



**PLEASE WELCOME  
OUR NEWEST MEMBER!**

**Ms. TongTong Li**, *Financial Analyst*, Jefferies & Company

**NEW YORK CITY DUES  
ARE WAIVED FOR THE  
1ST YEAR OF  
MEMBERSHIP  
REFER A MEMBER TODAY**

[CLICK HERE FOR MEMBERSHIP  
QUALIFICATIONS](#)

**NEWS**

[FASB Just Moved a Mountain, Changed Landscape on Hedging](#)  
Submitted by Crowe Horwath

[Beyond Compliance - The Building Blocks of a Strong Corporate Culture](#)  
Submitted by Grant Thornton

[The Psychology of Risk - Don't Let it Pervert Your Insurance Choices](#)  
Submitted by Licata Risk Advisors

[Top 10 Steps for a Successful FPM Project](#)  
Submitted by Revelwood

[How the CEIV Credential Can Improve Fair Value Measurements](#)  
Submitted by Stout

**PRESIDENT NEWS:  
IMPLEMENTING LIKE HELL**



"In real life, strategy is actually very straightforward. You pick a general direction and implement like hell."

**Know who said that?** First five members to email Sarah with the correct answer will receive complimentary admission to an upcoming chapter program.

Our chapter strategy is to **grow net membership at least 5% through strong programming**. The leadership team initiated this approach last year, and decided to stay the course this year with some minor adjustments. What I personally love about this approach is its focus and simplicity. Here is a summary of the tactics (the harder part!) that you will see or may have already seen that support this strategy:

**Programs:** A balanced calendar that includes high-profile speakers, deep technical topics, purely social events, and career sessions. And we will continue with our Guest Policy to ensure a high-quality experience at all programs. Bottom line - broad in topics and deep in content, so you remain informed, educated and energized.

**Membership:** Outreach and promotions to current members, establishment of new partnerships with organizations such as the British American Business network, the Harvard Business School Club of New York, and the Society for Information Management of New York, and the establishment of a sub-committee to attract more members in the 10-20 year experience range. Bottom line - we all need to bring new people to our programs and start the conversation about our fine organization.

**Sponsorship:** Continued diversification and growth of our sponsor base and tapping into their wealth of expertise. Our sponsors represent a strong resource for every member and you should take the opportunity to meet with and thank them for their direct support of our chapter. Bottom line - every senior finance exec knows it takes the team, and sponsors are an integral part of our chapter's team.

**Administration:** We continue to build new relationships with the press. A sub-committee to study making the chapter more 'sticky' to member company staff development is underway. And we are onboarding two new interns who will be introduced at an upcoming program.

Execution of the above is through the volunteer efforts of the leadership team, our fine administrator team, and our interns. Interested in joining us? Drop us a note today.

Fall is underway and so is our strategy execution. Please join us in making this year the best yet for FEI New York City!

Matt

**JOIN US**



Develop a Winning Health Plan



**OCTOBER 2017**

**UPCOMING  
EVENTS**

**SAVE THE DATES**  
[Click for Guest Policy](#)

**October 5**  
**Cybersecurity Initiatives for C-Suite - What you need to know and what you can do about it**

**October 19**  
**Develop a Winning Health Plan**

**November 16**  
**Career Session**

**November 30**  
**Turnaround Strategies from Silicon Valley - fireside chat with Ebrahim Abbasi, CEO of Violin Systems**

**December 14**  
**Holiday Event**

**January 16**  
**Evening Event**

**February 20**  
**Evening Event**

**March 6**  
**Evening Event**

**March 21**  
**Evening Event**

**April 5**  
**Career Event: Making the Personal Connection with Barbara Szala, President of In-Person Communications**

**April 19**  
**Evening Event**

**May 22**  
**Evening Event**

**June 7**  
**Member & Sponsor Appreciation Event**

**June 21**  
**Evening Event**

**CHAPTER LEADERSHIP**

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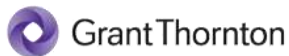
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