

ASSOCIATION ACCOMPLISHMENTS

Top Association Accomplishments in the Last Year

Membership Services

1. APA membership was at 20,174 as of December 2012. Our retention rate of 81% is above average for the association sector.
2. A total of 759 members volunteered to serve on various APA committees, taskforces, and boards, contributing to the leadership of the Association while honing their professional knowledge.
3. The Certified Payroll Professional (CPP) designation was obtained by 1,023 individuals during 2012. Currently, 10,290 payroll professionals hold the CPP designation.
4. APA's Fundamental Payroll Certification (FPC) exam was successfully completed by 1,391 payroll practitioners. Currently, 4,891 individuals hold the FPC designation.
5. A job task analysis was completed in 2012, resulting in new content outlines and knowledge, skills, and abilities for the APA certification exams effective with the fall 2013 testing window. This process ensures that the exams accurately reflect jobs and job functions in the workplace.
6. APA now has 158 affiliated local chapters. The newest chapter is the Volusia Flagler County Association of Payroll Professionals, serving the Daytona Beach, Fla., area.
7. Local chapters are increasing their involvement with social media and online networking. Nearly 60 chapters have accounts with LinkedIn and Facebook. In addition, APA's Chapter Relations department is a member of nearly 70 chapter groups on LinkedIn and "friends" with nearly 120 chapter members on Facebook.
8. For the fall 2012 and spring 2013 certification testing windows, local chapters hosted a total of 173 CPP and FPC Study Groups. Many chapters are combining their separate CPP and FPC sessions into one study group.
9. National Payroll Week 2012 contest participation hit a new record. APA local chapters submitted 299 entries for the eight NPW contests.
10. The APA's legal editors regularly submit the most important federal and state payroll compliance news from *Payroll Currently* and *PayState Update* for the APA home page. The news updates include links to a

new form, publication, or referenced information.

11. APA has implemented cloud-based data storage solutions with redundant backup to protect operational data while increasing staff productivity and improving member service.
12. APA has moved its email server to a hosted solution, which provides greater reliability, better staff efficiency, and improved member service.
13. A record 12,799 members receive the daily payroll ListServ, an increase of 5.5% and representing 63% of the total APA membership.
14. APA completed its 13th Benchmarking/Performance Study, which allowed more than 100 employers to compare their business processes and to identify areas for operational improvement. Results were released at the 2012 Fall Forum and 2013 Congress.

Education

15. APA's educational offerings in 2012 totaled 474 learning opportunities, covering 940 training days, encompassing 39 different programs or delivery methods, and enrolling more than 48,200 participants--a nearly 31% increase in participation over 2011.
16. In addition to conducting APA's nationwide course offerings, APA instructors presented 62 other educational programs, including 22 chapter meetings, 35 statewide meetings, and 5 user-group meetings.
17. Over the past year, APA has presented 44 in-house programs of customized training to more than 1,050 payroll professionals. So far in 2013, the in-house option is more popular than ever.
18. APA added interactive exercises to its curriculum of six virtual classroom courses: Payroll Practice Essentials, Intermediate Payroll Concepts, Advanced Payroll Concepts, Strategic Payroll Practices, Mergers and Acquisitions Forum, and Payroll System Selection and Implementation.
19. APA's most popular training program, Preparing for Year-End and 2013, was offered as 68 one-day seminars across the country and as a series of webinars, live and on-demand, with total attendance exceeding 6,700.
20. Within hours of the enactment of the American Taxpayer Relief Act of 2012 on January 2, 2013, APA

ASSOCIATION ACCOMPLISHMENTS

- presented a comprehensive webinar on the issues payroll professionals faced with the extension of 2012's income tax rates and fringe benefit exclusions. The webinar was then made available on demand.
21. APA presented in-depth payroll training to more than 500 participants at the Payroll Learning Centers in Las Vegas and San Antonio through Payroll 101: Foundations of Payroll Certificate Program, Payroll 201: Payroll Administration Certificate Program, Payroll Administration in Canada, Payroll Administration in the United Kingdom, and Implementing Payroll Best Practices.
 22. APA formed two new subcommittees of the Strategic Payroll Leadership Task Force: the Small Employers Best Practices Subcommittee and the Hospitality Industry Subcommittee.
 23. APA continued the government presence at the Payroll Tax Forum and Preparing for Year-End seminars by arranging for IRS representatives to discuss specific topics. For the first time, the IRS provided a video for our Preparing for Year-End classes explaining Form 940.
 24. APA's 30th Anniversary Congress in 2012, featuring more than 170 workshops and 114 exhibiting companies in the Expo, recorded attendance exceeding 2,200.
 25. The Annual Congress was named one of Tradeshow Executive's "Fastest 50," for conference performance, beating out 4,000 other tradeshows in the attendance growth category. APA was recognized in Tradeshow Executive magazine and at their annual conference.
 26. As a complement to the in-person Congress, the Virtual Congress and Expo launched on May 9, 2012, and was available on demand through the summer. More than 4,000 people, representing over 2,000 companies, registered for the online events, which included a general session, webinars, and interaction with vendors and fellow participants. Booth visits increased by 29% and time spent in the booths increased by over 100%.
 27. The Fall Forum, held September 2012 in Las Vegas, was attended by more than 180 individuals, a 20% increase from the year before. The 3-day conference focuses on best practices, process improvements, leadership, shared services, and global issues.
 28. The Leadership Certificate Program, offered at the Fall Forum and nationwide, enrolled nearly 60 participants in 2012.
 29. The 26th Annual Educational Institutions Payroll Conference, held October 2012 in St. Louis, was attended by nearly 100 participants.
 30. The 9th Annual Capital Summit (March 2013 in Washington, D.C.), which was expanded to two full days to allow more focused presentations on developing payroll legislative and regulatory issues, had 178 attendees, a 28% increase over the previous year.
 31. APA improved the technology in the San Antonio Meeting Center with wired and wireless network infrastructure improvements, increased classroom deployment speed, upgraded laptops for mobile classrooms, and enhanced computer imaging functionality—resulting in a better learning environment for class participants and facility rental clients.

American Accounts Payable Association (AAPA)

32. AAPA membership was at 269 as of December 2012.
33. AAPA members have established local chapters in Anchorage, Alaska; Chicago, Illinois; and Washington, D.C.
34. The AAPA produced a growing series of accounts payable education offered as webinars, live and on-demand, including the popular Accounts Payable Preparing for Year-End webinar series.
35. A total of 14 members serve on various AAPA committees, task forces, and boards, contributing to the leadership of the Association while honing their professional knowledge.

Finance & Administration

36. Membership revenue was 20% of total APA revenue during 2012. By generating most of its revenue from other sources, the APA can keep its membership dues and related costs at a reasonable level.
37. APA's revenue from operations increased by 5.87% during 2012.
38. APA's net assets increased by 9.2% in 2012, which enabled the association to make investments in additional educational programs and expand membership benefits.
39. Congress registration revenues grew by 21.1% in 2012, reflecting increased participation in APA's 30th Anniversary Congress in Orlando.
40. APA refinanced and extended the maturity date of three existing notes for seven years, an option that will save an estimated \$2.4 million over the life of the loan.
41. Interest expense related to loans decreased by 16.7% in 2012 because of the note balance reduction from

ASSOCIATION ACCOMPLISHMENTS

- the sale of assets in 2011.
42. Investment assets increased by 32% in 2012.
 43. During 2012, APA's Vendor Relations team achieved an 11% increase from 2011 in sales revenue from vendor advertising, sponsorships, and other marketing. Congress 2012 sponsorship revenue set an all-time record for the second year in a row, exceeding 2011 by 17%. Total Vendor Relations revenue for 2012 was an all-time record for the second year in a row.
 44. During 2012, APA's Vendor Relations team created new relationships with 29 companies that were not previously APA advertisers, sponsors, or supporters, generating new revenue for the association.
 45. During 2012, our top 10 vendors spent a combined total of 30% more with us than they did in 2011.
 46. PAYTECH advertising sales revenue for 2012 exceeded 2011 by 10%. Our top 10 PAYTECH advertisers in 2012 spent an average of 25% more than they did in 2011.
 47. APA secured a new NPW sponsor for 2012 and renewed all sponsors from 2011, representing a 10% increase in revenue over 2011 and an all-time record for the second year in a row.
 48. *Congress Today* advertising revenue increased by 20% over 2011, with total sponsorship and advertising revenue hitting an all-time record for the second year in a row.
 49. Virtual Congress and Expo sponsorships and booth revenue increased slightly in 2012 and covered the cost to host the event.
 50. For 2012, we contracted with a new Virtual Congress platform provider, saving nearly \$10,000 off the service contract compared to 2010 and 2011. We added a new networking enhancement, Badge Collection, which helped drive traffic to the exhibitor booths. Attendees received badges for completing tasks, such as visiting each booth, chatting with reps, and opening documents and demo videos provided within each booth.
 51. APA has a total of 80 employees; 30 of them have been on staff for 10 or more years. APA staff includes 7 attorneys, 6 Certified Payroll Professionals, 4 FPCs, 3 Certified Public Accountants, 1 Certified Meeting Professional, 1 Certified in Exhibit Management, and 1 Professional in Human Resources.
 52. We increased the number of staff in the technology and accounting departments to better meet the needs of our members and help automate the workflow of our staff.

Government Relations

53. APA urged the IRS and Treasury Department to offer guidance to employers regarding payroll processing in 2013 after the "fiscal cliff" resolution was reached in early January 2013.
54. One APA member and one AAPA member were selected in 2013 to join two prestigious IRS advisory committees. Karen Salemi, FLMI, CPP, will join the Internal Revenue Service Advisory Council (IRSAC) and Mary Kallewaard will join the Information Reporting Program Advisory Committee (IRPAC).
55. In May 2012, the newly created Pennsylvania Local Taxes Subcommittee of APA's Government Affairs Task Force (GATF) met for the first time to discuss thorny Act 32 issues that affect local earned income tax collection. The subcommittee is working with Pennsylvania tax collectors to improve EIT collection.
56. In July 2012, the federal Office of Child Support Enforcement gave APA's GATF Child Support Subcommittee a tour of its redesigned website which went live in the fall. Participants learned how to best access information on the website and shared their knowledge with members in APA publications.
57. In August 2012, Texas employers did not lose child support fees, thanks to advocacy by APA's GATF Child Support Subcommittee. The state attorney general had wanted to limit fees to \$10 each month per employee, not per order, but changed his position after speaking with subcommittee members.
58. In August 2012, the Federal Tax Forms and Publications Subcommittee of the APA's Government Affairs Task Force submitted 13 pages of recommendations to the IRS with the goal of having those recommendations included in future versions of forms and publications. Comments covered Forms 668-W, 941, 2159, and 8027, as well as Publication 505.
59. In 2012, APA convinced the National Council of Commissioners on Uniform State Laws to begin work on a uniform garnishment act for all states. This is a multiple-year project that, upon its completion, will offer standardized withholding practices in all states that adopt the act.
60. In November 2012, in the wake of Hurricane Sandy, APA requested that the Treasury and IRS reinstate special temporary rules that allow employees to donate leave time to victims through payroll deductions. The IRS responded with guidance explaining

ASSOCIATION ACCOMPLISHMENTS

how employees may donate their vacation, sick, or personal leave in exchange for employer cash payments made to qualified tax-exempt organizations.

61. In 2012, APA support for the Mobile Workforce State Income Tax Simplification Act helped lead to the bill's passage in the U.S. House of Representatives and its introduction in the U.S. Senate.
62. APA applauded IRS proposed regulations to make the Truncated TIN pilot program permanent, thus allowing certain information return filers to mask the first five numbers of taxpayer identification numbers on reports. APA urged that the pilot program be expanded to cover employer ID numbers.
63. APA urged the Department of Labor to recognize Payroll as a professional discipline equal to that of Human Resources and to update the education and knowledge requirements in the DOL's O*Net database, which provides comprehensive occupational descriptions for use by job seekers and employers.
64. APA provided substantive comments to U.S. Citizenship and Immigration Services when USCIS proposed significant revisions to the Form I-9.
65. At the behest of APA, the Michigan House Banking Committee on December 5, 2012, removed language from Senate Bill 1281 that would have required payroll card issuers to have an in-state office or branch to offer their services in Michigan.
66. In March 2013, APA testified before the New Hampshire Senate, convincing legislators to incorporate APA's suggested changes to a payroll card bill, thereby removing barriers that prevent employers from paying all employees electronically through direct deposit or payroll card.

Publications

67. The new digital edition of PAYTECH magazine was launched in March 2013, providing members with a searchable, easy-to-use flip-page format. It's a member-only benefit available in the "Reading Room."
68. PAYTECHonline®, APA's monthly electronic publication, continues to launch each monthly edition of Pay News Network (PNN), the video newsmagazine hosted by Executive Director Dan Maddux.
69. The 2011 edition of *Congress Today*, the daily newspaper of the annual Congress, was recognized as Best Show Daily with a first-place win in the 2012 International Association of Exhibitions and Events (IAEE) Art of the Show competition.
70. Four new members were added to PAYTECH's

Board of Contributing Writers in 2013, expanding the expertise and article topics available to readers of the flagship publication.

71. In addition to being printed once annually, APA's Toolkit of Education and Publications is posted on the website in a virtual edition that is refreshed as needed with the latest updates.
72. The 20th edition of *The Payroll Source*® was published in March 2013.
73. In July 2012, APA started using Twitter to send tweets with state and local payroll compliance news from PayState Update, APA's subscription e-newsletter.

Public Relations

74. As 2012 ended and Congress struggled with how to avoid the "fiscal cliff," APA responded to numerous media queries to explain how employees and their employers would be affected by the late passage of the legislation.
75. APA continues to have a strong presence on the leading social networking sites. APA's Facebook pages have more than 6,100 fans, APA's LinkedIn group page more than 10,000 members, and nearly 3,150 follow APA (@paynews) on Twitter.
76. During 2012, APA's public relations campaigns across all media reached a potential audience of more than 3 billion. APA coverage appeared in outlets such as *The Wall Street Journal*, Bloomberg.com, CNNMoney.com, National Public Radio, and many others.
77. During the "fiscal cliff" negotiations in Washington, D.C., APA staff payroll experts were quoted and interviewed on paycheck impacts by major media outlets including Fox News, *USA Today*, and the Associated Press.
78. APA continues to contribute articles to each edition of the *SSA/IRS Reporter*, the quarterly publication for U.S. employers, which is posted on the IRS website.
79. A total of 72 top businesses signed up as 2012 NPW supporters to promote National Payroll Week to their employees. Supporters included 3M, AT&T, Omni Hotels, and Starbucks, among others.
80. State and local governments issued a total of 143 proclamations in support of NPW 2012, through the efforts of local chapters and APA staff.
81. More than 30,600 individuals participated in the NPW 2012 "Getting Paid In America" online survey. Results of the survey were reported by leading

ASSOCIATION ACCOMPLISHMENTS

- media including CNN, Reuters, and *USA Today*.
82. APA produced a new TV spot promoting payroll and National Payroll Week. The 30-second ad appeared on major television networks including Fox Business, Fox News, MSNBC, and NBC.
 83. NPW 2012 reached high visibility in New York City's Times Square, where it was promoted on the giant Reuters video billboard during the rush hours of National Payroll Week.
 84. MEET Las Vegas, which includes one of APA's two executive learning centers as well as MEET's unique state-of-the-art, high-tech event center, received the prestigious Event Site of the Year award at the Event Solutions Spotlight Awards in Las Vegas on March 10. Previous recipients of this award have included Ellis Island/Statue of Liberty, The Mirage Las Vegas, and Elvis Presley's Graceland.
- ### Partnerships
85. Executive Director Dan Maddux and APA President Brent Gow, CPP, attended the Canadian Payroll Association's annual conference in Ottawa, Canada, July 2-5, 2012. Brent also taught a session there.
 86. Executive Director Dan Maddux and APA President Brent Gow, CPP, attended the annual conference of the Chartered Institute of Payroll Professionals in Wales, October 4-5, 2012. Brent also taught a session there.
 87. Executive Director Dan Maddux and APA President Brent Gow, CPP, attended the ADP ReThink Global HCM conference in New York City, January 22-24, 2013.
 88. Executive Director Dan Maddux and several other APA staff members attended the ADP Meeting of the Minds conference, March 17-20, 2013, in Las Vegas.
 89. Executive Director Dan Maddux was a workshop presenter at the National Speakers Association conference, July 14-17, 2012, in Indianapolis.
 90. In 2012, APA joined forces with MasterCard Worldwide to provide a redesigned digital version of *Your Paycheck* free to members to educate their employees and those new to the workforce. It was also offered free to the general public for the first time.
 91. APA again partnered with MasterCard Worldwide to offer *The Guide to Successful Electronic Payments* as a free e-book to members during 2012.
 92. APA continued its partnership with MasterCard Worldwide as the exclusive sponsor of MasterCard Money Matters National Education Day during National Payroll Week. In 2012, more than 650 APA members volunteered to teach paycheck basics to teens nationwide; MasterCard awarded four scholarships for continuing education.
 93. APA continues to partner with Visa to support the APA Visa® Paycard Portal®, which was relaunched in March 2013 with a new design and improved content.
 94. APA continues to partner with Global Cash Card to offer the GEM program—Global Cash Card Educates APA Members With MasterCard (www.globalcashcard.com/gem). Program participants are eligible for free APA memberships and prepaid cards redeemable for APA educational programs.
 95. APA continues to partner with Kronos and Global Cash Card to provide Payroll Education Grants, in addition to grants sponsored by APA. For the 2013 grants, members submitted 82 applications.
 96. In 2012, APA partnered with vendors to sponsor 12 webinars on various timely payroll topics. More than 10,500 individuals registered for these free webinars, including both live and on-demand versions.
 97. APA continues its partnership with Jobing.com, which provides an online job board on the APA and AAPA websites, along with other resources free to members.
 98. APA continues its partnership with Robert Half International/Accountemps, which provides an online Career Center on the APA and AAPA websites.
 99. APA partnered with NPW Diamond Sponsor ADP to produce a TV documentary educating the public about NPW and the payroll profession. It was distributed to public television stations, reaching an estimated 60 million households.
 100. In June 2012, Tammy Trascher, Chief Operating Officer, was invited to serve on the Texas Commercial Client Advisory Board for Capital One. In addition, Capital One Bank has become the first full-service bank to sponsor National Payroll Week in 2013.