

# Association of International Certified Professional Accountants

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## Board of Directors

### Minutes of Conference Call Meeting: Wednesday, January 29, 2020

#### Contents (by Topic)

Approach for Refreshing the Association's Strategy - Key Framing Questions ..... 5

Attendance..... 2

Managing the Association's Cyber Security Risk..... 4

Preliminary 2019 YE Strategiv and Financial Results and KPIs..... 4

Report from the Association Chairman & Vice Chairman ..... 3

Report from the Association CEO ..... 4

# Association of International Certified Professional Accountants Board of Directors

## Minutes of Meeting: Wednesday, January 29, 2020

A meeting of the Association Board of Directors was held on Wednesday, January 29, 2020, via conference call. The meeting convened at 8:00am ET and a quorum was declared.

### Attendance

The following Board members were present:

Paul Ash	Anoop Mehta
Anita Baker	Barry Melancon
Sheila Balzer	Randy Myeroff
Mark Begich	Mandy Nelson
Bruce Behn	Anne Northup
David Benello	Joel Olbricht
Kasia Ciezkowska	Jeff Porter
Louise Connaughton	Amy Radin
Rick Dreher	Okorie Ramsey
Joe Falbo	Amal Ratnayake
Melody Feniks	Bill Reeb
Sarah Ghosh	Doug Roosa
Tracey Golden	Richard Sharp
Dan Griffiths	Steve Swientozielskyj
Amarjeet Hans	Louise Taylor
Eric Hansen	Mahes Wickramasinghe
Andrew Harding	Ron Yates
Nick Jackson	John Zheng
Melanie Kanaka	

Also present:

Erik Asgeirsson, CEO – CPA.com  
Michael Buddendeck, General Counsel  
Lawson Carmichael, COO  
Sue Coffey, Executive Vice President – Public Practice

Deborah Curry, President and CEO - Florida Institute of CPAs  
Jamie Geary McNair, Manager – Governance  
Sarah Gentry-Kanashiro, Associate Manager – Governance  
Kevin Henson, Vice President - Strategy  
Cindie Hubiak, President and CEO – Arizona Society of CPAs  
Tim LaSpaluto, Vice President - Finance  
Cynthia Lund, Vice President – State Society Affairs  
Janice Maiman, Executive Vice President – Communications, PR and Content  
Jay Overcash, Director - IT Security Strategy  
Rekha Perumallu, Director - Strategy  
Mark Peterson, Executive Vice President – Advocacy  
Bill Pirolli, Partner – DiSanto, Priest, & Co. (AICPA Vice Chair Elect)  
Clar Rosso, Executive Vice President – Engagement & Learning Innovation  
Scott Spiegel, CFO  
Gail Stirling, Executive Vice President – Professional Standards & Conduct  
Rory Tait, Executive Vice President – Marketing & Member Experience  
Irene Teng, Executive Vice President – Global Markets  
Joel White, Senior Director - Internal Audit, Risk, and Compliance

## **Report from the Association Chairman & Vice Chairman**

Amal Ratnayake Chair of the Association, and Bill Reeb, Vice Chair of the Association, welcomed everyone to the meeting, including guests Cindie Hubiak, President and CEO of the Arizona Society of CPAs, and Deborah Curry, President and CEO of the Florida Institute of CPAs, and provided an update on recent key market place and member activities.

Mr. Ratnayake presented the meeting minutes from the November 19-21, 2019 Board of Directors meeting. Upon a motion duly made and seconded, the meeting minutes were approved.

Mr. Ratnayake asked Eric Hansen, Chair of the Nominations Committee and Immediate Past Chair of the Association, to provide an update on the December 2019 Nominations Committee meeting.

Mr. Reeb presented a Council vacancy for AICPA Council to the PA/AICPA Board members for approval. Crystal Faulkner of Ohio was nominated to replace Mark Van

Benschoten from Ohio on Council for the remainder of Mr. Van Benschoten's term. Upon a motion duly made and seconded, the AICPA Board approved the nomination of Ms. Faulkner to fill the AICPA Council vacancy and the nomination will be presented to AICPA Council for its approval in May.

## **Report from the Association CEO**

Barry Melancon, CEO of the Association, updated the Association Board on the organization's key conferences, including SEC and CGMA 100 in Shanghai, and shared wins from 2019 and goals for 2020. He provided the Board with updates on the Managed Services Agreement, current global advocacy efforts, the Future of Finance, CPA Evolution, Digital CPA, and Major Firms Group.

Mr. Melancon shared highlights of 2019 and thanked the Board for their efforts in continuing to support the profession.

## **Managing the Association's Cyber Security Risk**

Joel White, Senior Director - Internal Audit, Risk, and Compliance, Jay Overcash, Director - IT Security Strategy, and Doug Roosa, Chair of Audit and Finance Committee, shared the Association's cybersecurity strategy with the Board, noting the importance of cybersecurity, the current top cybersecurity risks, and the organizations level of vulnerability.

## **Preliminary 2019 YE Strategic and Financial Results and KPIs**

Scott Spiegel, CFO, and Lawson Carmichael, COO, shared organizational accomplishments and challenges from 2019 and updated the Board on KPI performance. Highlighted accomplishments included growth in members, Net Promoter Score, and year over year revenue, CIMA's 100<sup>th</sup> anniversary, the .cpa top-level domain, and launching Future of Finance. Areas of continued focus included CPA candidate pipeline, streamlining student progression, and changes in external markets and regulatory environments.

Mr. Spiegel and Mr. Carmichael concluded the presentation with a comparison of the 2019 and 2020 Key Performance Indicators.

## **Approach for Refreshing the Association’s Strategy – Key Framing Questions**

Lawson Carmichael, Kevin Henson, Vice President – Strategy, and Rekha Perumallu, Director – Strategy, informed the Board of the current approach to refresh the Association’s strategy. They shared the planned approach, timeline, and next steps. Following the presentation, the Board asked questions and provided feedback.

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There being no further business, the meeting adjourned at 11:55am on Wednesday, January 29, 2020.