

## **Nominee for Director**

### **Catherine A Bostock-Hudy, EA**

#### **Biography**

Catherine received her Associate Degree in Business Administration from SUNY-Adirondack in Queensbury, NY. She continued her education and received her Bachelor of Science Degree in Business Administration from Green Mountain College in Poultney, Vermont. Catherine also taught the Tax Compliance Course as an Adjunct Professor at SUNY-Adirondack for four years.

Catherine started CBH Business Services, Inc in 1998 after working for a manufacturing company for nearly two decades. She acquired a wide range of experiences in the Finance Department, starting as a Financial Analyst and through the years being promoted to Plant Controller.

When Catherine started CBH Business Services, Inc in 1998, her focus was on individual and business income tax returns and bookkeeping for small businesses. She became an Enrolled Agent in 2005, and NTPI Fellow in 2012 and has served on NAEA Education and Membership Committees. She is also a past President of the Northern New England Society of Enrolled Agents. Catherine was elected to the NAEA Education Foundation Board of Trustees in 2015.

#### **Statement of Goals**

1. Develop programs to recruit new members
2. Develop sources for potential non dues revenue

#### **What needs to change at NAEA and how would you contribute to that change?**

Our membership at NAEA has been shrinking, in part, due to the average age of the Enrolled Agent; and in part, due to lack of perceived value. We need a much better understanding of who our members are and what our members want. NAEA has been utilizing a Value Proposition Task Force and has recently done a survey of Enrolled Agents. We should utilize this information to engage existing members by providing educational and other programs that they are looking for. We should also use this information to engage non-member Enrolled Agents.

We also need to develop the next generation of Enrolled Agents. We can do this by developing partnerships with vendors, mentorship programs for non Enrolled Agents to help them through the SEE Prep Review and Exam. By bringing people into the community and engaging them before becoming an Enrolled Agent, we have an opportunity to develop a future member.

Additionally, we need to look at current educational offerings. I am an NTPI Fellow (2012). I would like to see NAEA offer advanced income tax preparation courses. I believe if NAEA can expand its educational offerings, they will be able to increase non dues revenue.

I have many ideas to share and would like to work collaboratively with the next Board of Directors to achieve results.