



FROM THE PRESIDENT



DECEMBER 2020

Happy Holidays! I hope that you and your family are enjoying the holiday season!

The holidays are a time for family gatherings. My family's gatherings are a little different. I am a third generation CPA, and my wife, my sister-in-law, and my cousins are all accountants as well. So, at our holiday gatherings, we sit and talk about exciting journal entries we have made during the year. Hopefully, your holiday conversations are a bit more interesting.

One of my favorite family memories was my grandmother Ruthie's chocolate pecan candies she would make and have cooling on wax paper in her kitchen during our Christmas visits. One year my dad stole and ate a few of the small bits of chocolate alongside the candies. My grandmother returned and asked what had happened to the dog's heartworm pills she had dipped in chocolate. My dad never got heartworms!

My family had a New Year's tradition when we lived in Houston of delivering black-eyed peas to our friends to assure that they had good luck in the coming year. For those of you not originally from the south, eating black-eyed peas for luck is a southern new year's custom. We always enjoyed seeing our friends, and everyone needs good luck!

Reaching out can make a huge difference in lives, so during the holidays I encourage you to:

- Reconnect with a friend or family member.
- Make a positive difference in someone's life (even small things matter).
- Thank someone who has made a difference in your life.
- Focus on what is important to you and your family.

While you are at it, since a main goal of FEI is connecting its members, I encourage you to reach out to a few fellow members and sponsors during December and wish them happy holidays!

Important Event Scheduling Changes

Monthly chapter meetings are moving from second Mondays to second Tuesdays for January-April 2021. Northwood Club is closed on Mondays but had been opening to accommodate FEI's 325-350 monthly attendees. Post-COVID in-person crowds of 70 people do not justify the cost.

The dinner-dance typically held in February has been moved to May when more members and guests will attend, and the activities can be more vibrant. We are working on a virtual social event for February.

Congratulations

Dallas Business Journal's Most Inspiring Leaders of 2020 included our own Elizabeth Reich (CFO, City of Dallas) and Sean Shepard (Regional CFO, Kroger). Other winners nominated by FEI include Trisha Cunningham (CEO, North Texas Food Bank) and Michael Hinojosa (Superintendent, Dallas ISD).

Don't forget to nominate for D CEO's upcoming 2021 Financial Executives awards.

Upcoming

FEI's Technology webinar on Tuesday, December 8th (7:30-9:00 a.m.) is "Using Technology Strategically to Transform into the New Normal and Beyond," and is presented by Charles Cochran of Chapter Title Sponsor KPMG. Please sign up and attend!

Happy Holidays and Happy New Year!

Ron Rushing
FEI Dallas Chapter President