

# Welcome IIA North Jersey Chapter Annual Meeting

May 20, 2021

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# Executive Summary

It has been an exciting program year for the IIA North Jersey Chapter: we have made many progressive steps during some turbulent times. The Board and Advisory Council remained diligent in their commitment to supporting you, the members. This deck will walk you through their achievements and the path forward:

- Slide 3 shares the status of our 2020-2021 goals. Considering the impact of COVID-19, we made good progress. While some goals are behind due to the challenges of the environment, e.g. Increasing our Membership, they are still in progress. We are not giving up!
- As we move into 2021, the Board will be in the capable hands of Suni Zarro, our new President, and a new slate of officers, combining past knowledge of the Chapter with new and exciting talent of the future (slide 4).
- Suni will continue to lead this Board on a journey to advocate for the profession and provide you services to help you develop in your respective roles. Read her overall 2021-2022 goals for the Chapter on slide 5.
- The Appendix shares the 2020-2021, achievements and future specific goals for each Board Committee (slides 6 – 15). I encourage you to read through them and if you are so inspired, contact us at [register@NJiia.org](mailto:register@NJiia.org) and volunteer to join a committee. Give back to your profession; there are many benefits to volunteering and joining the board.
- May is Auditor Awareness Month; in that spirit, please help us promote your profession as we continue to provide you, our members, the support and opportunities you need to advance your careers.

# The Year in Review: 2020-2021 Strategic Plan Update

CN	Goal	Definition of Success	Metrics to Measure Success	Deadline
1	Retain and increase membership	5% = 50-60 new members	We will measure the number of our members who make referrals overall, as well as the number of new members.	<b>AT RISK</b>
2	Increase the purchase of Flex Passes	100 % increase	Increase in number of Flex-Passes	June 2021
3	Finalize succession planning for all Officers and Board of Governors	100 % of the Board Members have identified a successor	50% of the Board members have identified a successor by, 100% by 12/22. Results to be tracked by the Nominations Committee	December 2021
4	Increase engagement with the next generation of auditors via Academic Relations progress	See below	See below	See below
4.1		Schedule two Virtual Educator Roundtables - one in Fall, one in Spring -depending on Educator availability	Event has occurred and attendance by majority of key North Jersey Universities with positive feedback.	<b>Complete</b>
4.2		Increase in # of Student Ambassadors across northern NJ universities.	Ambassadors continue to engage students in events and build awareness. Present at Rutgers Accounting Society 11/9/20 and continue to present at student events to build awareness of Internal Audit as a viable rewarding career.	<b>In Progress</b>
4.3		Launch the Student Webinar Series	Robust attendance at the three sessions in January targeted at students to help prepare them in their career search.	<b>Complete</b>
4.4		Success is one of their students landing an internship.	Obtain a list of internships from Board and other members to share with students. Place internships on our website, share with Student Ambassadors and our Educators.	<b>In Progress</b>
4.5		A roadmap in place by Spring to move universities through the IAEP process (starting with Awareness Program) and also be prepared to submit a grant request by October 2021 deadline	Initiation of IAEP roadmap and Grant application submitted.	<b>IAEP Roadmap in Progress</b>  October 2021 (Grant app)
4.6		Sign up & attend virtual session. Share learnings with AR Committee.	Align on approach to explore sending a chapter student to this session next year.	September 18, 2021
4.7		Launch scholarship program	Students awarded scholarship based on program criteria.	<b>Complete</b>
5	Social Media presence must be increased	Increase social media followers and activity volume by 100%	Train the Board on how to use/tag their network & execute	<b>Complete</b> ; continuously monitor progress
6	Finalize SOD and back-up in the Finance Committee	Finance Committee Members are granted access to QuickBooks, receive training and start using the tool.	a) Assign appropriate access to Finance Committee Members to the QuickBooks. b) Finance Committee Members receive training on use of QuickBooks.	December 31, 2021
7	Provide valuable and accessible training to all members	Fall Virtual series completed 10/20 & planning for October 2021 begins by January 2021	Success of the 2020 Fall series to be measured by attendee feedback, number of attendees and profit/loss	<b>2020 Complete</b> <b>2021 planning In Progress</b>
8	Finalize record retention	Secretary	Move all records to the Chapter files on the NJ website	<b>In Progress</b>

# Meet Your 2021-2022 Board and Advisory Council

## Officers:

Sunita Zarro, SVP - Internal Audit – Head of Strategy & Operations, CIT	President
Jacqueline Breslauer – CAE, Valley Bank	Chair / Past President
Michele Patrao-Santo –Internal Audit-Consumer & Corporate Compliance	Vice President / Co-Chair Expo Committee
Rico Setyo - Sr. Manager   Celgene BCF, Bristol Meyers Squibb	Vice President/ Program Officer/Co-Chair Expo
Marty West – Senior Manager, EisnerAmper	Secretary / Co Chair Academic Relations
James Christy – EVP Risk Management, Provident Bank	Treasurer
Zakaria Rochdi – Associate – Strategy & Operations, CIT	Membership Officer
Janelle Callaway – Audit Manager, ADP	Certification Officer

## Board of Governors:

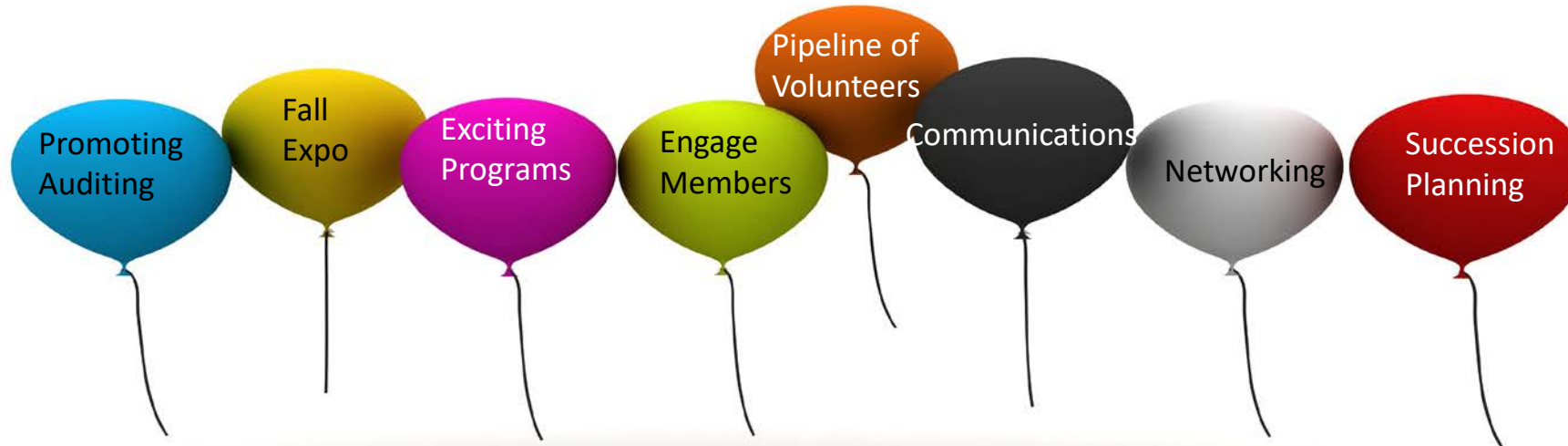
Dustin Bradley - VP, Internal Audit, JP Morgan Chase	Finance Committee
Daniel Fornelius – Director, CohnReznick Advisory	Communications Chair
Joseph Iannini – Executive Director of Internal Controls and Management Analysis, Fashion Institute of Technology	
Mario Lemos – CAE, IDBNY	Finance Committee Chair
Cynthia Watson – CAE, Tiktok	Academic Relations Co- Chair

## Advisory Council:

Barbara Piernot - prior Executive Director, Strategic Internal Audit Optimalization Program Lead, Morgan Stanley	Chair
Kyle Furtis – Managing Director, Internal Audit -Protiviti	Council Member
George Gallinger – Principal, Advisory Group, CohnReznick	Council Member
John Cronin – Retired, EVP Internal Audit, Penn Federal	Council Member
Rob Rashkes – Retired – Accounting Consultant	Council Member
Jackie Strat – H&R Block, Master Tax Advisor	Council Member
Stuart Swirson – Director – IA & SOX, SSI Consulting Associates	Council Member

# The Path Forward

In 2021 we plan to continue with the great work and momentum that Jacque and the board have done to date.



# Appendix

- I. **Finance Committee – slide 7**
- II. **Educational Programming Committee – slides 8 - 10**
- III. **Communications/Social Media Committee – slide 11**
- IV. **Certification Committee – slide 13**
- V. **Membership Committee – slide 12**
- VI. **Academic Relations Committee – slides 14 - 15**

# Finance Committee

## 2020-2021 Accomplishments

- Stable balances throughout the year denoting good financial health (remained in \$80K range)
- Financial give-back to members in the form of both discounted and free attendance opportunities
- Continued strengthening of financial recordkeeping and reporting processes

## 2021-2022 Goals

- Establish a Seminar Accounting position to provide better reporting on profitability
- Expansion of roles within the Chapter's Quickbooks platform to allow for additional work sharing
- Increase in analytics and financial analysis

# Educational Programming Committee

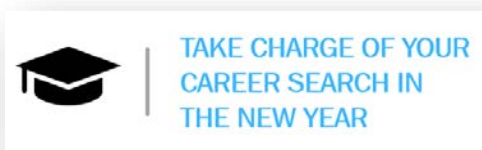
Highlights from 2020-2021:

Two successful virtual conference style programming:

**Fall Virtual Series**



**January Career Series**



Continued regular programming for our members with three amazing webinars:

1. November | An Auditor's Approach to a Virtual Internal Audit
2. December | Practical Ethics
3. May | Cybersecurity: A Focus for Internal Audit

## **SNEAK PEAK into 2021 – 2022**

**Virtual Fall Conference & Expo | October 2021**

This will be a two 4 hour day event that will host a virtual exhibition area with vendors along with a full schedule of multiple track program

## **2021-2022 Programming**

As the pandemic continues to change how we deliver our programming, we will continue to support our members with quality content. When the time is right, we will explore hybrid and live events again.



# Thank You To Our Speakers In 2020-2021

EISNERAMPER



EY

CohnReznick   
ADVISORY • ASSURANCE • TAX



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Crowe

# Members Save With A FLEXPASS!



**Good:**

Member-only rates on all training: in person and online offerings



**Better:**

Early Registration



**Best:**

**Re-introducing Our Bundled Discount “FLEX” Program**

Prepay **56 CPE** blocks of time (most programs are eligible)

Transferable to others (send your staff to training on one pass)

Use in 24 months from purchase date

Same cancellation policy applies

Quarterly statements on usage

Cost- only \$900 (\$129 for a full day seminar!)

# Communications/Social Media Committee

The Communications Committee focuses on delivering content to our members, including upcoming events and opportunities offered in our Chapter, updates from the Institute of Internal Auditors, and emerging topics and insights related to internal audit.

We maintain and share Chapter information through various outlets:

## [Chapter Website](#)

## [Linked In](#)

## [Quarterly Newsletter](#)



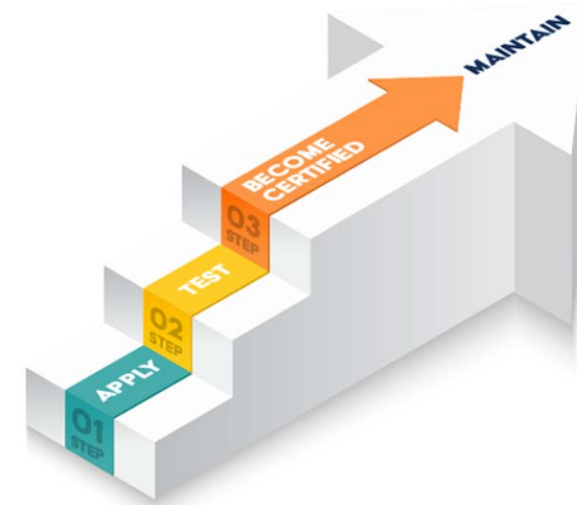
# Certifications Committee

The Certifications Committee supports members through communicating opportunities for test preparation and recognizing member achievement upon certification.

In our last chapter year there were **5** members who have attained their CIA certification.

## Congratulations to our newly certified members!

- Mathew Dunbar
- Kyle Furtis
- Joseph Iannini, Jr
- Nicole Schwenker
- Dhruvi Udiyanshah



# Membership Committee

## **Reflection on '20-'21 Accomplishments**

- Membership Referral Campaign Kicked Off
- New & Existing Member Outreach via IIA NJ Chapter LinkedIn Page
- Member Flex Pass Program - Discount CPEs Bundle
- Relevant training offerings - earn up to 20 CPEs
- Increased Student engagement via Academic Relations & Student Ambassador Programs promoting the audit profession and benefits of the IIA Student Membership



## **Membership Recruitment and Retention**

- Member's work/ live in Tri-State area hardest hit by the pandemic
- Competing with increased online CPE offerings

## **Path Forward '21-'22**

- Membership Campaign Referral [Take 2](#)
- Increase Social Media Member Engagement and Outreach
- Implement CAE Corner (member & local non-member) on IIA North Jersey's Chapter LinkedIn Page & Chapter Newsletter
- Review and implement 2021 Leadership Academy Ideas

# Academic Relations Committee

## *Educating the Next Generation of Auditors*

### ***We Have Been Working on Promoting the Profession...***

#### **Student IA Awareness**

- In Second Year of our Student Ambassador Program – awarding student memberships to high achievers
- Classroom & Student Organizations Speaking Opportunities - See next slide
- Hosted a Student Career Series & Networking Event (January)

#### **Learning IA Concepts**

- Established a Graduate Level IA Class with Seton Hall
- Promoting IIA's Classroom in a Box Concept to Other Universities
- Submitted Seton Hall University for Recognition as Member of Internal Audit Academic Awareness Program

#### **Scholarship Awards**

- Launched March 1: Three students will be awarded \$1,000; grand prize winner includes one annual student membership
- Distributed to seven North Jersey universities through educators and career services
- Open to all majors

#### **Career Opportunities**

- Promoting Internships on Our Chapter Website
- Establishing Chapter Board Members as Mentors
- Recruiting Board Members' Recent Hires as Volunteers in Chapter and to Connect with Students

#### **Promoted Internal Audit Awareness to Educators:**

Partnered with Educators and Career Services to Create Student Outreach for Events  
Hosted Several Educator Roundtables to Solicit Ideas to Promote IA As a Career to Students

# 2021 Academic Relations Committee Speaking Engagements

University / Organization	Event	Date
Rutgers	Rutgers Accounting Society Event	11/9/2020
Montclair State	Internal Controls and IA Careers Event	2/23/2021
IIA Headquarters	IIA - AR HQ Update Call	3/15/2021
Montclair State	Internal Audit Course - Guest Speaker	3/16/2021
Kennesaw University	Accounting Class - Guest Speaker	3/22/2021
Seton Hall	Internal Audit Class - Guest Speaker	3/29/2021
Seton Hall	Beta Alpha Psi Meeting	4/8/2021
NJCU (New Jersey City University)	Guest Classroom Speaker(s) - Virtual	4/12/2021
Seton Hall	Seton Hall Business Forum	4/16/2021
Seton Hall	Internal Audit Class - Guest Speaker	4/19/2021
Rutgers	Guest Speaker(s) for Rutgers Business School (RBS)	4/21/2021
Seton Hall	Classroom - Virtual Participation	4/26/2021

\*In addition to the speaking events noted above, the Chapter partnered with the following Universities as part of our educator roundtable: Caldwell, Fairleigh Dickinson, Montclair State, NJIT, Rutgers, Seton Hall, TCNJ