

PCPA EXECUTIVE BOARD MEETING
19 June 2012

Present: Todd Eicker, David Greene, Richard Kopp, Amanda Ries, Morgan Rizzardi, Brian Root, Amber Sherman Racchini, Charmaine Strong (Skype), Christina Wood, David Zlockie

Absent: Ryan Cunningham, Linda Hall, Dan Kennedy, Ronika Money-Adams, Amanda Gunther, Dan Pretz, Tom Steiner, Dave Watters

- I. **Call to Order:** A. Ries called the meeting to order at 9:05 a.m.
- II. **Roll Call:** C. Strong documented all in attendance.
- III. **Approval of Minutes:** The minutes of 20 January 2012 were approved as read. Motion to accept by T. Eicker; second by A. Sherman-Racchini. Minutes approved.
- IV. **Old Business:** Amanda Ries lead the discussion on the following topics:
 - a. **Bylaws Update:** All changes have been made to bylaws and web information is correct.
 - b. **Grady Roberts:** L. Hall has stepped down from her faculty liaison role but will follow through with the selection process. Contact needed to make sure that Dr. Grady Roberts is contacted and arrangements made for his accommodations at the conference; C. Strong agreed to serve as the contact if new faculty liaison has not been appointed.
 - c. **Membership Costs:** Discussion about PCPA membership rates relative to other state CPAs; comparative list had been previously shared. Currently, PCPA is in the middle of the states. After discussion, agreed that PCPA will remain at \$25 while the membership rebuilds. Discussion of branding and graduate student benefits; noted that Executive Board members used to connect with the graduate programs throughout PA to discuss PCPA and the benefits.
 - d. **Travel to ACPA Leadership Conference:** A. Sherman-Racchini presented overview of the ACPA Leadership Conference. Will touch base with NJ CPA especially to talk about their Big Ideas Conference, branding, etc. Additional topic of interest: dual membership. Shared proposed costs; does not expect total to exceed \$700. The recent online vote to support this expenditure passed.
- V. **Treasurer's Report:** Report presented by A. Sherman-Racchini. Total assets of \$17,052.62. B. Root moved to approve; second by M. Rizzardi; motion passed.
- VI. **Commission Chair Reports**
 - a. **Membership:** M. Rizzardi previously reported (Membership Costs) that the numbers are down. Membership packets were prepared for participants at both Keystones. Discussed google listserv. A. Ries will contact Beth Clark and ask that the listserv managed from Messiah be shut down. Also shared that, as a result of a discussion yesterday, the POAC representative, will outreach to the emeritus members and the MALS and the Membership Chair will outreach to the associate members, and out of state members. M. Rizzardi noted that she will be redesigning the membership brochure. And, will remove "working in PA" from

the wording so that out-of-state professionals are captured in the recruitment materials. States without CPAs will receive conference information.

b. Constituencies: No report.

c. Communications: B. Root reported that the newsletter will now be quarterly; next issue is July which will feature conference info; submission deadline is 13 July. Needs more content. Wants newsletter to be engaging and interesting as well as “nuts and bolts.” Discussion of themes, new member spotlights, graduate program students call out, take aways from Keystones; B. Root will contact Executive Board members as follow up.

d. Professional Development (Keystones): No report although A. Sherman-Racchini reported on the recent grant writing Keystone at IUP. Recommends considering January and June Keystones as both were successful this past year – this timing seemed to be more acceptable and less conflictual. Also discussed virtual delivery formats; D. Zlockie will investigate webinar platforms.

VII. Member at Large Reports

a. Four Year Public West: No report.

b. Four Year Public East: No report.

c. Four Year Private West: A. Gunther submitted written report which includes a networking event in July; A. Ries will discuss in new business.

d. Four Year Private East: No report.

e. Two Year West: No report.

f. Two Year East: No report. New MAL, Christina Wood, reported that she sent out an email reminder about conference, encouraged involvement – initial outreach. Would like to try something for the east side of the state.

VIII. Appointed Committee Reports

a. Faculty Liaison: No report.

b. NBCC: A. Ries reported M. Shupp will become the NBCC contact upon Tom Steiner’s resignation; will shadow T. Steiner for the upcoming conference.

c. POAC: T. Eicker happy to serve.

d. Graduate Student Liaison: No report. As a result of discussion yesterday, increasing the number of graduate student liaisons was proposed. Plan is to increase the number of graduate student liaisons to 4; two for east, two for west; one first year, one second year. A. Ries will discuss with A. Shumar to solicit her input on suggested plan.

e. Historian: Vacant.

d. Webmaster: A. Ries reported on D. Kennedy’s written report. Facebook/twitter hits not very high.

IX. New Business

X. a. Undergraduate memberships: Discussion about a question which surfaced about undergraduate student attendance at the conference and applicable programming for this population. Agreed that undergraduates are welcomed but they are not the target population; PCPA will continue to strongly outreach to graduate students and professionals in the field.

b. MAL Event Funding: A. Ries advanced request on behalf of A. Gunther for funding for a networking night for west side of the state. Funding requested for up to \$250 for food and soft drinks to host a networking event at the Hard Rock Café in Station Square in late July. Suggested possible dates during the week of 22 July. Discussion about MALs hosting an event on the east side of the state.

Motion to support funding up to \$250 for appetizers and soft drinks for a networking night with consideration to increase amount if RSVPs dictate; second by T. Eicker. Motion passed.

c. Emeritus Membership: Discussion about criteria for emeritus status. According to the bylaws, person must be retired from the profession to be considered. Agreed that the outgoing Executive Board members will be recognized at the annual conference as a part of the Awards Banquet; new Executive Board members to also be recognized.

d. Online Payment for Conference Registration: A. Ries noted that Wufoo has the security features to accept online payments; it appears that the current \$299 membership fee would cover this option. A. Ries will talk with D. Kennedy to clarify. Discussion about this option – Executive Board in favor of this capability. If it is not covered in the current \$299 membership costs, A. Ries will put suggested option with costs to an electronic vote.

XI. Good of the Order

a. Question raised about the PCPA pins. In 2009, the Executive Board voted to recognize each new board member with this pin. A. Ries will follow up with M. Somerville who has a box of PCPA goods.

XII. Adjourn

a. A. Sherman-Racchini moved to adjourn; second by B. Root. Meeting adjourned at 11:45 a.m.

Respectfully submitted,
Charmaine R. Strong
Recorder