

Association of International Certified Professional Accountants

Board of Directors

Minutes of Meeting: Wednesday, January 27, 2021

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Association of International Certified Professional Accountants Board of Directors

Minutes of Meeting: Wednesday, January 27, 2021

A meeting of the Association Board of Directors was held on Wednesday, January 27, 2021, via video conference. The meeting convened at 08:00am ET and a quorum was declared.

Attendance

The following Board members were present:

Paul Ash	Barry Melancon
Sheila Balzer	Trisha Nomura
Mark Begich	Joel Olbricht
Bruce Behn	Dominic Ortiz
Kasia Ciezkowska	Robert Phillips
Louise Connaughton	Bill Pirulli
Rick Dreher	Amy Radin
Joe Falbo	Okorie Ramsey
Sarah Ghosh	Amal Ratnayake
Tracey Golden	Bill Reeb
Andrew Harding	Doug Roosa
Nick Jackson	Asif Sadiq
Melanie Kanaka	Mahes Wickramasinghe
Shirley Liu	
Anoop Mehta	

Also present:

Janet Adeyemi, Manager- Governance
Erik Asgeirsson, Chief Executive Officer- CPA.com
Michael Buddendeck, General Counsel
Lawson Carmichael, Chief Membership and Operating Officer
San Chan, Director – Marketing, New Markets
Sue Coffey - Chief Executive Officer – Public Accounting

Yasmine El-Ramly, Director – Governance
Stephen Flatman, Vice President- Examinations
Sarah Gentry-Kanashiro, Associate Manager – Governance
Vicky Li, Regional Vice President- North Asia
Janice Maiman, Executive Vice President of Communications, Public Relations and Brand
Mark Peterson, Executive Vice President – Advocacy
Scott Spiegel, Chief Financial Officer
Rory Tait, Executive Vice President – Marketing & Member Experience
Irene Teng, Executive Vice President – Global Markets
Mel Thomas, Senior Manager - Governance
Cheryl Wipper, Vice President- Communications, Reputation and Brand

Welcome and Opening Remarks from the Association Chairman & Vice Chairman

Tracey Golden, Chairman of the Association, and Nick Jackson, Vice Chairman of the Association, welcomed everyone to the meeting and provided an update on recent key marketplace and member activities.

Ms. Golden presented the minutes of the November 17-18, 2020, Association Board of Directors' meeting, as well as the minutes for the November 18, 2020, Management Accounting (MA) and Public Accounting (PA) Board meetings for approval. Upon a motion duly made and seconded, the respective meeting minutes were approved. The minutes for the Association Board of Directors' meeting were authorized for placement on the Association's website.

Ms. Golden asked Amal Ratnayake, Chair of the Nominations Committee, and Immediate Past Chair of the Association, to provide an update on the December 2020 Nominations Committee meeting.

Ms. Golden advised AICPA/PA Board members of an AICPA Council vacancy that required action. Ms. Golden explained that Edward Guttenplan of New Jersey was nominated to replace Danielle Dvorak from New Jersey for the remainder of Ms. Dvorak's term. Upon a motion duly made and seconded, the AICPA Board approved the nomination of Mr. Guttenplan

to fill the AICPA Council seat. The nomination will be presented to AICPA Council for its approval in May.

Report from the Association CEO

Barry Melancon, Chief Executive Officer of the Association, updated the Board on the organization's coronavirus response and support for our members during the pandemic, including CGMA and CPA exams updates, shared wins from 2020, and goals for 2021. He also provided the Board with updates on virtual conferences, the Finance Leadership Program (FLP) and Honorary Officers engagement with members in the regions.

Mr. Melancon thanked the Board for their efforts in continuing to support the profession and opened the floor for questions and discussion.

China Strategy

Irene Teng, Executive Vice President – Global Markets, and Vicki Li, Regional Vice President – North Asia, shared the Association's China 2025 growth strategy with the Board, noting the first phase of the strategy was implemented successfully in 2020. In addition, Ms. Li noted areas of continued focus for 2021 included the Digital Management Accounting (DMA) launch, marketing for DMA and strengthening the government partnership.

Preliminary 2020 YE Strategic and Financial Results and KPIs

Scott Spiegel, Chief Financial Officer, and Lawson Carmichael, Chief Membership & Operating Officer shared organizational accomplishments and challenges from 2020 and updated the Board on KPI's performance. The highlighted accomplishments included growth in members, Net Promoter Score (NPS), year-over-year revenue, and the .CPA top-level domain. Areas of continued focus included increased technology and digital enhancements, and continued adaptability to the changing world and needs of the Association members.

Mr. Doug Roosa, Chair of the Audit and Finance Committee, updated the Board on previous Audit and Finance Committee meetings.

Driving Brand, Reputation and Member Affiliation: Reducing Complexity and Increasing Recognition

Cheryl Wipper, Vice President - Communications, Reputation & Brand, and San Chan, Director – Marketing, informed the Board of the combined power of AICPA and CIMA as one global organization and the current approach to the organization’s brand strategy. Ms. Wipper informed the Board that 2021 offers opportunities for the organization to be more aggressive in adopting an “AICPA & CIMA” brand strategy, discussed the planned approach and next steps. Following the presentation, the Board asked questions and provided feedback.

Open Forum Discussion

Ms. Golden opened the floor for Board members to present any additional questions they would like to discuss.

Closing Remarks by the Chair and Vice Chairman

Ms. Golden and Mr. Jackson thanked the Board for their time and attention during the meeting. Ms. Golden reminded Board members the next meeting will be held virtually on April 21-22, 2021.

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There being no further business, the meeting adjourned at 11:55am ET on Wednesday January 27, 2021.