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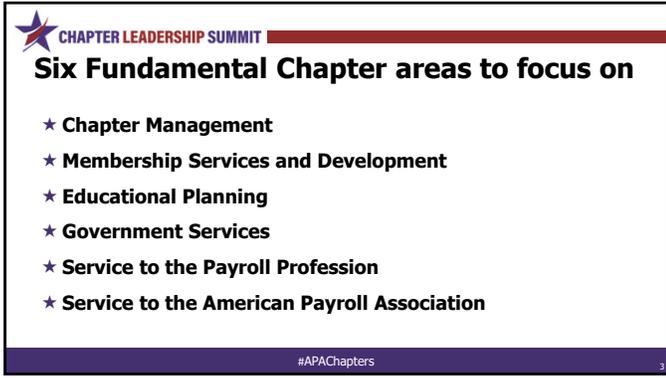
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**CHAPTER LEADERSHIP SUMMIT**

### Six Fundamental Chapter areas to focus on

<p><b>Chapter Management</b> Characterized by volunteerism and measures that keep the needs of the membership as the primary consideration.</p>	<p><b>Service to the Payroll Profession</b> Celebrate the fact that your chapter does provide an important service, and let others know about it.</p>
<p><b>Service to the American Payroll Association</b> This is characterized more by a sense of goodwill and cooperation rather than blind allegiance. Maintaining open channels of communication with APA National representatives can only improve the outlook of your chapter.</p>	<p><b>Government Services</b> You will find APA's Washington, D.C. contingent is the basis for this principle. Foster a relationship with APA's Government Relations Manager, Bill Dunn, CFP, so that your chapter remains abreast of legislative and regulatory initiatives.</p>
<p><b>Membership Services and Development</b> By ensuring that members' needs are consistently noticed and addressed and that new members are welcome, your chapter will continue to grow.</p>	<p><b>Educational Planning</b> Regular chapter meetings form the foundation of your educational plan and are reinforced with CPPI/PC Study Groups and statewide meetings.</p>

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## Chapter Leadership

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**CHAPTER LEADERSHIP SUMMIT**

### Leadership & Teamwork = Success

- ★ Board of Directors
- ★ Bylaws
- ★ Officers
- ★ Committees with Committee Chairs
- ★ Membership

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**CHAPTER LEADERSHIP SUMMIT**

## Board of Directors

- ★ Power and Responsibilities
- ★ Composition
- ★ Election & Term of office
- ★ Meetings
- ★ Voting

**ARTICLE VI – BOARD OF DIRECTORS**  
**Power and Responsibilities**  
 The Board of Directors shall have supervision, control, and direction of the affairs of the Chapter, shall determine its policies or changes therein, shall determine its purposes, and shall have discretion in the administration of its funds. It may adopt such rules and regulations for the conduct of its business as shall be deemed advisable, and may, in the execution of the powers granted, appoint such agents as it may consider necessary.

**Composition**  
 The Board of Directors shall be composed of the Executive Committee and up to five at large Directors. The Executive Committee shall be composed of the following officers: President, Vice President, Secretary, and Treasurer. All members of the Board of Directors shall be elected from the general membership with the exception of the Vice President who the President will be the Immediate Past President. All members of the Board of Directors shall be Regular Members in good standing.

**Election**  
 The Board of Directors shall be elected by a majority vote of Regular and Associate Members present at a regularly scheduled meeting.

**Term of Office**  
 All members of the Board of Directors shall be elected annually by the members at the August meeting. New Officers/Directors shall take office October 1 following elections and serve through September 30 of the following year with a term of one year.

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**CHAPTER LEADERSHIP SUMMIT**

## By-laws

- ★ Review each year
- ★ Do not include specifics that can change often (such as annual fee)
- ★ Ask lawyer or BoA to review
- ★ Know the percentages in order to take and pass a vote

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**CHAPTER LEADERSHIP SUMMIT**

## Officers

- ★ Elections & Term of Office
- ★ Responsibilities

- ★ Job Descriptions
- ★ Expectations
- ★ Removal
- ★ Transition to new officers



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**CHAPTER LEADERSHIP SUMMIT**

### Committees/Chairs & Descriptions

- ★ Chair requirements
- ★ National Member
- ★ Member of the Board
- ★ Attend meetings
- ★ Transition to new Chairs
- ★ Chair requirements
- ★ GLO & NPW Campaign Manager
- ★ Others: Website, Study Group, Educational, Membership, Statewide, Community Involvement, Contest, ByLaws, Program

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**CHAPTER LEADERSHIP SUMMIT**

### Membership

- ★ Member Benefits
  - \* Recognize members, Discounts, Give back
- ★ Mentor & Empower
  - \* Develop Professionally
- ★ Recruit volunteers
- ★ Membership growth and Retention
  - \* Guest Challenge, Alumni Reunion, Survey



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**Chapter Marketing**



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**Maintain your interest and enthusiasm – these are the most essential ingredients in starting a successful local chapter of APA. You'll find that your desire can become contagious if you have a positive attitude!**



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**CHAPTER LEADERSHIP SUMMIT**

### Who should Market the Chapter?

- ★ **Everyone associated with the chapter should market!**
  - \* Key tips to energize a chapter
- ★ **Vendor Relationships**
  - \* Feature vendors, Speakers and Sponsorship
  - \* Vendor User Group Meetings and Education Meetings
- ★ **Employers, Schools and Public Locations**

*"The future of marketing is leadership"*  
-Seth Godin

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**CHAPTER LEADERSHIP SUMMIT**

### How to Market?

- ★ **Traditional:**
  - \* Brochures, Newsletter, Mailings, Merchandise
- ★ **Activities**
  - \* Study Groups, Conferences, Community Services, NPW, Meetings
- ★ **Social Media and Website**



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 CHAPTER LEADERSHIP SUMMIT

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### Lessons learned

- ★ National listing – twice a year
- ★ Chapter Contests
- ★ "Bring a friend"
- ★ Internet search for largest companies
- ★ Local Chambers
- ★ Physical mailings

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## Chapter Operations



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## Education of its members is the foremost goal of APA National



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 CHAPTER LEADERSHIP SUMMIT

### Required Operations

- ★ Education – Speakers, Meetings, Study Groups, NPW
- ★ Excellent Communication
- ★ Get the back office in order
- ★ Officer/Board/Committee Responsibilities defined
- ★ Bonding insurance
- ★ Finances – Dues, Budget, Bank Account, Tax status
- ★ Calendar of events/meetings/Community involvement

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 CHAPTER LEADERSHIP SUMMIT

### Be Prepared

- ★ **Brag about your successes**
  - ★ Educational Grants, Contests, PAYTECH's Chapter Network,
- ★ **Succession planning**
  - ★ Recruiting
    - College students/new Payroll professionals
- ★ **Plan for the future**
  - ★ Hybrid meetings/Virtual voting/Re-Affiliation



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## Chapter Resources available



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**Local chapters - to provide services to the area's APA members that complement the activities of APA**



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**CHAPTER LEADERSHIP SUMMIT**

**APA Guides**

- ★ **National APA**
  - \* Guides & Chapter Policy Statement
  - \* Chapter Leaders Blog
  - \* Board of Advisors/Regional Groups
- ★ **APA Chapters**
  - \* Find a Chapter, Find a Chapter Event, Grow Your Chapter
  - \* Chapter Mentor Program/CHAMPS



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  - \* michelleganzer@gmail.com

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