Chapter Management Session  
Hyatt Regency Houston  
Imperial Ballroom East & Center  
Thursday, October 20, 2022  
9:00 AM – 12:00 PM

9:00 – 9:05 AM   
Welcome Remarks  
Marco Corona, CFRE, Vice Chair, Membership Division

9:05 – 9:10 AM   
Welcome Remarks  
Mike Geiger, MBA, CPA, President and CEO

9:11 – 9:15 AM  
Table Icebreaker: *What sport would you compete in if you were in the Olympics?*   
  
9:16 – 9:30 AM  
AFP Global Updates  
Allison Sedwick, Director Chapter Engagement

1. Upcoming Deadlines and New Leadership Year Orientation
2. 2022 Ten Star Requirements
3. 2022 IDEA Champion Requirements
4. Chapter Visits – Member Value and Strategic Planning
5. Q&A

9:31 – 10:30 AM   
Scott Seril Membership Marketing presentation and Q&A

10:31 – 10:45 AM   
BREAK

10:46 – 10:59 AM   
Table Discussion: What are your chapter’s greatest successes with engaging members? What keeps them coming back?

11:00 – 11:14 AM   
Table Discussion: What steps does your chapter take to on-board new members?

11:15 – 11:44 AM   
Adrienne McDade-Taylor presentation and Q&A

11:45 – 11:59 AM   
Table Discussion: How is your chapter recruiting new and highlighting recently joined members from diverse communities?

12:00 PM  
Adjourn