

# LEADERSHIP DAY TXCPA BOARD OF DIRECTORS



# BOARD OF DIRECTORS

Jerry D. Spence, CPA – Chairman-elect | Jodi Ann Ray, CAE – President & CEO

Through each crisis in my life, with acceptance and hope, in a single defining moment, I finally gained the courage to do things differently." *Sharon E. Rainey* 



# PRIORITIES FOR 2020-2021

- Respond to the immediate needs of members as a result of the pandemic
- Restructure operations for a stronger emphasis on student/education initiatives
- Update and approve the TXCPA Strategic Plan
- Educate stakeholders on the significance of professional licensing
  - Positioned to be proactive in the 2021 legislative session
- Engage next generation CPAs
  - Restructure operations for a stronger emphasis on student/education initiatives
- Extend the brand to promote the profession
  - Continue the CPA Advantage and TXCPA Cares for Texans campaigns
- Expand digital learning opportunities
- Enhance state and chapter collaboration



# **BOARD PLEDGE**

- Prepare for and attend meetings
- Govern Strategically
- Make Knowledge Based Decisions
- Support Decisions of the Executive Board
- Respect Confidentiality
- Respect Diversity and New Ideas
- Avoid Conflicts of Interest and Personal Agendas

As a Board Member, loyalty to the whole Society moves to the top – above loyalty to our chapters and our own individual interests



# **COMPOSITION OF BOARD**



## **BOARD OF DIRECTORS**

- All past presidents and past chairmen
- All members of the Executive Board
- The president of each chapter
- Strategic Planning Chair
- President of the Accounting Education Foundation
- 36 Board of Director members elected at-large by Society members at the Election meeting of members/Midyear Board of Directors Meeting
- One extra board of director member to be elected by each local chapter for each unit of 200 members and distinguished members of the Society as of May 31 of the previous year.



# 2020-21 EXECUTIVE BOARD

Jerry Spence, Chairman – Corpus Christi Jason Freeman, Chairman-elect – Dallas Lei Testa, Immediate Past Chairman – Fort Worth Edie Cogdell, Treasurer – San Antonio Susan Roberts, Treasurer-elect – Fort Worth Priscilla Soto, Secretary – San Antonio

Sheila Enriquez – Houston Julia Hayes – Southeast Texas Jimmy Hudson– Permian Basin Mohan Kuruvilla – Houston Brandon Mays – East Texas Tim Pike – Dallas Jay Neukomm - Victoria Angela Ragan – Central Texas Kate Rhoden – Austin Jodi Ann Ray – TXCPA President/CEO



# ROLES & RESPONSIBILITIES



# BOARD RESPONSIBILITIES

- Adopt the annual budget
- Set the dues for CPA members
- Prescribe requirement for membership
- Nominate distinguished members and honorary members
- Determine categories and rules for affiliate membership
- Determine all chapter districts
- Approval of each chapter's incorporation prior to filing
- Exercise general control over Society affairs
- Supervise funds and property of the Society
- Remove a member of the board of directors for cause
- Approve the three members of the Executive Board appointed by Chairman Elect
- Remove a member of the Executive Board for failure to perform duties
- Designate the Society auditor
- Initiate a proposal to amend the bylaws



# **BOARD RESPONSIBILITIES**

## **Duty of Care**

Take care of TXCPA by ensuring prudent use of all assets, including facility, people, and good will

### **Duty of Loyalty**

Ensure that TXCPA's activities and transactions are, first and foremost, advancing its mission; Recognize and disclose conflicts of interest; Make decisions that are in the best interest of TXCPA; not in the best interest of the individual board member (or any other individual or for-profit entity).

### **Duty of Obedience**

Ensure that TXCPA obeys applicable laws and regulations; follows its own bylaws; and that it adheres to its stated mission.



# **BUDGETARY CONTROLS**

## **Operational Budgets**

All expenditures that are not within the current year's budget must be approved in advance (per occurrence) as follows:

Position Authorized	<b>Authorized Limit</b>
President & CEO	. Up to \$10,000
Society Chairman	Up to \$50,000
Executive Board	. \$50,000 to \$250,000
Board of Directors	Over \$250,000

Unrealized gains and losses on investments are not to be included in the operational budget.



## STATEMENT OF RESPONSIBILITIES

- Members serving on the Board of Directors are expected to sign the Board of Directors Statement of Responsibilities
- The Statement of Responsibilities along with a Conflict of Interest Form will be sent for electronic signature from TXCPA staff.



# **BOARD MEETINGS**



# **BOARD MEETINGS**

- Absence from three consecutive meetings of the Board by any director shall terminate his/her Board membership unless reasonable explanations are submitted by the director and accepted by the Executive Board
- Two meetings are held each year, typically in January and June. Friday afternoon – midday Saturday
- Cost of travel and accommodations is the responsibility of the board member. Complimentary registration for meeting.



# FUTURE MEETING DATES

June 26, 2020 Virtual Meeting

### January 26-27, 2021

Advocacy Day & Midyear Board Meeting Sheraton Austin Hotel | Austin, TX

## June 25-26, 2021

Annual Meeting of Members Grand Summit Hotel | Park City, UT

### January 21-22, 2022

Midyear Board Meeting The Westin Irving | Irving, TX

## July 1-2, 2022

Annual Meeting of Members Kalahari Resorts & Conventions | Round Rock, TX



# MEETING MATERIALS

- Pre-read material is sent approximately a week prior to the meeting.
- All material will be electronic members may download/print as they wish prior to the meeting.



# MEMBERSHIP & COMMUNITY



### • Members

• Certified public accountants holding a valid and unrevoked certificate issued by the Texas State Board of Public Accountancy ("State Board"), any state or territory of the United States, the District of Columbia or its equivalent (as determined by the State Board) issued by a foreign country, shall be eligible for joint membership (TXCPA and one area chapter).

## • Distinguished Members

 Any member who, in the opinion of the Board of Directors, has performed outstanding service to the Society may be nominated for distinguished membership by unanimous vote of the Board of Directors, subject to the approval by unanimous vote of the members present at the next general meeting of the Society. Distinguished members shall not be required to pay dues or other assessments, but shall be eligible to hold offices and to vote at meetings.



### Honorary Members

 Any person who, in the opinion of the Board of Directors, has rendered distinguished service to the profession, but who is not a member may be nominated by unanimous vote of the Board of Directors for honorary membership, subject to the approval by unanimous vote of the members present at the next general meeting of the Society. Honorary members shall not be required to pay dues or other assessments, nor shall they be eligible to hold office or to vote at meetings, but all other privileges of the Society shall be extended to them.

### Lifetime Members

 Members who have been members for 40 consecutive years shall become lifetime members and shall be appropriately recognized by TXCPA for this achievement. In the event that a lifetime member of the TXCPA has honorably surrendered his or her CPA license, the TXCPA status as a lifetime member will be retained.

## Affiliates

The Board of Directors shall, from time to time, determine categories of, and adopt rules governing affiliates. Affiliates shall be required to pay dues and to abide by the Society's *Bylaws*. Affiliates shall not be eligible to hold office or vote. Affiliates are otherwise eligible to receive applicable member benefits and participate in activities including committee service. The Executive Board, in its sole discretion, may terminate the membership of an affiliate for cause.



# MEMBER STATS – APRIL 2020

Beginning of FY	April 2020 28,289		April 2019 27,698	
New Members	216		184	
New Free Members	1,957		1,863	
Candidates	94		118	
Students	1,025		1,362	
Academic Affiliates	7		8	
International Affiliates	3		2	
Non-CPA Employee Affiliates	99		145	
Total New Participants		3,401		3,682
Total Reinstates		1,029		1,161
Deceased	-35		-75	
Terminated	-5,907		-4,732	
Total Terminated		-5,942		-4,807
Other		-5		105
Total		26,772		27,839

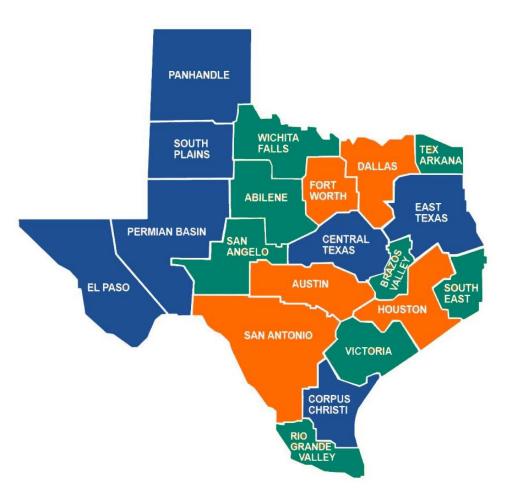


## CHAPTERS

#### <u>Small</u>

Abilene Brazos Valley Rio Grande Valley San Angelo Southeast Texas Texarkana Victoria Wichita Falls **Medium** Central Texas Corpus Christi East Texas El Paso Panhandle South Plains Permian Basin

**Large** Austin Dallas Fort Worth Houston San Antonio





# AFFILIATED ENTITIES



# AFFILIATED ENTITIES

## • **CPE Foundation** - 501(c)(3)

• The CPE Foundation provides continuing education programs in a variety of formats to meet the needs of our members each year.

## Accounting Education Foundation - 501(c)(3)

- The AEF promotes and rewards educational excellence.
- The Foundation accomplishes its goals by awarding scholarships to Texas students and recognizing outstanding Texas educators.

## • CPA-PAC

• The CPA-PAC is the Texas Society of CPAs' member-managed, member-driven and member-focused political action committee.



# AFFILIATED ENTITIES

## • Peer Assistance Foundation - 501(c)(3)

• The Peer Assistance Foundation oversees the Accountants Confidential Assistance Network (ACAN). ACAN is specifically dedicated to helping Texas CPAs, CPA candidates and accounting students.

## • Insurance Trust - Trust

• The Insurance Trust oversee the members insurance program consisting of life, disability, professional liability and other products.

## • Accountancy Museum - 501(c)(3)

• The Accountancy Museum is responsible for the creation of a museum to provide a historical perspective on the accounting profession.



FINANCES



# FINANCE COMMITTEE

- Review of interim financial statements with management
- Set financial goals and policies of the organization
- Work with staff to recommend an annual operating budget
- Recommend member dues amount to the Executive Board and Board of Directors

- Treasurer as committee chair
- Treasurer-elect
- Chairman
- Chairman-elect
- Chairman-elect nominee, as soon as nominated
- Treasurer-elect nominee, as soon as nominated
- 2 at-large EB members appointed by chairman
- 1 member from TXCPA Investments Committee as liaison between committees
- CEO ex-officio
- CFO serves as liaison



# INVESTMENTS COMMITTEE

- Manage approximately \$13,000,000 combined portfolio
- Make recommendations regarding the Investment Guidelines and Objectives

- At least seven or more members
- One member to serve on Finance Committee
- CFO serves as staff liaison



# AUDIT COMMITTEE

• Oversee combined audit report

- Two members of the Finance Committee
- Three members of the Board of Directors
- Treasurer and Treasurer-elect serve as *ex-officio* members
- CFO serves as staff liaison



# COMPENSATION COMMITTEE

- Guide and oversee formulation and application of staff compensation and benefits
- Conduct a performance evaluation of the president & CEO
- Set the compensation for the president & CEO

- Current chairman as committee chair
- Immediate past chairman
- Chairman-elect
- Chairman-elect nominee
- Treasurer
- Treasurer-elect
- Treasurer-elect nominee
- CFO serves as staff liaison



# WEBSITE

Found on the TXCPA website under About  $\rightarrow$  Governance <u>https://www.tscpa.org/about/governance</u>

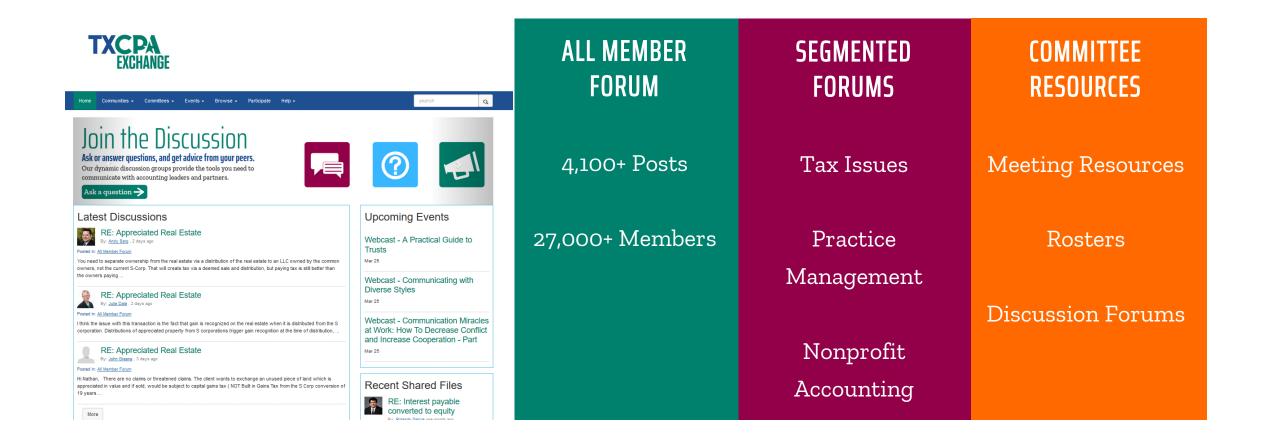
- Tax Returns Society and CPE Foundation
- Audit Report
- Monthly Financial Statements



# TXCPA EXCHANGE



# TXCPA EXCHANGE





# TXCPA EXCHANGE FEATURES

- Member profile
- Robust searchable member directory
- Discussion forums
- Committee resources
- Email notifications

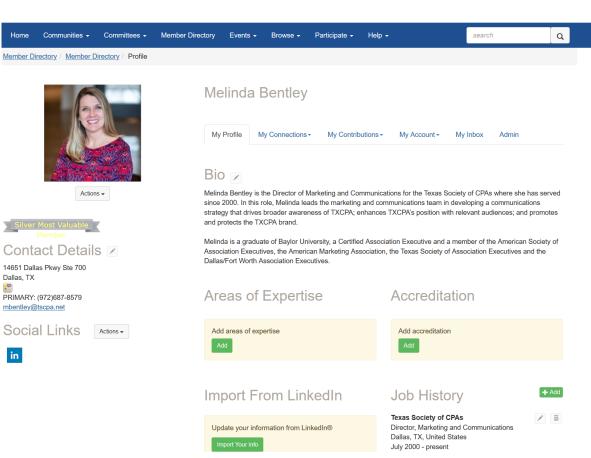




# TXCPA EXCHANGE FEATURES

## **Member profile:**

- Manage contact details
- Import from LinkedIn
- Add a bio
- Education
- Interest areas
- Make it personal with a photo





Dallas, TX •

in



# TXCPA EXCHANGE FEATURES

## **My Account:**

- Manage privacy
- Email preferences
- Community notifications
- Signature

#### Melinda Bentley

Director, Marketing and Communications, Texas Society of CPAs Dallas

My Profile	My Connections -	My Contributions -	My Account -	Admin	
role, Melinda le	-	eting and Communication ommunications team in d h relevant audiences; ar	Inbox Privacy Settings Email Preferenc RSS Feeds Community Noti Discussion Sign	es fications	is where she has served since 2000. In this trategy that drives broader awareness of TXCPA brand.

Melinda is a graduate of Baylor University, a Certified Association Executive and a member of the American Society of Association Executives, the American Marketing Association, the Texas Society of Association Executives and the Dallas/Fort Worth Association Executives.

Areas of Expertise

Accreditation



# **Member directory:**

- Name
- Company
- Email
- Chapter
- Location
- Interest areas

#### Member Directory

Basic Search	Advanced Search	Find Anyone (Admin only)			
Fill in any of the criteria below to limit your search. None of the fields are required although you must enter something in at least one of them. Fields like First Name, Last Name, Company Name, etc. will perform a partial match. For example, a Last Name search for "Jo" will find everyone whose name starts with "Jo".					
Name					
F	First Name				
I	Last Name				
Comp	any Name				

#### Chapter

Email Address

Abilene Chapter	El Paso Chapter	San Angelo Chapter
Austin Chapter	Fort Worth Chapter	San Antonio Chapter
Brazos Valley Chapter	Houston Chapter	South Plains Chapter
Central Texas Chapter	Out-of-State Chapter	Southeast Texas Chapter
Corpus Christi Chapter	Panhandle Chapter	Texarkana Chapter
Dallas Chapter	Permian Basin Chapter	Victoria Chapter
East Texas Chapter	Rio Grande Valley Chapter	Wichita Falls Chapter

#### Location

City	Enter a full or partial city name	
State/Province	(State/Province)	$\sim$
Country	(Country)	$\sim$





Jerry Spence jspence@gowland-cpa.com (361)993-1000 primary Gowland Strealy Morales & Co PLLC

5934 S Staples St Ste 201 Corpus Christi, TX United States Send Message

Remove Contact

## Send private messages and/or add someone as a contact



## **Discussion forums:**

- Read
- Add
- Ask
- Search
- Don't forget the specialty communities

### All Member Forum Settings

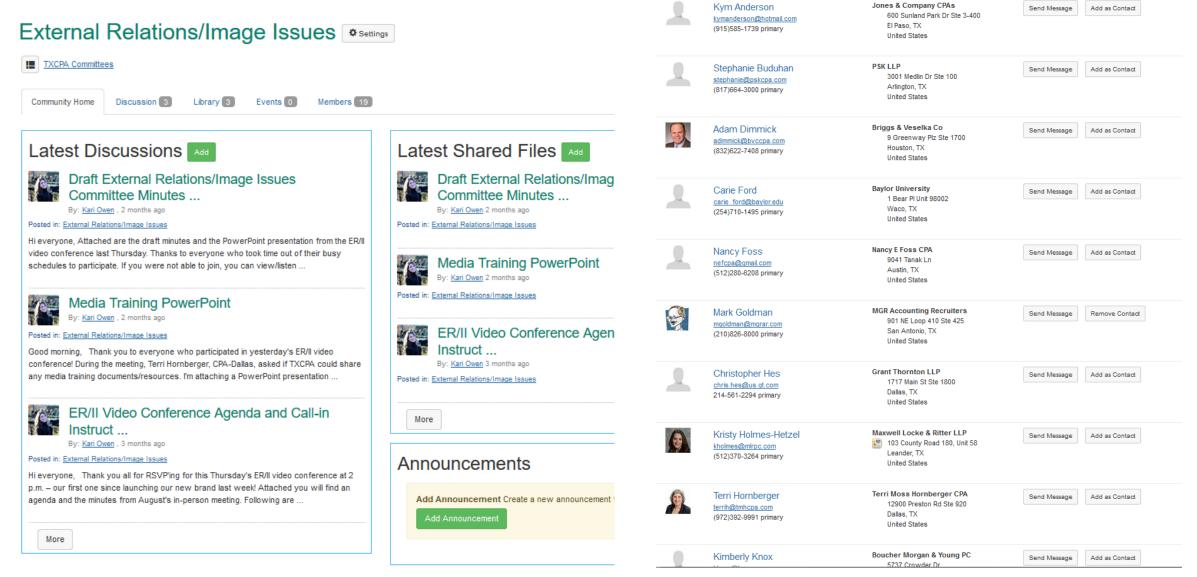
Community Navigator	
Community Home Discussion 4.1K Library 45 Events 0 Members 2	7.3K
Latest Discussions Add	Latest Shared Files Add
Afore. Mexican retirement account By: <u>aabautistal@hotmail.com Bautista Luna</u> , an hour ago Posted in: <u>All Member Forum</u> Hi, I have a client. He has and Afore account in Mexico. He's a US citizen living in	Posted in: <u>All Member Forum</u>
Mexico. Afore, is a Mexican retirement account for employees in Mexico. At the age of retirement, people receive the social security benefits. All the income that the RE: PPP loans- Agent Fee Payments	AICPA PPP Forgiveness Calculator By: Ramona Alms 2 days ago Posted in: All Member Forum
By: <u>Manjeri Ramadoss</u> , 3 hours ago Posted in: <u>All Member Forum</u> The recourse is to take it up with SBA ===================================	RE: Paychek Protection Program By: <u>Philip Powell</u> 3 days ago Posted in: <u>All Member Forum</u>
RE: PPP loans- Agent Fee Payments By: Greg Knopp, 3 hours ago	More
Posted in: <u>All Member Forum</u> I completed an SBA Form 159 and had my client give it to the bank with the fee. The client signed the Form 159 but the banks are refusing to pay. Greg Knopp, CPA	Announcements



## My Committees

Community Navigator Group List Create a New Community 2 total Alphabetical  $\sim$ 20 per page Communities to which I belong  $\sim$  $\sim$ Brand Implementation Task Force Discussions 0 Libraries 0 Members 10 TXCPA Committees Brand Implementation Task Force last person joined 11 months ago **TXCPA Staff** Discussions 31 Libraries 5 Members 45 Staff last person joined one year ago







# **Community Notifications:**

- Consolidated digest
- Daily or weekly
- Real time also available

Community	Discussion Email	Consolidated Daily Digest	Consolidated Weekly Digest
All Member Forum	No Email	<b>~</b>	
Brand Implementation Task Force	Daily Digest -		
CPA Practice Management	No Email	<b>~</b>	
Leadership Development Institute	No Email -	<b>~</b>	
Nonprofit Accounting	Daily Digest	<b>~</b>	
Tax Issues	No Email	<b>~</b>	
TXCPA Staff	Real Time -		



# NEED HELP?



# **Call or email us!**

Kari Owen

800-428-0272, ext. 688

kowen@tscpa.net

Melinda Bentley 800-428-0272, ext. 279 mbentley@tscpa.net



# **KEY DATES/CALENDAR**



# KEY DATES

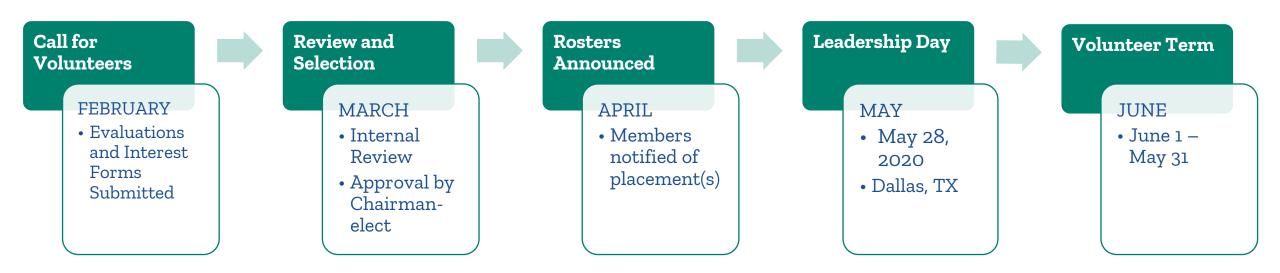
- Annual Meeting June 26, 2020 | Virtual 9am 12pm
- TXCPA Nominations Deadline August 15, 2020
- Chapter Presidents-elect Orientation September 29, 2020
- Advocacy Day & Midyear Board January 26-27, 2021 | Austin
- TXCPA Call for Volunteers January February
- TXCPA Awards Nominations January late April

TXCPA Master Calendar

HTTPS://WWW.TSCPA.ORG/RESOURCES/EVENT-CALENDAR



# COMMITTEE APPOINTMENTS



# Committees and Objectives <u>HTTPS://WWW.TSCPA.ORG/MEMBERSHIP/GET-INVOLVED</u>



# **LEADERSHIP NOMINATIONS**



# NOMINATIONS

## Nominations Accepted

• May – August 15

## Positions

- Chairman-elect
- Treasurer-elect
- Secretary
- Executive Board Member
- Board of Directors
- Nominations Committee
- AICPA Council

Nominations Committee Meets

- September 23-24
- Recommended Slate announced by Oct. 10
- At-large nominations may be presented by at least 50 members in good standing if filed with president by Nov. 10

## Elections

- Election conducted electronically
- Election open for at least 30 days – November – end of December



# DEMOGRAPHICS

#### \*DAL – Director-at-Large

## 2020-2021 Demographics

		Α	GE		
Age - full board				Age - chapte	r repres
25-29	4	2%		25-29	
30-39	46	21%		30-39	
40-49	45	20%		40-49	
50-59	53	24%		50-59	
60-69	39	17%		60-69	
70+	36	16%		70+	

Age - chapter representatives				
25-29	3	3%		
30-39	18	15%		
40-49	27	23%		
50-59	32	27%		
60-69	24	20%		
70+	15	13%		

25-29	4	2%
30-39	46	24%
40-49	45	24%
50-59	48	25%
60-69	30	16%
70+	16	8%

Age - DAL		
25-29	1	3%
30-39	11	31%
40-49	11	31%
50-59	8	22%
60-69	5	14%
70+		0%

## 2021-2022 Demographics

			AGE
Age - full bo	ard		/
25-29	4	3%	2
3 <mark>0-39</mark>	28	18%	
40-49	31	20%	4
50-59	35	23%	1
60-69	23	15%	6
70+	33	21%	7

Age - chapter representatives				
25-29	2	3%		
30-39	10	14%		
40-49	17	24%		
50-59	17	24%		
60-69	11	16%		
70+	13	19%		

Age - w/o Past Chair/Pres.				
25-29	4	3%		
30-39	28	24%		
40-49	31	26%		
50-59	29	24%		
60-69	14	12%		
70+	13	11%		

Age - DAL		
25-29	1	4%
30-39	10	42%
40-49	7	29%
50-59	5	21%
60-69	1	4%
70+		0%



# DEMOGRAPHICS

#### \*DAL – Director-at-Large

## 2020-2021 Demographics

Gender - full boardGender - chapter representationFemale9241%Female51	
Female 92 41% Female 51	ves
	43%
Male 131 59% Male 68	57%

Gender - w/o Past Chair/Pres				
25-29	85	45%		
30-39	104	55%		

Gender - DA	L	
Female	20	<mark>56</mark> %
Male	16	44%

### 2021-2022 Demographics

GENDER						
Gender - full	board			Gender - c	hapter repr	esentatives
Female	48	31%		Female	23	33%
Male	106	69%		Male	47	67%

Gender - w/o Past Chair/Pres				
25-29	41	34%		
30-39	78	66%		

Female	23	33%
Male	47	<mark>67%</mark>

Gender - D	AL	
Female	9	38%
Male	15	63%



# DEMOGRAPHICS

### \*DAL – Director-at-Large

## 2020-2021 Demographics

ORG TYPE					
Org Type - full boa	ard		Org Type - c	hapter repr	esentative
Education	14	<mark>6</mark> %	Education	4	3%
Industry	46	21%	Industry	30	25%
Public	128	57%	Public	72	61%
Legal	6	3%	Legal	2	2%
Government	2	1%	Government	t	0%
Unknown/unliste	27	12%	Unknown/u	11	9%

Org Type - w/o Past Chair/Pres.					
Education	13	7%			
Industry	41	22%			
Public	113	60%			
Legal	5	3%			
Government	2	1%			
Unknown/unliste	15	8%			

Org Type - DAL					
Education	4	11%			
Industry	6	17%			
Public	21	58%			
Legal	2	6%			
Government	1	3%			
Unknown/ur	2	6%			

## 2021-2022 Demographics

		ORG	5
Org Type - full board			
Education	6	4%	
Industry	29	19%	
Public	89	<mark>58%</mark>	
Legal	3	2%	
Government	4	3%	
Unknown/ur	23	15%	

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#### Org Type - chapter representative

Education	2	3%
Industry	13	19%
Public	47	67%
Legal		0%
Governme	nt	0%
Unknown/	8	11%

Org Type - w/o Past Chair/Pres.			
Education	5	4%	
Industry	24	20%	
Public	73	61%	
Legal	2	2%	
Government	4	3%	
Unknown/ur	11	9%	

Org Type - DAL				
Education	1	4%		
Industry	5	21%		
Public	15	<mark>6</mark> 3%		
Legal	1	4%		
Governme	1	4%		
Unknown/	1	4%		



# STAFF CONTACTS



# CONTACTS

Chapter Administration

- Bryan Garza | bgarza@tscpa.net | 972.687.8555
- Rori Shaw | <u>rshaw@tscpa.net</u> | 972.687.8670

## Membership

- Bryan Garza | bgarza@tscpa.net | 972.687.8555
- Rosa Castillo <u>rcastillo@tscpa.net</u> | 972.687.8560

## Board, Volunteers, Awards, Governance

- Holly McCauley | <u>hmccauley@tscpa.net</u> | 972.687.8502
- Rhonda Ledbetter | <u>rledbetter@tscpa.net</u> | 972.687.8508

## Communications/Marketing

- Melinda Bentley <u>mbentley@tscpa.net</u> | 972.687.8579
- Kari Owen <u>kowen@tscpa.net</u> | 972.687.8688

### CPE

- Kim Newlin| <u>knewlin@tscpa.net</u> | 972.687.8662
- Anice Asberry| <u>aasberry@tscpa.net</u> | 972.687.8514

## Governmental Affairs

- Kenneth Besserman <u>kbesserman@tscpa.net</u> | 512.445.0044
- Diane Joiner djoiner@tscpa.net | 972.687.8514



QUESTIONS