

Nominee for Director

Gerri Bowman, CPA EA USTCP

Biography

Making the decision to leave a firm I worked for 22 years to open my tax office in 2011 was less daunting because of the support I had from my network of NAEA peers and genuinely believe my NTPI experience altered the course of my life as a tax professional. My NAEA network began forming in 2006 while attending NTPI Level 1 and continues to grow as I meet more members while serving on NAEA committees including NTPI Planning, Finance, Ethics, and Nominating Committee. I'm grateful that NAEA and its members have had such an impactful role in my professional development and feel joining NAEA was the best professional decision I've ever made. I would be honored to be selected to serve the membership as a Director of NAEA.

Statement of Goals

A musician performing at a small show claimed he was playing for the people who were present, not for the empty seats. I'd like to help NAEA focus on the members who are present and not worry so much about those who aren't.

- Growing membership occurs organically when current members enjoy their experience in the organization and tout that NAEA experience to their peers; therefore, we need to make the member experience enjoyable.
- Renewals occur when people feel they received value for their money and when they have felt valued by the organization; therefore, we must provide value.
- Engaging newer members and encouraging all members to become involved in their organization gives all members purpose, and many hands make light work; therefore, we need more members to become and remain involved.

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

We can do a better job of helping our members see the value of membership. NAEA exists simply because its current members see value in belonging to the organization. We need to increase engagement and encourage members to get involved. Whether members are most interested in education, advocacy, writing by-laws, etc., we must encourage folks to serve the organization in some capacity so we can get to know them and vice versa. Peer-to-peer networking is by far the greatest value one will acquire from membership in any organization. Our next group of leaders will emerge because someone planted seeds in the members' ears about getting involved. I will contribute by planting as many seeds as possible to encourage member engagement and involvement. We need to promote the value of the membership but, more importantly, we must promote the value of the member to the organization.