

Minutes of:	The New York State Society of Certified Public Accountants Executive Committee Meeting
Date & Time:	Wednesday, November 1, 2017, 8:30 a.m. to 1:38 p.m.
Location:	NYSSCPA Offices, 14 Wall Street, 19 th Floor, New York, NY
Presiding Officer:	Harold L. Deiters III, <i>President</i>
Executive Committee Members Present:	Jan C. Herringer, <i>President-elect</i> Anthony T. Abboud, <i>Secretary/Treasurer</i> Edward L. Arcara Paul E. Becht John B. Huttlinger, Jr. Barbara A. Marino Mitchell J. Mertz Iralma Pozo Michael M. Todres Joanne S. Barry, <i>Executive Director (Ex officio)</i>
Executive Committee Members Participating via Conference Call:	Candice Meth Thomas S. Pirro
Executive Committee Members Absent:	NONE
Staff Present:	Revira Brennan Christopher Camacho Colleen Lutolf Ernest Markezin Patrick Payano Joanne Thelmo

MINUTES

EC17 — M — 0 Call to Order	Mr. Deiters called the meeting to order at 8:30 a.m. He welcomed everyone in the room and those that were participating via conference call.
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**EC17 — M — 1
Action Items**

a. Approval of Minutes of August 1, 2017, Executive Committee Meeting

Ms. Marino made a motion to approve the meeting minutes of August 1, 2017 and Mr. Pirro seconded the motion. The motion passed without objection or abstention.

b. Financial Statements for the period ending August 31, 2017

Mr. Abboud presented the financial statements. Mr. Payano will also check with Aptify and consultant to see about a refund for faulty service which led to unauthorized credit card charges. Mr. Payano provided an overview of the budget-to-actual report. He will talk to consultants to see how the summary tab can make more sense and have more detail. Mr. Arcara motioned to approve the financial statements, Mr. Mertz seconded. The motion passed without objection or abstention.

c. Membership Report

Ms. Barry noted that there were 300 new members since last meeting. With approval today, there would be 26,564 total members which doesn't include the 155 in process. She noted that the report shows an increase in associate and non-CPA members. A discussion followed.

Mr. Todres motioned to approve the membership report. Mr. Abboud seconded. The motion passed without objection or abstention.

d. Approval of New Committees

i) Cannabis Industry Committee

Mr. Markezin presented the draft committee action plan for the proposed Cannabis Industry Committee. He noted that there are 18 people wishing to participate in this committee if approved.

Mr. Arcara motioned to approve the committee. Mr. Becht seconded. The motion passed without objection or abstention.

	<p>ii) Career Transitions Committee</p> <p>Mr. Markezin presented the committee action plan for the proposed Career Transitions Committee. The committee would be focused on helping members through career and job transitions. Ms. Barry recalled that the Society used to hold semi-annual networking sessions for members in transition and that this committee would help formalize those efforts.</p> <p>Mr. Mertz motioned to approve the committee. Ms. Pozo seconded the motion. The motion passed without objection or abstention.</p>
<p>EC17 — M — 2</p> <p>Officer & Management Reports</p>	<p>a. President’s Report</p> <p>i) AICPA Fall Meeting of Council</p> <p>Mr. Deiters and Ms. Barry discussed their experiences at the recent AICPA Fall Council meeting held in San Antonio, TX. Ms. Barry stressed how important it was to make members aware of the changes in the profession and the speed at which it’s changing.</p> <p>ii) Town Hall Meetings Update</p> <p>Ms. Barry provided an update of the town hall meetings and provided a breakdown of how the chapter visits were structured. The response has been very positive. A discussion followed regarding how to better market and advertise these meetings in the future. Ms. Barry acknowledged the work Ms. Lutolf did in putting together slides that were used at the town halls.</p> <p>Mr. Deiters also recommended bringing back the leadership conference. Ms. Barry said she would look at seeing about adding it to next year’s budget.</p> <p>iii) Chapter Treasury Transition Update</p> <p>Mr. Payano informed the committee that seven chapters have transitioned to where the Society now handles their accounting. There have been no complaints with the transition.</p> <p>b. Secretary/Treasurer’s Report</p> <p>i) Nominating Process</p> <p>Mr. Abboud informed the committee that the Nominating Committee has been formed and that emails will soon go out calling for nominations to serve on the Board of Directors. He reminded the committee that the deadline to submit nominations</p>

	<p>will be January 2, 2018. The Nominating Committee will meet on January 11.</p> <p>c. Executive Director’s Report</p> <p>i NASBA Update</p> <p>Ms. Barry informed the committee that she was asked to serve on the State Society Relations Committee of NASBA. She said it’s a great committee that will give the Society early insight into regulatory issues that are coming down the pike from a national perspective. She informed the committee she also attended the NASBA National Conference a few days prior.</p> <p>ii 2017 Trends in the Supply of Accounting Graduates</p> <p>Ms. Barry shared with the committee the NASBA 2017 Trends Report on the Supply of Accounting Graduates. The information in the report was based on the 2015-16 academic year and the 2016 firm year. Among the takeaways were that student enrollment in accounting is at an all-time high and there has been a shift in terms of bachelor’s vs. master’s degrees for accounting, with master’s degree going down. A discussion followed about how colleges need to change their curriculum in order to make students more hireable by firms, given the changes the profession is experiencing. Ms. Barry cited Barry Melancon of the AICPA as somebody who has been on point regarding this issue.</p> <p>iii Other Issues</p> <p>Ms. Barry announced she had concluded her year as president of CPA SEA, the state society executive directors organization. It gave the Society great exposure and allowed Ms. Barry the opportunity to create new partnerships.</p>
<p>Core Values & Goals</p> <p>EC17 — M — 3</p> <p>Professional Excellence & Integrity</p>	<p>a. Chapters Update</p> <p>Mr. Becht and Mr. Huttlinger presented their Chapters Activity report. They also discussed the most recent Chapter Presidents call of October 19th. Mr. Huttlinger liked the recent slate of speakers at the Chapter Conference call. Video conferencing is effective and gets more people engaged including the staff.</p> <p>An issue that came up was there were some registration glitches and issues getting the course materials out for the Adirondack chapter’s recent CPE event. Ms. Barry said she would follow up on</p>

	<p>that. She said there's a new electronic registration system but that it will be rolled out slowly.</p> <p>Mr. Huttlinger also informed the committee that Debbie Cutler communicated with him about comments being made regarding the fee for ethics seminars that she conducts.</p> <p>Mr. Huttlinger also received feedback from chapters about their respective budgets. Some miscommunication occurred as to when Chapter Budget templates were to be sent. Mr. Payano will send out the templates on November 6 and the chapters are expected to complete them by the middle of December.</p> <p>b. Committees Update</p> <p>Ms. Meth presented an overview of the committee report and congratulated Mr. Huttlinger who was the recipient of an award from the New York Council on Non-Profits.</p> <p>Ms. Meth also reminded the committee that the process for statewide committee vice chair solicitation has begun.</p> <p>Ms. Meth also highlighted an upcoming Next Gen Event and she was asking committee chairs to attend the event.</p>
<p>EC17 — M — 4 Advocacy</p>	<p>a. Society Comment Letters</p> <p>Mr. Mertz noted that the society has issued nine comment letters for the current fiscal year as of October 13th, though in the past few weeks three additional letters went out. Mr. Markezin indicated that letter issuance was on the same pace as last year. Mr. Mertz noted the quality of the letters. They've been well written and he gave credit to Mr. Markezin and his staff. Mr. Deiters praised the efforts of both Mr. Mertz and Mr. Markezin.</p> <p>b. Legislative & Regulatory Update</p> <p>Ms. Thelmo announced that our bill to remove the exemption from mandatory quality review for sole proprietorship firms and firms with two or fewer accounting professionals was signed by the Governor on October 23. For those who participated in the Society's inaugural Lobby Day, they will receive a copy of the bill and the pens the governor used to sign it.</p> <p>EO 162, which requires state contractors and their subcontractors to submit the job title and salary for each employee working on a</p>

contract, in addition to the equal employment opportunity information (such as sex, race, and ethnicity) already required was signed by the Governor during the summer and the Society is still having talks with the Governor's office. The effective date is sometime in 2018. Ms. Thelmo reminded the committee that the society signed onto a coalition's letter expressing their disapproval. She will keep the committee apprised of any updates on this matter.

Ms. Thelmo also informed the committee that we signed a letter of support for the Transitional H Certificate, because it would allow CPAs to work in school districts with private experience. The Association of School Board Officials has met with New York State Ed and recommended it to the Board of Regents. It's now open for public comment and will be taken to the Regents for approval and adoption at the January meeting.

Ms. Thelmo added that the AICPA has put out new attestation standards which conflict with some current New York State reporting requirements. The Society's Not-for-Profit Committee is working with the Office of Mental Health on SSAE 18.

Ms. Thelmo informed the committee that NASBA decided at their conference to table any further language on the CGMA Designation in Section 14 of the UAA. Ms. Barry, who attended that conference, reported that 37 state societies sent in letters and only 2 approved of the proposed revision to Section 14 of the UAA.

c. Legislative Breakfast Series

Ms. Thelmo discussed the legislative breakfasts which have either been scheduled or are in the process of being scheduled. The breakfasts have been advertised through email blasts, chapter digests and posted on the Exchange.

d. Tax Preparer Advocacy: NYS Tax Department Driver's License Requirement

Ms. Lutolf discussed the letter that was sent out to Nonie Manion, acting commissioner of the New York State Department of Taxation & Finance in response to their decision to require taxpayers to provide certain driver's license information when filing their returns. The Society is awaiting her response and when it is received, the letter and the communication will be posted through all of the

society's communication channels. This is important issue for smaller practitioner firms.

Going forward, Ms. Lutolf is looking to create a Small Practitioner section of the website with resources and information. Ms. Barry added that it was the recommendation of the chair of the New York State & Local Tax Committee that we put together an affinity program to help our small practitioners connect with software vendors to provide extra security as a result of this new measure. Ms. Barry will look into this and will also speak to professional liability insurance carriers to see if their premiums can be reduced as a result of the enhanced security.

e. State Board Meeting Update

On October 26, Ms. Thelmo & Ms. Lutolf attended the New York State Board of Accountancy Board of Directors meeting. They talked about the process of pre-license approval. The board office is understaffed and have since hired people, but continue to be understaffed because they lost two more employees through retirement and promotion. Ms. Thelmo has called on behalf of members and other state societies inquiring about the status of their approvals. Also discussed at the meeting were the recommendations made to the Board of Regents regarding Ethics flexibility. It was made clear that these were only recommendations, this would not become final regulations until the Board of Regents adopts and approves them and that there could also be changes. At the Society's last board meeting on September 19, a motion was made and approved to write a letter to NYS State Board for Public Accountancy supporting certain aspects of the recommendations made by the Board of Directors. Ms. Thelmo will work with Kevin McCoy on this matter. The Society reached out to both the Legislative Task Force and the Professional Ethics Committee that a letter of support regarding CPE ethics requirements be drafted and issued.

The board also addressed the new peer review law for sole practitioners. The State Board will send out notices to sole practitioners and firms with two or fewer practitioners who are registered with the state. The challenges will be reaching out to those firms who are not registered with the SED.

Mr. Deiters warned of potential backlash from some firms who may feel abandoned by the Society and asked the committee to vet their

	<p>responses with himself, Ms. Barry, Ms. Lutolf or Ms. Thelmo before posting on the Exchange. Ms. Lutolf had disseminated some educational information before bill was passed, and along with Mr. Markezin is planning a free information session with a panel of Peer Review Committee members.</p> <p>Also discussed at the Board of Accountancy meeting was the emergency regulation which would allow peer review administrators located in other states to provide such administration for SED, thus clearing an obstacle for the Pennsylvania Institute of CPAs to take over administration from NYSSCPA. Mr. Deiters suggested there could be front page information in The Trusted Professional and Ms. Lutolf will continue to provide relevant information Society members and the public.</p>
<p>EC17 — M — 5 The Next Generation</p>	<p>a. Membership Activities Update</p> <p>Ms. Brennan discussed how she and her team were working to improve membership renewal and growth. She also discussed registration for the upcoming open house and other special events coming up.</p> <p>Ms. Brennan was also incorporating firm visits to see what the needs of these firms are and how the Society can assist. She also talked about female and minority members and working to make them feel more included in the Society.</p> <p>Ms. Brennan also shared flyers with talking points for renewal of CPA Business, Industry and Sole Practitioner members. Ms. Barry said they were looking to do something for Non-CPA members. A discussion followed.</p> <p>b. Diversity and Inclusion Committee Update</p> <p>Ms. Herringer discussed the activities of the Diversity and Inclusion Committee. She reported that the Westchester chapter held a woman’s event at Mercy College which was well attended. They’re developing a how to series of events such as “How to be a Rainmaker,” How to Start a Woman’s Initiative and How to Play Poker.</p> <p>Ms. Herringer is also working with Rumbi Petrozzello, the chair of the committee, Ms. Barry and Ms. Lutolf to see about having a women’s leadership summit where leaders can come to the State Society and discuss how to increase the participation of women in</p>

	the profession and also how men can help mentor and promote a diverse workforce. A discussion followed.
EC17 — M— 6 Public Awareness	<p>a. Communications Update</p> <p>Ms. Lutolf prepared a communications report which was shared with the committee. She discussed the creation of a Trump Tax Reform Media Team comprised of different members who could speak to different areas of taxation.</p> <p>b. Digital Marketing Update</p> <p>Ms. Lutolf discussed the marketing tactics used to promote the Expanded Auditors Report panel. It was promoted exclusively through social media and a special video featuring Chris Gaetano, moderator of the panel was produced. A media alert was sent out and from the initial email 20 registrants signed up. Ms. Lutolf sees this as something that can be used to market FAE events.</p> <p>Branding Initiatives Ms. Lutolf expressed the importance of making sure branding is consistent for state society and FAE and that we are speaking with one voice. She stated that she is rebuilding the marketing program with this goal in mind.</p>
EC17 — M — 7 Executive Session	Ms. Marino motioned to go into Executive Session. The motion was seconded. The motion passed without any objections.
ADJOURNMENT	A motion to adjourn was made by Mr. Becht, and Mr. Mertz seconded the motion. The motion passed without any objections. The meeting adjourned at 1:38 p.m.

Respectfully submitted,

Anthony T. Abboud
Secretary/Treasurer

Approved at the February 15, 2018 Executive Committee meeting.
Agenda Item #EC18-A-1a