



NCACPA Board of Directors Meeting Minutes June 16, 2021 Shawana Hudson, CPA, Chair, presiding

Members participating

Shawana Hudson
Kelli Knoble
Whitney Gann
George Beckwith
Jared Korver

Beth Monaghan
Abi Raja
Rob Rowan
Arleen Thomas
Jose Rodriguez

Bryan Swerbinsky
Kevin James
Jeanette Franzel
Kristin Pappas
Kimberly Branch

Staff participating

Sharon Bryson
Mark Sotichack
Nikki Vann

Amelia Hodges
Teka Miller-Alston
Jackie Asekhauno

Robert Broome
Teri Kuhn

Guests

Scott Showalter, Chair, Committee Restructure Task Force
Yates Lackey, CPA; Vice President, and Chief Audit & Compliance Officer, Wake Forest Baptist Health
Mike Scott, CPA; Associate Director, SEC Reporting, Consolidations, & Technical Accounting, The Clorox Company
Mary Stolberg, PhD; Lecturer, Department of Accounting, Appalachian State University

Bob Brooks, Executive Director, NC State Board of CPA Examiners
David Nance, Deputy Director, NC State Board of CPA Examiners

Administrative Matters

Call to Order & Introductions

Board Chair Shawana Hudson called the meeting to order and welcomed those participating. She allowed for round robin introductions of all individuals participating in the meeting. After introductions, CPAs in attendance recited the Oath of a NC CPA.

Consent Agenda

Shawana inquired if there were any comments concerning minutes of the March 18, 2021 board meeting. There being no questions or comments, a motion was made to accept the minutes as written, which was unanimously approved. (Board members Arleen Thomas, Kelli Knoble, Rob Rowan, and Abi Raja joined the meeting after the vote took place.)

Strategic Discussions

Strategic Quadrant Focus on Enhanced Engagement

SUCCESS Leadership Vision/Outreach visits

Sharon Bryson and Mark Sotichack provided a status update of our SUCCESS Leadership Vision, noting the primary goal is to be more purposeful in our outreach. While visits during the past year have been virtual, we hope to move to at least some in-person visits soon. Each department of NCACPA is involved in our outreach visits, which are focused on fostering staff-wide inclusivity, and have been incredibly valuable in terms of gaining new insights about challenges facing the profession.

Several guests who participated in our prior outreach visits were invited to discuss their current and/or future professional challenges/opportunities/perspectives, and how NCACPA might assist their firms/businesses/organizations in these areas. The following are highlights and themes of those comments:

Yates Lackey, CPA, Wake Forest Baptist Health (WFBH). The field of healthcare presents its own unique needs. WFBH is looking to partner with other organizations in the healthcare space. A challenge arising post-COVID is recruiting CPAs as other industries can offer remote work, while supporting a healthcare system is almost entirely onsite. Yates asked about opportunities to work with other state societies to help expand their network since WFBH/Atrium have operations in other states. When questioned about the composition/extent of his “true accounting” work, Yates said less than 5% of his job is actual accounting. He also mentioned with the complexities of companies that have both for-profit and not-for-profit sectors, it is easy to lose sight of “why we do what we do,” so perhaps NCACPA composing a piece on that topic would be helpful.

Mike Scott, CPA, The Clorox Company. Sharon introduced Mike noting he has been an extremely valuable addition to the Young CPA Cabinet. From his viewpoint, the main challenges currently within the accounting profession are hiring and retention, since competition is now truly nationwide. Another challenge is with technological advancements, (such as artificial intelligence and more internal documentation becoming automated), junior staff sometimes miss the “why” in what we do. Mike questioned how current curricula prepares students for technological advances; are students still being taught the “old” way? Mike expressed gratitude for our outreach program, and said he hopes related outcomes will include enhanced connections with students.

Mary Stolberg, PhD, Appalachian State University. Mary noted she has spent a large part of her career studying and writing about diversity, with the major problems continuing to be the shrinking numbers of accounting majors, and lack of diversity within the profession. She referenced the statistic that 84% of accounting professionals are white, and only 2% are black. She believes there needs to be greater engagement in high schools providing information about the profession and its opportunities.

Mary surmised that one of the trends that may outlive COVID is hiring processes will remain virtual, which will present a number of challenges for colleges and students. Mary gave kudos to our outreach program, expressing sincere gratitude for a brainstorming session with NCACPA staff that allowed her to put together a program she would not have been able to do otherwise.

Use of Title FAQ document

Whitney Gann introduced a page on NCACPA’s website designed to answer questions and let people know how to correctly use the CPA title in order to avoid being reprimanded by the NC State Board. She asked board members to spread the word about this page, perhaps adding it to their respective onboarding protocol process for newly hired CPAs.

June 24th Newly Licensed CPA Celebration

The Board watched a video announcing the June 24th NCACPA Newly Licensed CPA Celebration, and Shawana encouraged all BOD members to please participate in this event.

Diversity, Equity & Inclusion

Amelia Hodges provided an update regarding our DEI Resource Group, outlining NCACPA’s ongoing work with Pillar Consulting. There have been two DEI group trainings, which provided the DEI-RG with the tools to spark lasting cultural change and evolve the association into a more diverse, equitable, and inclusive organization. The DEI-RG completed proofing for the staff culture survey and will begin proofing the membership culture survey in early July. It was reiterated that the core mission is to enhance the accounting profession and the community it serves through advocacy, connections, diversity, education, and resources. Although the DEI-RG has accomplished

multiple tasks over the past several months, they have agreed that there is still quite a way to go in our journey of creating an inclusive organization.

Sharon recognized a sizeable contribution recently made by Deloitte, noting the firm is doing a great deal to support DEI efforts on a national basis. Sharon confirmed Deloitte has donated \$10,000 to our NCACPA DEI efforts for the coming year.

Increased Advocacy & Awareness

Advocacy Update and NC CPA PAC Status

Robert Broome provided an Advocacy Update & NC CPA PAC status, touching on these five areas:

1. State Budget and Key Legislation, specifically PPP expense legislation and House Bill 334 which has been transformed by the Senate into a tax relief bill. It will be well into August before we have an approved state budget.
2. NCACPA Legislative Agenda Items: House Bill 334 includes two of our priorities.
3. Power of Attorney Project with NCDOR
4. Key Person Program, the purpose of which is to pair NCACPA members with elected officials. We filled the vacancies at the federal level and have shifted our focus back to state level positions.
5. NC CPA PAC Update: funds raised to date are \$16,915, which is 56% of our goal of \$30,000. One third of investors are new members. We have a lot of work to do to get previous investors renewed. The participation rate among current board members is 37%.

Annual BOD investments in NC CPA Foundation & NC CPA PAC

Shawana Hudson discussed annual BOD investments, noting the Executive Committee has discussed raising the bar of both BOD Foundation and PAC investments. Shawana went on to say minimum investments of \$500 to the Foundation and \$250 to the PAC have been suggested. She concluded this discussion by encouraging BOD members to please remain cognizant of the minimum expectations that they make \$100 contributions to both the Foundation and the PAC on an annual basis, and that conversations in this area will continue. It was also requested that NCACPA staff provide investment status information to all BOD members (regarding both the Foundation and PAC) before our next meeting.

Governance & Operational Effectiveness

Benchmark Report Status Summary

Mark Sotichack provided an update on the progress of staff's efforts centered on the four strategic initiatives for FY22, noting all four areas are on target and progressing as planned.

Financial Matters

Whitney Gann discussed the Year-end Financial Statements, noting 2021 ended with a surplus from operations of \$1 million, due in large part to NCACPA staff efforts in terms of cost-cutting measures, as well as focus on improving the margin of CPE. Whitney then provided an outlook on the FY22 Financial Status, which after only one month, appears in line with budget.

Audit and Investment Committee Update

Whitney noted the Audit Committee met in early June with regards to FY21 audit planning and discussion concerning the Audit Committee's policies. It was also noted from a transitional standpoint, FY22 will be as "unusual" as FY21, and will also require continued close financial monitoring.

A question was raised on the status of our Payroll Protection forgiveness. Nikki Vann responded that we received funds at the end of March and are working with CohnReznick to ensure our appropriation of these funds is in order.

Committee Restructure Task Force Update

Scott Showalter joined the meeting and announced the CRTF has concluded its work, with implementation efforts having been transferred to NCACPA staff, with the task force still being available for assistance. Committee

meetings are being held by the end of June enabling chairs to share updates of CRTF recommendations, with a membership wide Town Hall meeting in July to answer additional questions from volunteers.

Other Board Responsibilities

Executive Committee Report

Shawana Hudson shared the Strategy Advisory Committee (a new Board Standing Committee) will include the immediate past chair, the chair-elect, and two previous past chairs. She noted this will be a very effective way of keeping past chairs in the loop, utilizing both their experience and knowledge.

NCACPA Pinnacle Award

On behalf of the Executive Committee, Shawana presented the 2021 NCACPA Pinnacle Award to Scott Showalter. In addition to being a past board member and board chair, Scott participated in – and led – a number of influential task forces, and also took part in committee work, including the following:

- Accounting Education
- BOD Governance & Effectiveness Task Force
- Committee Restructure Task Force
- Executive Committee
- Financial Literacy
- NCACPA Vision & Mission Task Force
- Nomination Committee

Closed Session

The Board thanked invited guests for attending and noted no other business would be discussed prior to moving to a closed session. At the conclusion of the closed session, Sharon mentioned NCACPA will be sending a communication out this week regarding various requests required of board members: 1) Conflict of Interest Policy; 2) State Board meeting sign up; and 3) self-evaluation assessment.

Adjournment

There being no further business to conduct, Shawana Hudson thanked everyone for their participation and adjourned the meeting at 12:55 pm.

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