



Agenda:

9:00 a.m. – Continental Breakfast and Networking

9:30 a.m. – Welcome

9:30 a.m. - Program: Introduction of speakers – Shawn Emerson & Doug Anspach - **HR**

Legal Update

12:30 PM – Lunch

1:00 PM – Business Meeting (Sharon Trabbic)

- Introductions
 - The following members were in attendance:

Kelly Nizzer Bates	Schlabig & Associates, Ltd.	Akron, OH
Michelle Johnson	Martinet & Recchia, Inc.	Willoughby, OH
Sharon Trabbic	William Vaughan Company	Maumee, OH
Anna Sary	Zinner & Co. LLP	Cleveland, OH
Ted Austin	Zinner & Co. LLP	Cleveland, OH
Patti Ianni	Howard Wershale & Co.	Cleveland, OH
Sarah Galley	Pohlman & Talmage CPAs, Inc.	Dayton, OH
Leisha Rospert	Payne, Nickles & Company	Norwalk, OH
Jim Fahey	Apple Growth Partners	Akron, OH
Katie Lee	Apple Growth Partners	Akron, OH
Barb Walker	Barnes, Denning & Co. LLP	Cincinnati, OH
Beverly Rench	Thorn, Lewis & Duncan	Dayton, OH
Tina Moore	Pease & Associates	Cleveland, OH
Dan Lewis	Lewis Professional (CPAGold)	Worthington, OH
Sheena Hankins	Yankovich, Adelman, Johnson, & Stevenson (YAJS)	Columbus, OH
Marla Martin	Weber O'Brien Ltd.	Sylvania, OH
Frank Duzicky	Alpern Rosenthal	Pittsburgh, PA
Denise Nahvi	Ohio Society of CPAs	Dublin, OH
Drema Foster	Suttle & Stalnaker, PLLC	Charleston, WV
Tammy Boring	Snyder & Company	Lancaster, OH
Lisa Dunn	BCG & Company	Akron, OH
Kyle Plummer	Norman, Jones, Enlow & Co.	Columbus, OH

- Review and approve November's meeting minutes (Anna Sary, Secretary)
- Review and approve Budget and Treasurer's Report (Tammy Boring, Treasurer)
 - Marketing expense was for the mailing list we got for the postcard initiative that we'll be doing.

- Available scholarship for new member to attend the National Conference in June, where the Chapter will pay for the registration fee (not travel expenses); send email to Sharon telling her why you'd like to attend and the Board will review the applicant
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- National AAA News (Jim Fahey)
 - Nothing new since formal board meeting, but would like to give updates on a few projects:
 - Technology & Finance Fly-Ins are in Detroit, MI on May 8 & 9th this year (agenda will come out shortly)

http://www.cpaadmin.org/2012_finance_flyin/index.php

http://www.cpaadmin.org/2012_tech_flyin/index.php
 - New AAA Discussion Board – Trying to think of a new name for it, suggestions can go to Jim (coming soon); fresh start and user friendly, but a lot of the archived items might not convert over
- Reading Initiative and Drawing for Free Business Book
 - Book drawing winner = Tammy Boring
- Membership Update (Kelly Nizzer Bates, VP)
 - 18 month marketing campaign to promote local & national membership – Received a \$750 grant from National, plus postage, to produce postcards that highlight both National and local chapter, targeting 1,000 firms in the region; first one will arrive around 4/18 and then quarterly after that
- Upcoming speakers/topics (Sarah Galley)
 - Change to May meeting speaker – Dr. Todd Dewett on “Rockstar Leadership” – Check out his web site (www.drdewett.com)
- Presentation by OSCP representatives
 - Laura Hay – Chief Operating Officer
 - Jane Lee – VP of Education & Training
 - Denise Ison-Miller - Senior Manager of Membership & Strategic Memberships
 - 2012-13 Initiatives
 - Firm campaign – Management team is visiting firms throughout the state to see how they can help make our lives easier (i.e. receiving one membership renewal for everyone instead of everyone getting

- a separate one); finding out more about our interests
 - Web site capabilities – Looking for volunteers to help evaluate these projects as they are being worked on
 - Extending complimentary membership to all Firm Administrators on a go-forward basis
- Concerns about lack of support from OSCP
- Frustration w/ how much it cost to advertise in their publication for our September meeting
- AAA presence at local OSCP update CPE sessions
- Adjourn business meeting

1:30 PM – Roundtable Discussion (Kelly Nizzer Bates)

- Employee evaluation forms (Marla)
 - Kelly – Uses electronic templates from HRN for different staff levels (can share samples); good for tracking goals
 - Sharon – Uses Performance Pro software
- Expense report process (Jim) – Who reviews them? How often are they submitted?
 - Sharon – Sent to her for approval and only 2 have ever been returned to the employee, thinks internal accountant could handle this; use Practice Management to track all employee expenses
 - Lisa – Department heads review and then they go to the accountant, directors go to the managing supervisor; use electronic forms that automatically calculates mileage; won't reimburse for expenses over 90 days, so most submit monthly
 - Bev – Uses Practice Management, employees enter daily, she then runs through payroll bi-weekly
 - Tina – Due 10 days after the end of the month and if they aren't submitted by then, they aren't paid
- Personality profiles (Katie) – For hirers and existing employees as an added feature for goal setting
 - Kelly – DISC Profile, Myers-Brigg
 - Lisa – PSYMAX
 - Frank – Predictive Index (PI)
- Unpaid interns (Sarah) – Does anybody use them?
 - Michelle - Bryant & Stratton offers unpaid internships for their students

- Katie – If there is a benefit that the intern is providing, then they should be paid at least minimum wage (based on recommendation from DOL)
- Circular 230 – Should they still be included at the bottom of their emails? (Sarah)
 - Sharon – Took off the email for everyone except Tax Partner, who offers advise via email; most people are using an outdated version anyway
 - Bev – Should we notify senders that their message is being archived and even viewed by others (new language sent to her by a broker)?
- Sending mass email/informational videos to clients (Sarah) – How often are others sending these out and how much is too much?
 - Kelly – Suggests pushing this out through their blog, instead of inundating clients with this content weekly or monthly; attach links to emails for these blog entries
- Electronic engagement letters (Kyle) – How many are doing this?
 - Sharon – Was shot down when she suggested this b/c most thought they would never be read or returned; every letter is saved in electronic format (audit, tax, etc.)
 - DocuSign, Verisign & Ecosign
- Coffee (Beverly) – How many are using Kuerig machines and what are the costs involved?
 - Firm buys the machine, but employees purchase their own K-cups
- Colonial vs. Aflac (Bev) – Is anyone using Colonial? NO
- Looking for new, fun ideas (Bev)
 - Sharon - Take your dog to work day
 - Lisa – Chocolate fondue on Valentines Day (about \$250), put this in the reception area for clients too
 - Massages
 - Common area stretching, early dismissal for bowling on Fridays
 - Sharon – Xbox in employee lounge, not being abused so there are no current restrictions
- Community organizations (Bev) – How do we encourage younger staff to get involved?
 - Tammy – Make it one of their goals and make their bonus directly related to whether or not they fulfill that goal
 - Barb – Young professionals organization, firm pays for their involvement
- Internal communication (Shana) – How are we communicating in general?
 - Marla – Friday morning staff meetings for everyone, combine tax & audit in

scheduling meetings which has helped open communication; send out minutes to those who couldn't attend

- Sarah – Monthly staff meetings, also communicates quite a bit through email, weekly department meetings
- In-house newsletter, waiting for employee feedback and participation
- Tina – Uses intranet for internal staff announcements and to post monthly newsletters
- Resources for becoming an effective speaker (Tina)
 - Kelly – ToastMasters meetings (many branches in the area)
 - Lisa – Power Presentations provides seminars on this
 - Sharon – Prezy (jazzy alternative to PowerPoint)
- Documentation for non-CPA becoming an officer of a corporation (Tina)
 - Sharon – Try the Ohio Accountancy Board
 - Sarah – 50% of the ownership has to be CPA licensed
- QuickBooks (Ted) – Alternatives to licenses (virtual access)?
 - Kelly – QB niche w/ ProAdvisor licenses/certifications, purchases additional licenses at a discounted rate through the ProAdvisor program
 - Kyle – Puts different versions on a spare machine for those who don't use it regularly
- Personnel files (Anna) – How many are electronic and how are they organizing the different information?
 - Sharon – Using GoFileRoom to capture all of this, can share her sub-headings
 - Sarah – Uses CCH Document product and divides into different classes:
 - Certification & Education
 - Employee reviews
 - Tax & benefit forms
 - Medical info
- Web reputation – What tools exist to evaluate the firm's reputation? (Kelly)
 - Sharon – HubSpot
 - Many use Google Alerts
- Target clients – Gathering info on one company (Kelly)
 - Sharon - Secretary of State offers some detailed information
- Time Management courses for professionals (Marla)

- Kelly – Convergence Coaching
- Sharon – Laura Stack (author)

3:00 PM – Adjourn

Future Meeting Dates

- May 18, 2012 (Franklin University)
 - Dr. Todd Dewett - *Fuel for Leaders* (www.drdeiwett.com)
- June 19-22, 2012 (National Conference in Las Vegas)
 - Green Valley Ranch, Resort, Spa & Casino, Las Vegas, Nevada - *Win Big with AAA*
 - Registration (www.cpaadmin.org/2012conference/index.php)
- July 20, 2012 (Annual Meeting – Franklin University)
 - Steven Gall, Gall & Gall Company, Inc. - *Technology – Good, the Bad, and the Ugly*
- September 21, 2012 (Franklin University)
 - Clarke Price – CEO, Ohio Society of CPA's - *Legislative Update*
- November 16, 2012 (Franklin University)
 - James C. Metzler, CPA, PCPC Practice Center - *PCPS Overview and New Horizon 2025 Report* Vice President, Small Firm Interests, AICPA