

# Chapters Reach Communities Through Service and Education

BY TERESA A. LOPEZ

APA's local chapter members gave back to their communities during National Payroll Week® 2006 through volunteer efforts, fund-raising, and educational outreach.

Chapters generously offer their time and dedication to help others, both during NPW and throughout the year. They focus their efforts at telethons, charities, schools, churches, and nonprofit organizations. Local chapters always make APA members proud by rallying together to show that the spirit of giving and sharing is the greatest gift of all.

NPW also provides an opportunity for chapter members to educate teens, those new to the workforce, and the general public about their paychecks and the importance of the payroll profession. This year, chapter members taught "Paycheck 101" to a record number of high school students throughout the nation. This effort made 2006 the most successful year yet in terms of educational outreach (see the article on the "Money Matters" National Education Day on page 44).

## Drum Roll, Please...

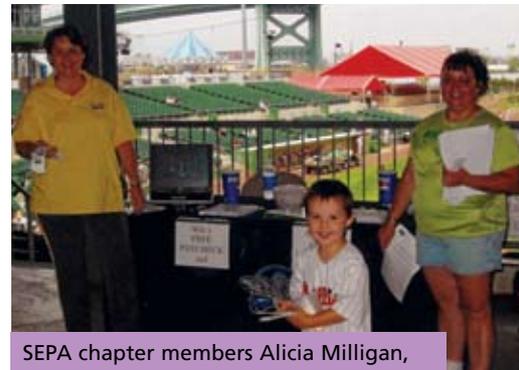
The **First Place** winner in the Community and Educational Outreach Contest is the **Southeastern Pennsylvania Chapter (SEPA)**. SEPA organized a unique list of community and educational outreach activities during NPW.



Taking pledges for the Jerry Lewis MDA Telethon are Southeastern Pennsylvania Chapter Members Alicia Milligan, CPP; Christina Benson; and Laura Benson.

The chapter answered phones for the Jerry Lewis MDA Telethon during the Labor Day weekend and wore their NPW polo shirts on camera. They were even able to get in an on-air NPW promotion during the local broadcast of the telethon! The chapter challenged all the people who receive a paycheck to pledge \$25 to the MDA.

The chapter also set up an NPW marketing table at the Campbell's Field baseball stadium, home of the Camden Riversharks. More than 5,000 people passed by the table on their way into the stadium. The chapter members handed out chocolate coins and chocolate base-



SEPA chapter members Alicia Milligan, CPP; her son Leo Milligan III; and Raeann Hofkin, CPP, hand out chocolates and information before a baseball game on how to take the NPW Survey.

balls along with the NPW online survey Web address and information on prizes. A laptop computer provided access to an NPW-oriented CD-ROM and the Internet for anyone who wanted to take the survey on the spot. An NPW "Getting Paid In America" online survey advertisement was displayed four times on a big screen in the outfield throughout the game, and announcements were made between innings on the field. Information about the SEPA chapter and about "Money Matters" National Education Day was displayed on the marketing table.

Chapter members, along with their "NPW Chicken," braved the wind and rain to participate in the 5K Walk for Polycystic Kidney Disease (PKD). SEPA members said they are passionate about the cause because one of their fellow chapter member's relatives has PKD.

In addition, the chapter held their NPW kick-off Casino Party celebration. More than 80 chapter members and their guests attended the event and enjoyed playing



The Southeastern Pennsylvania Chapter NPW Chicken.

blackjack, Texas hold 'em, craps, roulette, and the SEPA version of "Deal or No Deal." Each person received an NPW pouch with chips to gamble. NPW and payroll prizes were awarded throughout the evening.

In **Second Place**, the **Metro Atlanta Payroll Association (MAPA)** coordinated outstanding educational outreach efforts during National Payroll Week. Several chapter members, along with the Fulton County schools staff and local media celebrities, participated in "Money Matters" National Education Day by coordinating a Financial Literacy Symposium. The efforts resulted in the widest reaching educational outreach (see article on page 44) for this new endeavor!



The Fulton County school district placed information on its Web site about the Metro Atlanta Payroll Association Chapter's "Money Matters" National Education Day event.

The Fulton school district built a Web page to cover the event, promote paycheck literacy, and promote NPW. A link to the live videocast was provided on the Web page. A press release by the Fulton school district went out to all television and radio media outlets. They received recognition on radio station WSB AM 750 from Mike Kavanagh, CFP, of the Money Matters financial talk show. Lisa Poole, CPP, was a guest on the talk show with a question-and-answer period recognizing the "Money

Matters" National Education Day. There was also an announcement on Kavanagh's moneybulletin.com program about the Financial Literacy Symposium. Chapter member Barbara Bozeman, CPP, worked with her company, Imaging Technologies Svc., Inc., to produce 500 copies of the "Money Matters" National Education Day/Financial Literacy Symposium hand-out for the students at the Centennial High School auditorium event. People TV, Atlanta's public access station, broadcast the Fulton County School's Financial Literacy Symposium 14 times during the week following the event.

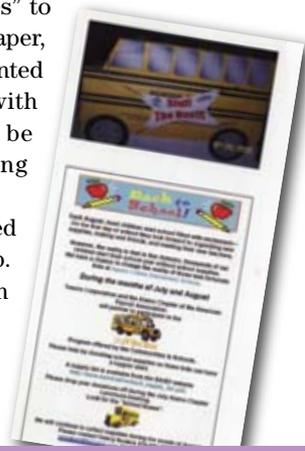
The **Third Place** winner, **The Alamo Chapter of the**

### The NPW Educational Outreach & Community Service Winners include:

- **The Southeastern Pennsylvania Chapter (SEPA), First Place** (won a Congress registration and a certificate)
- **Metro Atlanta Payroll Association (MAPA), Second Place** (won a registration to APA's Preparing for Year-End class and a certificate)
- **The Alamo Chapter of the APA, Third Place** (won a copy of The Payroll Source® and a certificate)
- **The Birmingham Payroll Association and The Greater Milwaukee Chapter, Honorable Mentions**

**APA** out of San Antonio, held a number of unique events that supported the community and education.

The chapter partnered with San Antonio-based Tesoro Corporation, a Fortune 500 company, to encourage members to purchase school supplies for the Agnes Cotton Elementary School as part of the "Stuff the Bus" Program for community schools. The chapter stuffed the "buses" to overflowing with backpacks, school paper, pens, pencils, and crayons. They presented the donations to the school along with additional school supplies that will be used as part of the Tesoro Mentoring Program.



The Alamo Chapter of the APA worked with a Fortune 500 company to purchase school supplies for one local school.

The Alamo Chapter also participated in the "Adopt-A-Highway" trash pickup. Volunteers cleaned a two-mile stretch on a blistering hot day in San Antonio.

More than 15 Alamo chapter members volunteered to work two-hour shifts at the United Way "Days of Caring" Rover Rummage Sale. The Alamo Chapter also partnered with Tesoro Corporation to man the local Humane Society's annual fund-raiser for animals. The volunteers worked to provide cashiering, stocking, and other assistance necessary to help the cause.

The Alamo chapter publicized NPW on the Central Park marquee. More than 250,000 San Antonians were treated to a "rolling" NPW greeting as they drove past a local mall's electronic marquee. The marquee flashed the message "National Payroll Week, September 4-8, 2006, America Works Because We're Working For America!!!" more than 700 times a day.

The Alamo Chapter's Web site also contained the link to the American Payroll Association and NPW Web sites to provide access for members and their companies to take the NPW survey. Many e-mails were sent out to encourage them to participate in the online survey.

In addition, the chapter held an NPW celebration where each attendee received a PayDay candy bar and an NPW pin. A representative from the mayor's office of the City of San Antonio presented the Alamo Chapter with the NPW proclamation during the meeting.

Alamo Chapter members participated in a game of "Payroll Jeopardy" to add to their fun. The winning team members (known as the "Coolest and Grandest" winners) received a gift bag that included a personal fan (for the "coolest") and a 100 Grand candy bar (for the "grandest"). Their celebration closed with special door-prize giveaways that included NPW teddy bears, NPW polo shirts, and *The Payroll Source*®, 2006 Edition.

**Honorable Mentions** were awarded to the **Birmingham Payroll Association** and the **Greater Milwaukee Chapter**.

The Birmingham Payroll Association (BPA) chapter made

their charity clothing drive a huge success for My Sister's Closet, a thrift shop that supports battered women. The BPA held a "kick-off" for the clothing drive and donated new make-up. More than 35 chapter members representing 13 companies



Birmingham Payroll Association chapter members donated school supplies to their local YWCA club.

promoted the drive with banners at the drop-off points. Flyers and posters advertising the event were displayed on office buildings, on store fronts, and in a television segment on FOX6 News, WBRC.

In addition, the BPA motivated its chapter members to support the YWCA in honor of NPW.

Members chose to have a "school supply drive" for the YWCA. BPA chapter members donated school supplies and collected \$525 to donate to the YWCA. The chapter also heavily promoted the NPW online survey via e-mail, and encouraged members' companies to join the NPW Supporter program.

The Greater Milwaukee Chapter held its NPW celebration with a "Park Picnic" theme. Chapter members, their families, and guests attended the picnic and were given NPW gift bags that included NPW balloons, pins, pens, and other promotional items the chapter purchased at Congress. The gift bags also included information on how to celebrate NPW in members' companies and where to go to win a free paycheck, promoting the NPW online survey. This event also included a membership drive asking members to bring a payroll professional who was not currently a chapter member. The members who brought guests to the event and to the next two meetings had their names put into a drawing for a gift card.

The Greater Milwaukee Chapter set up educational tables at two different Culver's restaurants to share the word about NPW, APA, and payroll tax forms. Ten percent of all purchases that day were donated to the Make-A-Wish Foundation, totaling \$398 in donations by the end of the day. The two Culver's restaurants changed the ice cream of the day to be PayDay ice cream and it was displayed around the restaurants for hundreds of people to see.

Chapter members also donated their time by answering telephones on live public television. Their chapter logo was displayed for thousands of viewers to see in their local area.

# Spreading the Word

## Chapters Take Payroll Education Across the Country

BY TERESA A. LOPEZ

Chapters often make education a top priority. They regularly communicate the National Payroll Week® message and reiterate the importance of proper paycheck management. Some chapters even have committees whose sole purpose is promoting NPW through education and outreach. Every year those chapter committees, and other chapters with members who volunteer for NPW promotion, dedicate their time to organizing NPW educational events at companies, government offices, local schools, stadiums, shopping malls, restaurants, churches, and outdoor events—and this year was no exception.

The **Metro Phoenix Chapter** members coordinated with the Director of Instructional Services at Chandler Unified School District No. 80 to go into

the classrooms and teach students about their paychecks. Several of the chapter members, along with their employers, volunteered their time to present the "Money Matters" curriculum to a total of 637 Chandler Unified School District sophomores, juniors, and seniors studying business. Chapter



Members of the Greater Nashville Chapter celebrate National Payroll Week.

volunteers worked interactively with the students, answered many questions, and provided some historical facts along the way. A thank-you letter was sent to each of the teachers who brought their class to the presentation, and the chapter presented "The History of Payroll in the U.S." by Leonard Haug, CPP, to Meg Gianesello, Director of Student Services, to thank her for participating in the first "Money Matters" National Education Day.

The **Greater Nashville Chapter** held a luncheon at the