



## NCACPA Board of Directors Meeting Minutes

August 11, 2022

Jose Rodriguez, CPA Chair, presiding

### **Members participating**

Shawana Spann	Amy Bibby	Yvonne Hinson
Kimberly Branch	Kristin Pappas	Courtney Knoll
Jeanette Franzel	Jose Rodriguez	Wendy Waller
Kevin James	Arleen Thomas	Anna Kinast
Jared Korver	Kelly Puryear	Bryan Swerbinsky

### **Staff participating**

Sharon Bryson	Teka Miller-Alston	Liz Cooper
Mark Sotichack	Nikki Vann	
Anneliese Sessoms	Lorrie Gold	

### **Guests**

Dave Horne, Esq., NCACPA Legislative Counsel/Lobbyist, Smith Anderson  
Melanie Sanders, CDE & Senior Consultant, The Diversity Movement  
Michelle Perez, Client Success Manager, The Diversity Movement

## **Administrative Matters**

### **Call to Order & Consent Agenda**

Board Chair Jose Rodriguez called the meeting to order and welcomed those participating. He then invited the CPAs to recite the "Oath of a North Carolina CPA."

Jose inquired if there were any comments concerning minutes of the June 21, 2022 board meeting. As there were none, a motion was made to accept the Consent Agenda as presented, which was unanimously approved.

## **Strategic Discussions**

### **Diversity, Equity & Inclusion**

*The Diversity Movement NCACPA Board Listening Session, led by Melanie Sanders, CDE & Senior Consultant, TDM*

Melanie Sanders and Michelle Perez with The Diversity Movement (TDM) conducted our NCACPA Board Listening Session. This was a closed session, with no staff members or guests present for this portion of the meeting. All feedback will be included in an anonymous and confidential report prepared by TDM.

### **Increased Advocacy & Awareness**

*July 19-21 Association of International Certified Professional Accountants Board meeting update*

Sharon Bryson provided an update on the Association of International Certified Professional Accountants Board meeting. Sharon was invited to attend this meeting in her current role as President of the CPA Society Executives Association. Sharon reported a significant focus on the following discussion topics:

- Increasing global nature of the accounting profession, with heavy focus on Asia, specifically, China.

- AICPA's new tiered membership model includes 30-hours of CPE annually, which has generated significant concern from state CPA societies.
- CGMA's new Global Finance Program currently positioned as CGMA's newest entrée, mainly in the international market, with 5,000 students on the path of becoming a CGMA through this new initiative.
- Sharon also shared that NCACPA members, Matt Snow and Scott Showalter, are clearly major contributors – from a leadership and strategic standpoint – to the Association Board and have each been invited to attend our October Board Meeting in Asheville.

### *CPA/SEA Approach to CAQ Initiatives*

Sharon shared an overview of the presentation by Julie Bell Lindsay, CEO of the Center for Audit Quality (CAQ) – also during the Association Board meeting – regarding the CAQ's Accounting Pipeline Programs: Accounting+ and Bold Ambition. Sharon noted CAQ's programs are focused on rebranding the profession with the intent of investing \$20 - \$25 million in 2023 and \$30 million in 2024. Sharon reported CPA/SEA has put together a working group to research and collaborate on opportunities for state CPA societies – including financial opportunities – with CAQ.

### *NC CPA PAC Report*

Sharon highlighted major points of the NC CPA PAC report prepared by Robert Broome, including the:

- Advocacy Resource Group's ambitious fundraising goal for 2022, to increase contributions by 50% from last year. This goal of \$45,000 was reached on July 25 and continues to increase. For comparison, in 2020, we had 113 PAC investors; in 2021, we had 158, and in 2022, we are already at 152.
- Increased number of first-time investors. In 2021, we had 54; currently in 2022, we already have 40.
- PAC contributions to legislators and elected officials were fully vetted and approved last week by our Advocacy Resource Group, with full disclosure of contributors supplied in the board materials. The materials provide reference to NC CPA PAC recipients who currently, or who are expected to, hold key leadership positions and/or committee assignments.

Sharon noted that per NCACPA Legislative Counsel Dave Horne's recommendation, considering the increased funds and contributions our PAC is now involved in, a NC CPA PAC Board of Directors will be formed by the end of this fiscal year. Jose noted the currently existing Advocacy Resource Group has been providing oversight, and the formation of a PAC Board of Directors is the logical next step from a governance standpoint. Sharon also thanked the Board for their support of the PAC.

### *CPA/SEA Outreach to NASBA & State CPA Societies*

Sharon shared that on July 25, a request was sent to NASBA leadership on behalf of the CPA/SEA Board and state CPA societies, regarding our need for more demographic data on CPA exam candidates. Ken Bishop, CEO of NASBA, replied stating much of the requested data is not housed by NASBA, but by individual state boards. Sharon noted demographic data collected by the North Carolina State Board (through 07/2022) is included in the supplemental board materials.

Sharon referenced a subsequent update she received from Ken Bishop stating that NASBA continues to work on the information requested by state societies, specifically the reliability of data in their (NASBA's) old and new systems, as well as future reporting capability post-CPA Evolution.

## **Governance & Operational Effectiveness**

### *Treasurer's Update*

Jared Korver provided a Treasury update, and these updates are highlighted below:

- The audit continues to move forward on schedule. During the audit, NCACPA's PPP loan application was approved and will be noted as a subsequent event in our audited financials for fiscal year 2022.
- Trends for fiscal year 2022 are positive. Through June, membership dues revenue totaled \$145,000, which is almost 8% ahead of schedule from last year, and CPE is doing well both in-person and online.

- In terms of investments, the portfolio through Q2 has been down, however, the markets have been showing signs of improvement. Also, prior Young CPA Cabinet member, Mason Barringer with DMJPS, has been appointed to the at-large position on the Investment Committee.

Teka Miller-Alston reported July was just closed out and NCACPA is trending ahead on membership and revenue in comparison to last year. Teka also added a successful “Ring in the Members” initiative just finished, which involves each member of staff reaching out to approximately 50 members who are in a past-due membership status.

#### *Report from Executive Committee*

Jose Rodriguez reported the Executive Committee met July 28<sup>th</sup> and discussed a number of topics including: a status report on appointments to the NC State Board of CPA Examiners; an AICPA update; a progress report on our work with our new DEI consulting group, The Diversity Movement; agenda review for the August 11<sup>th</sup> board meeting; and a financial update.

#### *Overview of October 6-7 NCACPA Board meeting*

Jose reported preparations for the October 6-7 board meeting are underway with agenda plans currently in the works.

#### *Recent Nominations and State Board Updates*

Sharon reported her recent receipt of a call from the Governor’s office regarding appointments to the NC State Board of CPA Examiners. Two incumbent members were reappointed: Bernita Demery, CPA, and public member, Jennifer Van Zant. Barton Baldwin, CPA, was not reappointed. Mickey Payseur, CPA, former managing partner of Butler & Stowe, in Gastonia, NC, was appointed. Sharon added she recently received a call from Barton Baldwin, who noted his disappointment in not being reappointed, while also expressing his appreciation of the Association’s past support.

## **Other Board Responsibilities**

#### *Closed Session and Adjournment*

NCACPA staff and invited guests exited as Jose moved the meeting into closed session. There being no further business to conduct, Jose expressed appreciation to everyone for their participation. The meeting was adjourned at 12:00pm.

Respectfully submitted,  
Sharon H. Bryson, M.Ed., NCACPA CEO  
Secretary to the Board