

## ***APEX MEETING IN WASHINGTON DC*** ***05/05/2016***

*I, along with Ken Kohlhof, EA and other members of the board attended the Affiliate President's Exchange (APEX) Meeting in Washington DC in early May.*

*Leaders from many other affiliates joined us. It's always good to make new connections and to discuss the successes and challenges we each face in our affiliates.*

*Membership, once again, was highlighted as a challenge area and Katrina Holland of NAEA unveiled an ambitious but targeted plan to increase membership and retention of NAEA members. It is something we have been working on within NYSSEA and it's beneficial to now know NAEA's blueprint. The plan requires a great deal of work by both NAEA staff and affiliates, but it does seem that it could be quite successful.*

*We heard from vendors like Gleim, Thomson Reuters, Canopy, and GetNetSet, each of which offer helpful products for our members' practices.*

*We also heard from Gigi Jarvis at NAEA who reviewed a slew of wonderful PR tools at our members' disposal and I have encouraged NYSSEA board members to discuss those at chapter meetings and other events.*

*We had a lively breakout session to discuss, once again, how to communicate the value of NAEA membership and other tools and things we could possibly implement to illustrate or enhance the value.*

*All in all, it was a helpful event as an affiliate leader. After APEX, we enjoyed the installation banquet where the new 2016-2017 NAEA Board of Directors became official. Lastly, several of us remained in DC to attend the NAEA Board Meeting. I encourage all members to peruse the board meeting packets found on NAEA's website.*

Ann Kummer, EA, CPA  
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