



**ACFE**<sup>®</sup>

Association of Certified Fraud Examiners

**ASSOCIATION OF CERTIFIED FRAUD EXAMINERS**

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## **Chapter of the Year Central Ohio Chapter**

### **How many educational/training events did the nominee hold in 2019?**

The Central Ohio Chapter offered 68 CPE hours of content within six training events spread throughout the year. Not only did we offer a wide-variety of content options, but also invested more than \$50,000 to bring many of the most coveted speakers the industry has to offer to the Central Ohio area – allowing for training opportunities many would not otherwise have. Our flagship event, titled, “19th Annual Emerging Trends in Fraud Investigation & Prevention Conference,” includes five general sessions and 30 breakout sessions. This conference is attended by more than 650 attendees which is the largest chapter event within the U.S.

### **How does the nominee share information with members and/or the public?**

The Central Ohio Chapter regularly shares information with members and the public through our [website](#), bi-monthly newsletter, and we are very active on social media. We utilize [LinkedIn](#), [Instagram](#), [Twitter](#), and [Facebook](#).

### **Briefly describe the outreach/community service projects in which the nominee has been involved that have resulted in a recognized improvement in the community.**

Fraud Week Billboard Campaign - We invested significant time and resources to plan and run an 8-week COST of FRAUD public awareness campaign. This campaign involved 12 billboards, daily social media activity, [COSTofFRAUD.com](http://COSTofFRAUD.com) website, and more. This campaign was built using behavioral science strategies to help directly reduce fraud within our community and beyond – fighting against social norming and perceptions of a lack of consequences. In Central Ohio, we had an estimated 4 million impressions of our various billboard designs. Across the globe, we had more than 50,000 social media impressions. We used creative designs to attract the average person, such as our Monday “Thought YOU were having a rough Monday morning?” design with an image with a person in a suit with handcuffs. Tuesday’s design was “What would YOU miss most on Tuesdays?” with an image of a large taco. Wednesday’s was “Half way through Fraud Week. Have you visited [COSTofFRAUD.com](http://COSTofFRAUD.com) yet?,” and more. Not only were these billboards designed to promote the chapter, the ACFE, and Fraud Week, but they were also designed to have a direct impact on the average person’s perceived opportunities and ability to rationalize committing fraud. The Ohio Society of CPAs also picked up on the campaign and published an article to their approximately 28,000 members – helping spread the campaign and its impact in our communities.

Kindway EMBARK – The Central Ohio Chapter hosted a silent auction and independently raised over \$1,000 for the Kindway EMBARK (Kindway) program during a chapter event. Kindway is an innovative offender reentry program that works with men and women returning to Central Ohio. Offenders receive guidance and support as they navigate their journey from incarceration to independence. Kindway has a total program recidivism rate of 3.8%. This is amazing, as the Ohio recidivism rate is 31 percent within three years of release. The funds we raised have a positive impact on the community in an area directly impacting fraud risk. Kindway also posted their appreciation for our chapter on social media for helping them continue their important mission.

Double Platinum Foundation Donation – We received recognition and a trophy from the ACFE at the 30<sup>th</sup> Annual ACFE Global Fraud Conference for our top-level Double Platinum ACFE Foundation donation and have shared this recognition with the community through social media. We also turned the trophy into a traveling exhibit. We took it to our live events and local employers for display. We also continued as a top-level ACFE Foundation donor for a fourth straight year.

Proclamations during Fraud Week – We sought and obtained Fraud Week proclamations from Ohio’s Governor and Lt. Governor, and Columbus’s mayor. We shared these proclamations with the community through social media and framing these proclamations and also turned them into traveling community outreach pieces by displaying them on stands at events and local employers.

**What has the nominee done to promote the CFE credential to ACFE members in the chapter's geographic area?**

The Central Ohio Chapter promoted the CFE credential to ACFE members in several ways during 2019, including:

- Posting a string of social media posts leading up to Fraud Week in an effort to inspire ACFE members in Central Ohio and beyond to earn the CFE credential. Messaging included the following:
  - o “You don’t have to be great to start, but you have to start to be great.” – Zig Ziglar
  - o “The best time to plant a tree was 20 year ago. The second best time is now.” – Chinese proverb
  - o “The way to get started is to quit talking and begin doing.” – Walt Disney
- Ruffled three *CFE Exam Prep Courses* and donated two *Prep Courses* to be utilized as silent auction items to raise money for a local charity
- Handed out the ACFE’s CFE credential brochures at chapter events and the Central Ohio IIA Chapter’s annual conference
- Publicly recognizing new Central Ohio CFEs within our bi-monthly newsletters and posts on our social media accounts for those that passed in the Central Ohio area.

**What has the nominee done to promote the CFE credential to the next generation of fraud fighters?**

Our chapter was a strong promoter of the CFE credential to the next generation of fraud fighters in 2019. For the fourth straight year, the Central Ohio Chapter was a top tier ACFE Foundation contributor. They donated \$11,750 to the ACFE Foundation whose mission is to increase the body of knowledge of the next generation of fraud fighters and help ensure the continued

advancement of our profession. This donation brought our donation total to \$40,000 over the past four years – which is the most a chapter has donated over this period.

Our chapter offers discounted memberships for students, making participating within our chapter very inexpensive. A board member has been proactively reaching out to local colleges and universities, sharing the benefits of ACFE and chapter membership through conversations and a chapter brochure customized for students and growing their student membership. As part of this initiative, we also presented at a local university about fraud examination careers and the CFE credential – opening their eyes to our exciting and rewarding profession.

**What has the nominee done to promote the CFE credential to non-ACFE members?**

The Central Ohio Chapter was very successful in promoting ACFE membership to non-ACFE members during 2019. This is highlighted by growth from 119 members at the end of 2018 to 160 at the end of 2019, or a one-year 34% increase and two-year 125% increase.

During our annual conference, we promoted ACFE membership to more than 650 anti-fraud professionals from Ohio and beyond in attendance through various means, such as giving away ACFE merchandise and materials, and Central Ohio ACFE Chapter branded swag items,. The items were laptop camera covers, notebooks, pens, water bottles, and bags. Hundreds of these anti-fraud professionals were non-ACFE members that were provided strong exposure to the ACFE.

We also promoted ACFE membership at the Central Ohio IIA Chapter's annual conference. As an exhibitor we handed out swag items and ACFE materials.

**What kind of networking opportunities does the nominee provide for members?**

We provided a variety of networking opportunities for our members during 2019. We hosted a Fraud Behavioral Science Think Tank that had two non-CPE hours that allowed an opportunity to have attendees have strong interaction with around five other attendees for two hours. We received excellent attendee feedback for this event, with a primary benefit that members had an opportunity to make new strong connections.

We hosted a free happy hour reception for our members, speakers, and sponsors during the first evening of our annual conference to provide an opportunity for members to have dedicated networking time with fellow anti-fraud professionals. Members also have an opportunity to network for other needs through our chapter's private LinkedIn group.

**What unique benefits does the nominee offer to the members?**

Our chapter provided strong value to our members throughout 2019. Members received pricing of less than cost for all chapter events in 2019, subsidizing training costs for our members while bringing them best in class training opportunities. We began an annual member recognition program where we are now providing chapter membership anniversary lapel pins in five-year increments and offering lifetime membership to those that have been members for 20 or more years.

In addition to our public facing social media accounts, our chapter has a private LinkedIn group providing an opportunity for members to share and find career opportunities and leverage for other needs.

**Has the nominee been of any help to other chapters?**

The Central Ohio Chapter leadership has assisted other ACFE chapters in various ways. We have provided consulting through one-on-one conversations with presidents of several chapters on best practices around event and membership management and growth, speakers, board elections and engagement.

We regularly share event notifications for the ACFE and other chapters' events in the region. We also share speaker recommendations with other chapters using our inventory of speakers.

Our chapter sent four board members to actively participate and one board member to present at the Chapter Leaders Meeting during the *30<sup>th</sup> Annual ACFE Global Fraud Conference*, sharing some best practices and lessons learned, including what we learned from running the largest annual ACFE chapter event in the U.S. We also leveraged these as opportunities to learn how to improve our own chapter and annual conference and gain insights that can be shared with other chapters.

**What qualifies the nominee for the Chapter of the Year award?**

The Central Ohio Chapter's 2019 contributions and successes have positioned our chapter as a strong candidate for Chapter of the Year. For a chapter with success, a strong foundation and history, we have continued to raise the bar and continue to innovate in many ways – highlighted by our substantial growth in membership over the past two years referenced above. That being said, we have had these accomplishments in a much smaller market than many other leading chapters. We have also not only had a strong impact not only in their market, but across the region and globe as well.