

**The Georgia Society of CPAs  
Spring Council Meeting  
May 8, 2017  
Lake Lanier, Georgia**

**Minutes**

<b>Board of Directors:</b>	<b>Council Members at Large:</b>	<b>Council Members at Large Continued:</b>
Karen Drescher	Becky Agnew	Carl Peabody
Rodney Chandler	Judy Arnold	John Pettigrew
K. Scott Collins	Cromwell Baun	Bob Prator
Barbara Evans	Jason Blair	Jodi Prevost
G. Tom Harrison	Walt Bryde	Lisa Robinson
Kirk Jarrett	Leslie Buice	Evelyn Rosier
Lowell Mooney	Amanda Carmen	Paula Sands
Debbie Thaw	Mike Cauley	Mike Skinner
James Underwood	Larry Cohen	Geoffrey Smith
Boyd Search	Andrea Comeau-Shirley	Dwight Sneathen
Brandon Verner	Lisa Conti-Bacon	Ian Waller
	Frances Deal	Phillip Young
<b>Chapter Presidents:</b>	Bob Dow	
Ben Brannin	Laurie Dyke	<b>Committee Chairs:</b>
Nick Bruner	Darla Eden	Beverly Smith
Ralph Knight	Kathryn Fletcher	
Jack Milner	David Greer	<b>Past Presidents/Chairs:</b>
Carl Peabody	Denise Grove	Julian Deal
Jack Milner	Shawn Hale	Harvey Tarpley
Joli Stuckey	Bill Harshman	Jim Underwood
	Becky Hines	Mike Cauley
<b>Chapter Representatives</b>	Carlton Hodges	Denise Mummert
Paul Hawkinson	John Holden	Paula Mooney
Valerie Bowron	Clay Huffman	Bob Prator
Melanie Orsini	Bo Jackson	Colin Blalock
Wanda DeLeo	Brian Klinkert	Marlan Nichols
Greg Chapman	Kevin Lipford	Darrell Thaw
Amanda Wilkson	John Masters	Lowell Mooney
	Jerry Maxwell	Mike Verner
<b>Staff:</b>	Martha Merritt	Stewart Carlin
Elizabeth Cook	Gina Miller	
Don Cook	Kathy Moreno	
Callie Hammond	Beth Morrison	
Jessica Mytrohovich	Howard Mosby	
Missy Smith	Larry Nichols	
Greg Wilder	Denise O'Connell	
Calvin Wong	Paul Oddo	
Steve Olsen	Rose Patti	

**I. Call to Order**

Barbara Evans, chair, called the meeting to order at 9:02 a.m. She welcomed everyone and thanked the Council for attending. Ms. Evans invited everyone to stand for the National Anthem.

**II. Invocation**

Kirk Jarrett provided the invocation.

**III. Guest Speaker**

Darrell Thaw introduced Lt. Governor Casey Cagle.

A successful entrepreneur and respected former State Senator, Casey Cagle made history in 2006 by becoming the first Republican ever elected to Georgia's second highest office. After winning re-election in November of 2010, Georgia voters overwhelmingly re-elected him again in November 2014, returning Lt. Governor Cagle to office for his third term.

Casey Cagle presented a brief update on his travel around the state and gives some statistics about Georgia's growing population, booming economy, and his pride in Georgia being the home for many Fortune 500 companies and research institutions. He discussed the economy, the job market and aligning education with industry needs. In addition, he shared strategic plans for infrastructure, tax reform, and education initiatives. Mr. Cagle thanked the Council and the leadership of The Society for having him.

**IV. Recognition of Past Presidents/Chairs**

Barbara Evans recognized the past presidents and past chairs in attendance.

**V. Approval of Minutes**

A motion was made and approved to accept the minutes as presented.

**VI. Chair's Report**

Barbra Evans presented her chair's report. Ms. Evans discussed the places she has visited throughout the year – chapters, schools, colleges, firms, and other organizations with Mr. Search. She has kept the relationship with NABA and attended many honors banquets for colleges and universities around the state. When she attends meetings, she shows the "CPAs in Action" video and speaks about creating more awareness and communication about what a CPA does. She is involved in many speaking engagements in schools of all levels and school based programs to increase the pipeline.

Ms. Evans attended regional and national AICPA councils, chaired GSCPA board meetings, and chaired the Diversity and Inclusion Task Force. She split up the task force into sub committees which helped gain more volunteers. She shared a recap of GSCPA's new high school-based program, Rising Professionals. This year's program had 22 students from Atlanta Public Schools attend. She wants to grow the program in the next years.

The CAP-D program proposal that she spoke about at Fall Council has been sent to AICPA to get more endorsements and funding. There is an opportunity on May 18 to do a Q&A at an AICPA Regional meeting in Houston, Texas to present on the program. Ms. Evans cannot attend nor can Dr. Epps, so Evelyn Rosier, a member of the task force, will attend in their absence. Ms. Evans hopes to have more information on the program at Annual Convention.

She has enjoyed this year as chair, speaking to students, and speaking about the CPA profession. Many students have been touched and want to become CPAs because of the work GSCPA has been doing. She thanked Council and the Board for the opportunity.

## **VII. CEO Report**

Boyd Search presented the CEO report. He noted the change of the meeting room to the outside patio that overlooks Lake Lanier.

Some of the updates were operational in nature, some segued into the treasurer's report and the ratification of the budget. AICPA and GSCPA have both had their first black female chairs. Kimberley Ellison-Taylor, chair of AICPA, could not be in attendance, but recorded a message for Ms. Evans. Mr. Search played the short video.

Mr. Search discussed the operations of the Society. There is CPE competition but also enhancements in technology. GSCPA is trying to deliver the best CPE at the best possible price. The convenience of livestream is a significant contributor to maintain GSCPA's position in the CPE marketplace. GSCPA's location has an impact on participation especially with traffic as it is in Atlanta. GSCPA will be marketing and packaging Livestreams more.

He gave a peer review update. There was a national conversation with AICPA to eliminate entities that do peer review and transition to a regional structure. The Society held off recruiting staff in case AICPA went through with it. AICPA retracted their idea to regionalize peer review, so GSCPA began recruiting staff. He recognized Jessica Mytrohovich for her promotion and spoke about the new staff hired in peer review.

Mr. Search provided an AICPA-CIMA-CGMA partnership update. The partnership has moved slower than anticipated. GSCPA is one of two states that are interested in the partnership. The other state interested is Pennsylvania.

Has AICPA rebranded itself? AICPA (The American Institute of Certified Public Accountants or The Institute) has merged with CIMA and are now considered The Association of International Certified Professional Accountants (AICPA or The Association).

Audience Question: Are there a minimum number of states that need to be involved for this partnership to go through? No.

Mr. Search also gave a PAC update. The Society needs to be actively engaged, but GSCPA also wants to be an independent thought leader in the process. GSCPA wants to continue to support elected leaders in Georgia.

**VIII. Treasurer's Report**

Brandon Verner, treasurer, presented the report. The balance sheet remains strong. This is a non-reporting year and there are no major changes in tax changes and laws. There is a drop in peer review due to consolidations of firms. CPE and membership are both down.

The Council has received the Treasurer's report.

**IX. Ratification of the Budget**

Mr. Verner, chair of the Budget Committee, discussed the process of creating and approving the budget.

Greg Wilder highlighted areas of the budget including dues revenue and CPE. There is a \$15 dues increase for fellow and associate members. There has been an increase in life time members (nonpaying members) from the billable year as well. The best campaign for recruiting members are the people sitting under this tent. GSCPA is also including an increased rate of CPE by \$15 and our 2-day events have increased by \$65. Food and beverage costs have increased and the economy is improving, which are both factors of the increase in price. GSCPA is continuing to see increased revenue and attendance in Live Stream.

The floor opened for questions.

Audience Question: What's the philosophy of raising the rate? Are you concerned that you will lose attendees? Yes, GSCPA bases our rates on competition. GSCPA is either going to be a cost competitor or a value competitor, and GSCPA is still in the value market.

How will traffic affect CPE in Cobb Galleria with the new SunTrust Park? GSCPA understands the traffic patterns will affect conferences but GSCPA has not seen it yet. GSCPA is pushing Live Stream programs too.

A motion was made and approved to ratify the budget.

**X. Public Service Award**

Beth Morrison, 2011 award recipient, presented the 2017 Public Service Award to K. Scott Collins. Mr. Collins shared a brief word.

**XI. Nominating Committee Election**

Dr. Lowell Mooney, chair of the Nominating Committee, presented the nominating committee report. A motion was made and approved to elect Cromwell Baun and Brandon Verner to the AICPA Council delegation. Dr. Mooney asked if there are any objections to the Board or Council nominations. Hearing none, he asked that the minutes reflect that the Council received the Nominating Committee Report.

*The Council meeting recessed for the Educational Foundation Meeting.*

**XII. Educational Foundation Update**

Beverly Smith, president of the Foundation, provided the report. She discussed the upcoming golf tournament and encouraged more teams and sponsors to sign up. This year the Scholarship Committee received 94 applications for scholarships and nearly 50 scholarships were awarded. Over \$97,000 was awarded to 15 schools. The Foundation is always looking for ideas and help to get the word out about these scholarships. Over 60% of Leadership Council has donated to The Annual Giving Campaign.

Ms. Smith presented the slate of officers to be voted on during the annual meeting of members: Becky Agnew, Abriel Davis, Robert Fields, II, James D. Hunt, Clay Pilgram, Brad Schaffer, and Randall Webb. These proposed officers will be voted electronically after the annual meeting of the members: Kathy Moreno, president, Robert Fields, II, president-elect, Jodi Prevost, treasurer and Lisa Robinson, secretary.

A motion was made and approved to elect the directors of The Educational Foundation.

#### *Recess the Council Meeting*

#### **XIII. Legislative Update**

Don Cook, vice president, legislative affairs, presented the legislative update. He discussed the PAC and Key Person Program to encourage people to get involved. Mr. Cook recapped the 2017 CPA Day with a good turnout. There is a date on the calendar for CPA Day 2018 and in the future, GSCPA plans to set up more meetings with legislators.

Mr. Cook presented information regarding the Governor's race, the Secretary of State race and Georgia's 6<sup>th</sup> Congressional District race for 2018 including potential candidates that are speculated to run. There will likely be other potential candidates in the coming days.

He reviewed some key takeaways from the 2017 legislative update. The State Budget was signed by the governor on May 1 and includes pay raises for teachers, \$1 billion in borrowing for construction projects and additional funding for transportation. The Conformity Bill was signed by the governor on March 21. This bill is a piece of legislation that conforms Georgia statute to tax changes that have taken place at the federal level. The Income Tax Statements – House Bill 142 and Jet Fuel Sales Tax – House Bill 145 did not pass. He also gave updates on a couple other bills including the Destination Resort Act, Turnaround Schools and Licensing Board Terms and Medical Marijuana.

Mr. Cook played a short video on state tax reform from legislative session.

#### **XIV. Open Forum**

Kathryn Fletcher announced a save the date for 2017 Annual Convention on June 4-7 at One Ocean Resort in Atlantic Beach, Florida. It is a wonderful time to get great education, networking and fellowship. Registration is open now. Next year, Annual Convention will be held in Banff, Canada. The following year, 2019, GSCPA will be headed to Charleston, SC.

**XV. Adjourn**

Ms. Evans thanks everyone for their time, for coming today, and for being on Leadership Council. The meeting adjourned at 1:30 p.m.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Boyd E. Search". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

Boyd E. Search, CAE  
Chief Executive Officer/Secretary