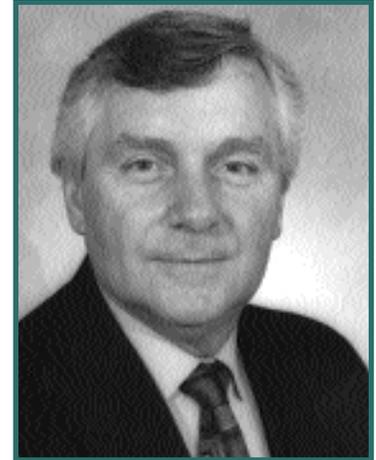


# Meet AGA's Next National President

W.A. "Bill" Broadus Jr. CGFM, CPA

By: Marie Sullivan Force



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ill Broadus will tell you that four essential ingredients make up an effective professional organization—serving member needs, serving the needs of members' employers, serving the members' profession and serving the communities in which the members live and work. Simple really.

When W.A. Broadus Jr., CGFM, CPA, becomes AGA's 51st National President on July 1, he believes he will be leading an organization that more than meets his four standards. "AGA is a top-notch organization," he said in a recent interview. "I see us as more than meeting those four characteristics. Some we do better than others, but we always keep in mind the members' needs."

Broadus' theme for his one-year term reflects his desire to keep member needs at the forefront of every AGA program: "AGA—Serving Its Members, Its Members' Organizations and Its Members' Profession in the New Millennium."

Broadus views community service as one of greatest—though intangible—benefits of AGA membership. He calls AGA's efforts in this area "tremendous." As chairman of the Association's 50th Anniversary Committee, he called for a National Community Service Day last September that was met with an outpouring of support from chapters across the country.

"We must continue that effort and always ask how the members benefit," he said.

## **A Deep Background in Government Financial Management**

A quick look at Broadus' biography shows that he knows what it will take to serve AGA members at all levels. After 28 years at the U.S. General Accounting Office, Broadus retired to begin his own consulting practice 10 years ago and now consults with governments at all levels, non-profit organizations and public accounting firms, traveling to as many as 40 states each year. Broadus is an active member of the American Institute of Certified Public Accountants (AICPA), where, among other roles, he served on the organization's prestigious governing council. He is also a member of the Institute of Internal Auditors (IIA), the American Accounting Association (AAA) and the Ohio CPA Society. He is a past president of the Virginia Society of CPAs. He is a member of AGA's National Executive Committee (NEC), and is a past president of the Association's Cincinnati Chapter. He has served on the Journal Editorial and the International Development Committees.

## **Staying the Course**

Like other recent National Presidents, Broadus plans to use AGA's Long-Range Strategic Plan to guide him through his year. He would much prefer to help the organization achieve its goals than worry about leaving a legacy. "I don't want to leave a landmark, just build on the plan that we have all agreed to carry out. I don't care if you remember me at all," he added with a chuckle.

That said, he has set specific goals for the coming year within each of the plan's nine concentration areas.

## **Education**

In the area of education, he hopes to see the fledgling Academy for Government Accountability come to full prominence as the clearinghouse for government financial management training. He also wants AGA to pursue more online course offerings, form partnerships with other professional organizations to increase AGA's educational opportunities and enhance chapter involvement by encouraging them to host their own local and regional professional development conferences.

## **Research**

Broadus has a true interest in government financial management research and would like AGA to look into various approaches for funding research projects.

## **Certification**

The CGFM Program has brought new life to AGA and Broadus hopes to help keep the momentum building. "The CGFM gave AGA a transfusion," he said.

An original member of the Professional Certification Board, he has helped guide this program since its inception. He supports the ongoing efforts to market the CGFM to all levels of government in the quest to make it the profession's preferred designation.

## **Marketing**

In the area of marketing, he is very interested in pursuing a corporate identity for AGA and supports the upcoming release of a new corporate AGA logo at the close of the 50th Anniversary celebration in September. Other goals include improving market research and continuing a coordinated marketing program.

## **Technology**

To meet the technology mandate in the strategic plan, he will encourage chapters to make better use of the Internet to deliver their message to members. He hopes to see many more chapters developing and making good use of websites.

Broadus wants to take advantage of technology to meet his communications goals. He will continue to support better and more wide-reaching communication with AGA members and constituents. This year's development of list serves for a number of AGA groups will be built upon next year, he said. "We have to beef up our communications efforts and keep them going. That is the lifeblood of our organization."

## **Programs and Services**

As President, Broadus will back an effort to improve member retention rates, meeting a goal set forth in the strategic plan's programs and services section. "Like all membership organizations, we expend a lot of effort recruiting members," he said. "I want us to spend more time on retention campaigns. Let's find out why—why didn't they renew?"

## **Internal Structure**

The newly formed Regional Governance Task Force will pick up where the recent Governance Task Force left off, by looking at the duties of Regional Vice Presidents as well as the focus of national committees and boards.

In this same vein, Broadus wants AGA to continue its efforts to revive chapters needing assistance. He supports the institution of an NEC annual planning day, at which AGA's governing board can discuss pressing issues with no formal agenda. Finally, Broadus is seeking a system to recognize AGA staffers for their work on behalf of the members.

## **International**

In the area of international development, Broadus supports the efforts around the world to form AGA chapters or affiliations. He refers to the charter recently submitted and approved by the NEC to form the AGA Northern Mariana Islands Chapter, which already has 82 members.

## **Advocacy**

He calls the final area of the strategic plan—advocacy—"tough, but important." He is adamant that AGA develop a process whereby the Association can add valuable input to the standard-setting process. "We have created a system for doing this and now we must identify people who can make constructive comments and stand behind them," he said.

Another item in the advocacy area is AGA's partnerships with other professional organizations, which he wants to encourage on the local and national levels. The local chapters of AGA and IIA, for example, need to be in touch with each other to advance mutual agendas, he said.

## **Goals Connected to Strategic Plan**

In summary, Broadus said all of his goals are tied directly to the strategic plan. "There is nothing earth-shaking, but I think we have enough on our plate that if we accomplish any of it, we will be better off," he said.

Broadus and his wife Juanita, residents of Prince William County, VA, are the parents of two grown sons and have four grandsons and two granddaughters. He is actively involved in a number of civic organizations in Prince William County, where he has served on the Park Authority Board, Board of Equalization, Land Use Committees, the county Audit Committee and on the Booster Club when his sons were in school.

So as AGA begins its sixth decade, the organization will be in good hands with Broadus at the helm. "I am excited, honored and humbled to serve an organization that I have spent hundreds of hours working with," he said.