

Minutes of: New York State Society of Certified Public Accountants Executive Committee Meeting

Date & Time: Monday, June 2, 2014, 9:54 a.m. to 12:40 p.m.

Location: NYSSCPA Offices, 14 Wall Street, 19th Floor, New York, New York

Presiding Officer: Scott M. Adair, *President*

Executive Committee Members Present: Joseph M. Falbo, Jr., *President-elect* Anthony T. Abboud
Barbara E. Bel
Timothy P. Hedley, *Vice President* Richard T. Van Osten
Scott D. Hosler, *Vice President* Joanne S. Barry, *Executive Director*
Cynthia A. Scarinci, *Vice President*
F. Michael Zovistoski, *Secretary/Treasurer*

Executive Committee Members Absent: Harold L. Deiters III, *Vice President*

Staff Present: Amy Broderick Ernest Markezin
Robert Busweiler Patrick Payano
Colleen Lutolf Bradley Pryba

MINUTES

EC14 — N — 0 President Scott M. Adair noted that a quorum was present and
Call to Order called the meeting to order at 9:54 a.m.

EC14 — N — 1
Action Items **a. Approval of Minutes of May 15, 2014, Executive Committee Meeting**

Mr. Adair asked if Executive Committee members had any changes or comments to the minutes of the May 15, 2014, Executive Committee meeting. After further discussion, Mr. Zovistoski moved to approve the May 15, 2014, minutes, and Mr. Adair seconded the motion. The motion passed without objection.

b. Financial Statements Ending February 28, 2014

Mr. Zovistoski presented the financial statements and gave the

Executive Committee a line-by-line overview.

After further discussion, Mr. Hosler moved to approve the financial statements, and Mr. Van Osten seconded the motion. The motion passed without objection.

a. Board and Executive Committee Structure

Mr. Adair announced that he had picked an Executive Committee that he felt would work well together. Mr. Adair stressed the importance of communication between the Executive Committee, the Board of Directors, and the Society's chapters.

Mr. Adair noted that it was important to increase interest in serving of the Society Board and added that he had been developing initiatives to achieve that.

Mr. Adair then gave the Executive Committee a brief overview of the typical work of the Executive Committee.

b. Chapters Update

Mr. Hosler stated that five chapter visits had taken place and that he was pushing the NextGen name change at the chapter level. Ms. Lutolf added that a name change from the Young CPAs Committee to NextGen would make branding more consistent. Mr. Hosler announced that the NextGen Conference was scheduled for later in the month on both Long Island and in Rochester. The Executive Committee discussed the topics to be addressed at the conference and the importance of the opportunity to network at the event.

Mr. Hosler stated that he was encouraging chapter representatives to communicate with their chapter presidents and with the Board. Mr. Adair added that he would like to engage chapter representatives in Board meetings and with chapter relations.

b. Society Comments

Mr. Hedley announced that 30 comment letters had been issued in the previous fiscal year, and that 2 more were in the pipeline. Mr. Adair stated that comment letters were a strength of the organization and are very high quality.

c. Committees Update

Ms. Scarinci announced that 47 new committee applications had been received, with 19 of those coming from new Society members. She stated that having committee chairs participate on chapter presidents calls was very constructive.

The Executive Committee members then discussed the Society's new Exchange platform, and Mr. Adair requested a demonstration of the platform at the August meeting.

d. New Board Members Orientation

Mr. Adair announced that the New Board Members Orientation was held at the Society offices on May 22, 2014, and stated that it was a very useful meeting.

a. Legislative and Regulatory Update

Mr. Adair gave the Executive Committee an overview of the legislative and regulatory process. Mr. Busweiler announced that the New York State Board for Public Accountancy was reviewing and reforming the law that governs unprofessional conduct. He added that the Society had offered assistance in that area.

Mr. Busweiler stated that the proposal for removal of the school internal audit requirement had been stopped in the Assembly. Mr. Busweiler added that the non-CPA ownership bill was still pending and new versions of the bill incorporating edits to satisfy regulatory interests had been drafted.

b. Annual Government Affairs Agenda

Mr. Adair announced that the Society was at a critical juncture, and noted that Mr. Busweiler had done a good job of becoming proactive in addressing issues that concern the Society. Mr. Pryba added that an annual government affairs agenda had been identified as a way the Society could become more engaged in the legislative process, and stated that Mr. Busweiler had come up with a preliminary sketch of areas to focus on. Mr. Pryba added that he hoped the Executive Committee and Board would become proactively involved in the process.

Mr. Busweiler stated that the overall goal is to better utilize the Society's strengths and to become involved in more discussions in Albany. He added that the Society should use its leadership and committee structure to that end. Mr. Busweiler stressed the importance of developing a centralized legislative agenda.

He also noted the importance of a well-funded PAC, and the Executive Committee discussed possible ways to increase funding to the PAC.

c. Governance Forum Update

Mr. Busweiler stated that the Governance Forum is a two-day event focused on the Board of Directors and chapter presidents-elect. He noted that staff tried to make the agenda more dynamic this year, and then gave the Executive Committee an overview of the agenda for the forum.

Ms. Barry added that the Young Leadership Circle was started last

year to get young people involved with the Society and to become the organization's future leaders. She noted that this was an area she would like to grow.

EC14 — N — 4
Strategic Plan

Mr. Adair stated that the Strategic Plan Task Force was formed in December 2013 and consisted of Ms. Gail Kinsella, Ms. Giovinazzo-Barnickel, Mr. Elliot Lesser, Mr. Ronald Hegt, Mr. Kevin Matz, and Mr. Harold Dieters. Mr. Adair added that the focus of the committee was to review and update the strategic plan, and that the committee would come back to the Executive Committee in November in the hopes of having a new strategic plan adopted at the December Board of Directors meeting.

EC14 — N — 5
Professional Competency

a. Best Practices Task Force Update

Mr. Falbo announced that the Best Practices Task Force had completed its work regarding information gathering and that they were now looking at how to become more efficient. He noted that chapters, FAE, and committees need to increase their collaboration. Mr. Falbo added that the Task Force had discussed developing quick reference sheets for best practices.

b. FAE Update

Ms. Barry stated that it was important to keep the Society Board up-to-date on FAE issues, as there is governance overlap. She indicated that to address declining attendance, FAE was revamped and was operating with a new business plan. As an example, FAE has moved to a web delivery system.

Ms. Barry announced that an e-store would be launched for FAE courses, and added that the Trustees had given management the latitude to adjust course pricing as required to be more responsive to marketplace competition. Ms. Barry noted that FAE was negotiating with five state societies to have them purchase FAE content, and that FAE was also looking at partnering with other organizations.

Mr. Zovistoski added that complimentary admissions to events had been cut down significantly and also that most events were now being held on-site or at free conference sites in an attempt to reduce expenses and increase revenue.

c. Relationship with FAE–Affiliation Agreement

Mr. Pryba gave the Executive Committee an overview of the structure of the relationship between the Society and FAE, and explained that both organizations are independent entities.

Mr. Pryba noted that the organizations share the same Treasurer and that two Trustees are appointed by the Society's Board of

Directors, and added that the Trustees elect their own colleagues from a list solicited and edited by the Society.

Mr. Pryba explained that the Affiliation Agreement is an annual agreement, and noted that due to the FAE's new business plan, it may make sense to modify the structure and relationship of the two organizations.

d. Peer Review Program

Mr. Markezin gave the Executive Committee an overview of the Peer Review Program. He explained that the Society administers the AICPA Peer Review Program and the mandatory Quality Review Program.

The Executive Committee further discussed the peer review program.

**EC14 — N — 6
Recognition and
Visibility**

a. NextGen Conference

To be discussed at future meeting.

b. Media Relations Report

Ms. Lutolf stated that media relations is a critical part of what the Society does, and discussed revising PAC marketing.

**EC14 — N — 7
Recruitment and
Retention**

a. Membership Structure and Fees

Ms. Barry stated that membership is the most important activity of the Society, as the revenue fuels all programming. She announced that the retention rate over the past few years had been 97%, and that last year the retention rate dropped to 94%. Ms. Barry stated that staff had examined the dues structure and decided against raising the dues this year. She added that Society leadership would also be examining the dues structure.

**EC14 — N — 8
Executive Session**

No Executive Session was held.

**EC14 — N — 9
Adjournment**

Mr. Falbo moved to adjourn the meeting, and Mr. Zovistoski seconded the motion. There being no objection, the meeting adjourned at 12:40 p.m.

Respectfully submitted,

F. Michael Zovistoski
Secretary/Treasurer