

**March 11, 2015**

**Email from Joe Fifer**

**RE: HFMA: Chapter Volunteer Initiative Update – Chapters 2.0**

Good afternoon HFMA Chapter Leaders,

I'm writing you today to provide an update on HFMA's Chapter Volunteer Initiative which we are now calling **Chapters 2.0**. As I outlined in my communication in January, a Chapter Volunteer Initiative Task Force was chartered to examine the current chapter infrastructure to position HFMA for continual high levels of performance and service to our membership. This included assessing the current state of membership, the role of the volunteer, trends in volunteerism, chapter succession planning, and the administrative burden on chapter volunteers. Based on the feedback from chapters, the alternatives heavily considered the increasing demands on volunteers' time both personally and professionally, as well as, new generational attitudes regarding membership and volunteerism.

The work of the Chapter Volunteer Initiative Task Force presented a vision and framework for a "New Local HFMA" that would offer a variety of programs to help members learn, share, connect and act. While traditional in many respects, the programs will reflect a primary emphasis on quality and incorporate 21<sup>st</sup> century technology. A Steering Committee of volunteer leaders has been appointed to manage, investigate, pilot and then, ultimately, make recommendations to the HFMA Board of Directors and Regional Executive Council on the elements of the proposal. The following individuals have been appointed to the Steering Committee:

Debi Kuchka-Craig, Committee Chair, Region 4  
Reggie Albert, Region 1  
Marianne Muise, Region 2  
Pete DeAngelis, Region 3  
Bill Eikost, Region 5  
Ken Stoll, Region 6  
Mike Allen, Region 7  
Randy Hoffman, Region 8  
Brenda Cox, Region 9  
Jeff O'Malley, Region 10  
Diana Gernhart, Region 11

Other committee members will include the Chair and Vice Chair of the Regional Executive Council, currently Carol Friesen and Mike Dewerff. Also serving on the committee will be staff members Susan Brenkus, HFMA's Vice President of Chapter Relations and Human Resources and Carla DeFlorio, HFMA's Director of Chapter Relations in ex-officio roles.

I personally want to thank all of these individuals for their commitment to this important initiative and all the work ahead of them over the next 3-4 years.

To carry out the work of **Chapters 2.0**, a number of small, nimble Ad Hoc Task Forces, one for each of the elements of the framework, will also be formed with specific charters, recommended competencies,

and representation. Shortly after the first meeting of the Steering Committee on March 20, a survey will be sent to chapter leaders asking about your interest and experience related to these Task Forces. This will provide the Committee with a database of interested volunteers to call upon as Ad Hoc Task Forces are formed.

We will continue to send periodic updates to chapter leaders as more information becomes available. If you have any questions or need further information, please feel free to contact Susan Brenkus at [sbrenkus@hfma.org](mailto:sbrenkus@hfma.org) or Carla DeFlorio at [cdeflorio@hfma.org](mailto:cdeflorio@hfma.org).

Thank you again for your commitment to HFMA and our members. I hope to see many of you at our upcoming Leadership Training Conference in San Antonio, TX.

All my best,

Joe

Joseph J. Fifer, FHFMA, CPA