



FIRST ANNUAL MEETING
CONTROLLERS INSTITUTE OF AMERICA
HOTEL ROOSEVELT SEPT. 19 & 20, 1932

DRUCKER & BALTES
NEW YORK
998-37

The Only Two People You Need to Worry About

Because They Are The Only
People That Matter



The Prospective Member

Name: Jamie

Age: 34

Location: San Francisco, CA

Job Title: AD of Finance, DocuSign
Jamie doesn't need a professional organization membership or CPE credits to advance her career.

Our challenge: Make FEI's offerings compelling enough to see the value of joining, as a complement to her other resources.

The Loyalist

Name: George

Age: 58

Location: Oshkosh, WI

Job Title: CFO, Bemis

George visits the website for very specific tasks. He uses the site as a recruitment tool to encourage people to join.

Our challenge: Make the site a place he can see the value as a complement to his in-person interactions.



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