapters and the APA. Particularly over what we have experienced in 2020 and 2021, APA affiliated **chapters have shown remarkable creativity and resourcefulness!** While the Chapter Leadership Summit has several presentations, this is an excellent format to **share your unique experiences**, so that all APA chapters can learn from your chapter's uniqueness.

We are so very proud and appreciative to have the **support and sponsorship of Wisely by ADP**. They understand that APA chapters are the lifeblood of our payroll community nationwide. Please join me in big thanks for Wisely by ADP!

Thank you for joining our Virtual Chapter Leadership Summit. My very best wishes to each of you and the members of your chapter. I hope to see many of you at the 40th Annual Congress in Las Vegas, May 10-13, 2022, where we will reunite in person for the first time in three years. Exciting!

Kind Regards,



Dan Maddux
Executive Director
American Payroll Association

AGENDA

FRIDAY, NOVEMBER 12

Eastern Time

10:00 a.m. - 10:10 a.m.

Welcome

Eileen Gaughran

*Sr. Director, Customer Service, Publications,
Vendor Relations
American Payroll Association*

Kim Sergent

*Sr. Director, Employee Financial Solutions
Wisely® Pay by ADP®*

10:15 a.m. - 11:15 a.m.

Chapter Brand and Marketing

SESSION HANDOUT

Ansleigh Smith, CPP

Board of Advisors, Region 8

To effectively market your chapter and attract both members and sponsors, it is important to establish your chapter's brand. This session will guide you on understanding what you want your brand to be, how to keep it aligned with your objectives and values, and effectively promote it through different platforms and tools.

11:20 a.m. - 12:20 p.m.

Chapter Leaders Knowledge Transfer

SESSION HANDOUT

Kevin Valuet, CPP

Board of Advisors, Region 7

Are the leaders in your chapter sharing knowledge, ideas, and experiences to grow and develop officers from the membership? A smooth transition is important to the future success of the chapter and new chapter leaders. Learn ways to make the officer transition an easy process.

1:30 p.m. - 2:30 p.m.

Fiduciary Responsibility

SESSION HANDOUT

Stephanie Salavejus, CPP

*Vice President and COO
PenSoft*

Gain a better understanding of the important, and often challenging, financial considerations faced by chapters. Find out how to obtain and maintain your chapter's tax-exempt status, as well as relieve some of the apprehension surrounding IRS Form 990 filing and responsibilities.

2:35 p.m. - 3:05 p.m.

Finding a Sponsor Panel Discussion

Mark Coindreau

*Director, Chapter Relations
American Payroll Association*

Susan Garcia

*Sr. Manager, Vendor Relations
American Payroll Association*

George Mavrantzas

*Vice President, Strategy and Thought Leadership
Wisely® Pay by ADP®*

Carrie Hovell, CPP

*Payroll Benefits Manager
Infinitive, Inc.*

Chat along with our panelists for this interactive session as they discuss how best to find sponsors for your chapter and chapter events.

3:10 p.m. - 3:20 p.m.

Closing Remarks

Eileen Gaughran

*Sr. Director, Customer Service, Publications,
Vendor Relations
American Payroll Association*

Kim Sergent

*Sr. Director, Employee Financial Solutions
Wisely® Pay by ADP®*

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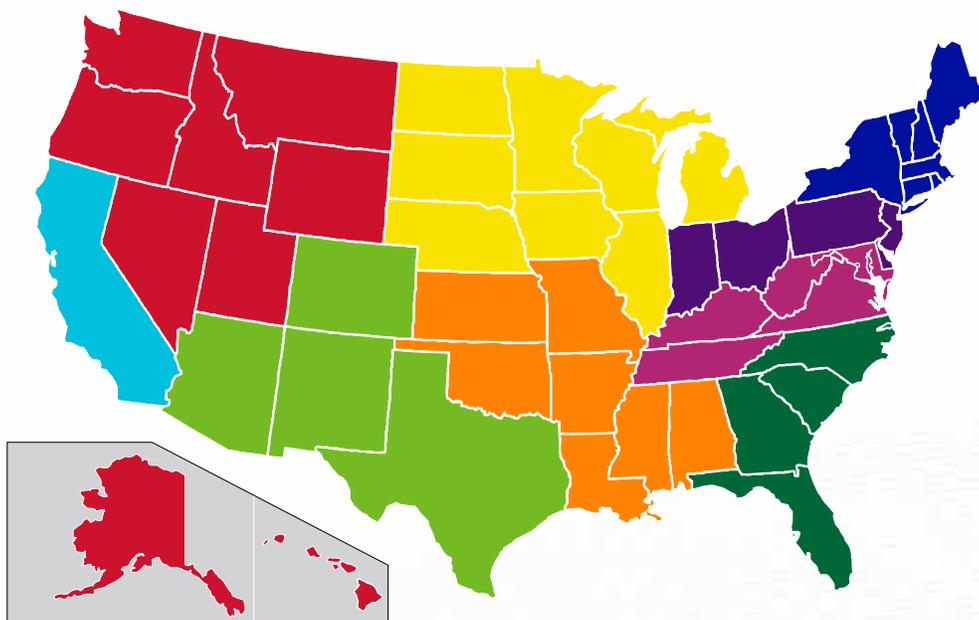
REGION 9

Karen Settembrino, CPP

knskonsulting@gmail.com



LOCAL CHAPTER REGIONAL MAP



CLICK REGION NUMBER FOR MORE INFORMATION

Region 1

Region 2

Region 3

Region 4

Region 5

Region 6

Region 7

Region 8

Region 9

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Whether it's a box office blockbuster
or paying the workforce in the U.S. and
abroad - **THE SHOW MUST GO ON!**

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Registration includes **TWO** virtual bonus events when you **register by March 4, 2022!**