

**ASSOCIATION OF GOVERNMENTAL ACCOUNTANTS  
MONTGOMERY CHAPTER  
2014-2015 PROGRAM YEAR  
BUSINESS/COMMUNITY LIASON PLAN**

**GOAL:** To coordinate visits with local accounting firms, banks, municipals, schools, etc. and create awareness about the Montgomery Chapter of AGA as well as inform them about events planned and/or sponsored.

1. Reconnect with firms that already have a stake in Montgomery AGA by setting appointments for office visits and distributing promotional material
2. Establish a connection with potential firms by using our contacts from within AGA and personal interactions outside of state business
3. Maintain these relationships by inviting firms to luncheons, seminars, community service events
4. Visit with the Montgomery Board of Education to inquire about special projects that we can partner (delete this parenthesis Lataya, but it is similar to the Classroom Blitz sponsored by ASCPA-I actually did this last year OR create staff support projects )
5. Communicate and distribute information to the local municipal offices to recruit members as well as establish an AGA presence
6. Reach out to State Government CFOs. Their involvement in AGA is paramount to Business & Community leaders participation/sponsorship (familiarity according to Dr. Deal)
7. Create a "black book" of contacts with phone numbers, email addresses, Twitter handles, Facebook page info to maintain a database for future references
8. Plan for an expansion in future years by involving more small and minority owned businesses
9. Most importantly establish to all our connections/relationships that AGA is not for just accountants only.

In order to make this year's plan successful we need the following:

- A Montgomery AGA brochure created
- Promotional Material to distribute to the businesses
- Specific information on luncheons scheduled (i.e. speaker info)
- Budget \$400 for promotional pens, post it notes, mouse pads, coffee cups-also creation/printing of brochure
- Budget \$100 to sponsor one individual per luncheon.