



Dream. Believe. Achieve.

I had the opportunity to attend ANI in Orlando the last week of June, and to visit Disney World while I was there. Walt Disney World opened in 1971 (Happy 40th!), covers more than 30,000 acres (it's NOT a small world after all), has over 62,000 employees (the largest single-site employer in the US), and welcomes approximately 46 million visitors annually (and I think all of them were there during the last week of June). Everything about Walt Disney World is big. But it all started with a dream, and the belief that if you dream it, you can achieve it.

Oregon HFMA was established in 1954, has over 500 members (40 of them in chapter leadership positions), assisted in providing nearly 9,000 education hours to its members in 2010-11 (earning a gold award from National), helped 39 members take the certification exam, reaching 10.9% certified (another gold award), and earned 100% on our chapter balanced scorecard from national. We may not be as big as Walt Disney World, but we sure can dream big and achieve big!

Strategic Plan

Our strategic plan has been updated for 2011-12, and we will remain focused on three key areas:

First and foremost is Education. We will work hard to continue to provide the best speakers and the most relevant topics at our meetings. We will continue to use feedback from our member surveys and meeting evaluation forms to develop our topics. We will continue our tradition of strong chapter support for certification education. By doing all of these things, we believe we will again increase our meeting attendance levels and overall education hours.

Our second area of focus will be Member Recruitment, Involvement, and Retention. We will continue to welcome and reach out to new members. We will continue to provide networking opportunities and encourage active participation in chapter events. We will continue to recognize our volunteers and our sponsors. By doing all of these things, we believe we will again increase our membership levels.

Our third area of focus will be Communication. We will continue to keep our members informed of chapter activities, as well as other industry news, through our website, our newsletter, our social media accounts (LinkedIn, Facebook, Twitter), as well as live and in person at chapter meetings. By doing so, we believe we can keep members informed and connected.

In addition to continuing the great traditions of our chapter, we are also working on a few new ideas and initiatives. We are planning an HFMA 101 session, a couple of fun new social activities, a special certification event, a student discount policy, and a few others – more details to come!

Five Challenges

At our first 2011-12 leadership planning session back in February, I challenged all of our chapter leaders to do five things this year, and I would invite all of you to participate as well:

1. Ask someone new to participate on your committee (if you are not on a committee, join one!).
2. Ask someone that you work with, either inside or outside of your organization, to attend a chapter meeting.
3. Consider getting certified (you won't regret doing it!).
4. Greet new members and "new to you" members at chapter meetings.
5. Last, but not least, have fun!

By working together, I believe we can achieve these strategic goals and challenges. After all, Walt Disney started with a mouse. We are starting with a great chapter and great members. All we have to do is: Dream. Believe. Achieve.

Respectfully,

Megan Underwood, FHFMA
2011-12 Oregon Chapter President