

Nominee for President-elect

Cynthia Leachmoore, EA

Biography

Thank you for this honor.

I have been an NAEA member since 1999 and am both an NTPI and SSLA graduate. I am currently the NAEA Secretary and have held various committee positions. I am a subject matter expert on community property and worked with NAEA to redesign IRS Form 8958. I serve on the California Franchise Tax Board Advisory Board.

Among my other non-profit work is serving as President of the California Society of Enrolled Agents for two terms.

I currently serve on the Santa Cruz Diversity Center Advisory Board. I also served as Trustees chair at my church, where I brought the organization from a deficit to a half-million-dollar surplus within a four-year period. My leadership style is open and collaborative, and I know that an association thrives best when all members have a voice and the leadership listens. I have a bachelor's degree in Business.

Statement of Goals

A leadership culture that values robust collaborative discussion, consensus, and support of one another.

A Board that is strategically thinking toward the future, and staying present with our members by taking a genuine interest in what membership is like from their perspective.

Expanded benefits and member services, and better communication to members about programs and our advocacy efforts. We must also have a more consistent method of soliciting feedback about their membership experience.

More progressive and creative ways for our members to interact that meet them where they are.

A website that is more intuitive.

Last, we must be unflinching in our commitment to openness, inclusion, diversity, and equity, and have the hard conversations about ways that NAEA needs to change to accomplish this. We must dissolve any perception that our organization does not care about its members and its volunteer leaders. Only then will we be truly great.

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

Current and prospective members are neither loyal nor attracted to an organization that does not meet their needs. We need to rise to a new level of relevance to meet today's – and tomorrow's - member expectations. How?

First by offering education, leadership/professional training, and mentorship programs geared toward financial success at all phases of their careers. New – or even seasoned EAs will not seek us out if we in essence send them to other organizations for these things.

Second, NAEA has 36 affiliates, that comprise about ¾ of our membership, and members in 14 unaffiliated states that make up the balance. While some affiliates prosper, others struggle with leadership and member connections. Providing support to leaders and assisting member interaction will bolster leadership morale and restore community. Assisting and connecting members in unaffiliated states will help them develop peer networks, the backbone of our organization.