



DEPARTMENT OF CONSUMER AFFAIRS
 CALIFORNIA BOARD OF ACCOUNTANCY
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DEPARTMENT OF CONSUMER AFFAIRS
CALIFORNIA BOARD OF ACCOUNTANCY (CBA)

MINUTES OF THE
July 22, 2015
CBA MEETING
STRATEGIC PLANNING WORKSHOP

Holiday Inn Capitol Plaza
 300 J Street
 Sacramento, CA 95814
 Telephone: (916) 446-0100

Roll Call and Call to Order.

CBA President Jose Campos called the meeting to order at 1:32 p.m. on Wednesday, July 22, 2015 at the Holiday Inn Capitol Plaza. President Campos adjourned the meeting at 4:17 p.m.

CBA Members

July 22, 2015

Jose Campos, CPA, President	1:32 p.m. to 4:17 p.m.
Katrina Salazar, CPA, Vice-President	1:32 p.m. to 4:17 p.m.
Alicia Berhow, Secretary/Treasurer	1:32 p.m. to 4:17 p.m.
Sarah (Sally) Anderson, CPA	Absent
Herschel Elkins, Esq.	1:32 p.m. to 4:17 p.m.
Laurence (Larry) Kaplan	1:32 p.m. to 4:17 p.m.
Louise Kirkbride	Absent
Kay Ko	Absent
Leslie LaManna, CPA	Absent
Xochitl León	1:32 p.m. to 4:17 p.m.
Jian Ou-Yang, CPA	Absent
Deidre Robinson	1:32 p.m. to 4:17 p.m.
Michael Savoy, CPA	1:32 p.m. to 4:17 p.m.
Mark Silverman, Esq.	3:11 p.m. to 4:17 p.m.
Kathleen Wright, CPA	Absent

Staff and Legal Counsel

Patti Bowers, Executive Officer
Deanne Pearce, Assistant Executive Officer
Rich Andres, Information Technology Staff
Pat Billingsley, Regulations Analyst
Angela Crawford, Executive Assistant
Paul Fisher, Enforcement Supervising ICPA
Dominic Franzella, Chief, Enforcement Division
Corey Riordan, Board Relations Analyst
Gina Sanchez, Chief, Licensing Division
Kristy Schieldge, Legal Counsel, Department of Consumer Affairs (DCA)
Carl Sonne, Deputy Attorney General, Department of Justice (DOJ)

Other Participants

Jason Fox, CalCPA
Donald Driftmier
Ted Evans, Strategic Planner and Facilitator, DCA
Pilar Oñate-Quintana, KP Public Affairs
Joseph Petito, The Accountants Coalition
Chandra Sharma, Principal, SCP-Group
Dennis Zanchi, Organizational Manager, DCA

I. Welcome and Introductions.

Mr. Campos introduced the new CBA member, Deidre Robinson, and the DCA Strategic Planning Unit facilitators, Dennis Zanchi and Ted Evans.

II. Overview of the Strategic Planning Workshop and its Role in the Development CBA's 2016-18 Strategic Plan.

Mr. Zanchi provided an overview of the Strategic Planning Workshop and its role in the development of the CBA's 2016-18 Strategic Plan.

IV. Overview of the California Board of Accountancy Environmental Scan.

A. Review and Discussion of the CBA's Mission Statement, Vision, and Values.

The CBA reviewed the CBA's Mission Statement, Vision, and Values and made no change, as it was determined that they were still relevant.

B. Review of the CBA's 2013-15 Strategic Plan Goals and Development of the CBA's 2016-18 Strategic Plan Goals.

The CBA reviewed the existing goals, which include enforcement, licensing, customer service, outreach, laws and regulations, emerging technologies, and organization effectiveness. Following the review of the goals, the CBA determined that the goals will be retained for the CBA's 2016-18 Strategic Plan.

- V. Discussion Regarding the Establishment of Objectives to Further Define Strategies or Implementation Steps to Attain Goals Identified for the CBA's 2016-18 Strategic Plan.

The CBA discussed and developed objectives for the seven goals. The CBA requested that staff present a draft 2016-18 Strategic Plan to the Strategic Planning Committee at the September meeting, at which time members will determine if an additional facilitative session is needed.

- VI. California Board of Accountancy's 2013-15 Strategic Plan.

The CBA's 2013-15 Strategic Plan was provided for CBA review.

- VII. Public Comments.

No public comments were received.

President Campos adjourned the meeting at 4:17 p.m. on Wednesday, July 22, 2015.

_____ Jose A. Campos, CPA, President

_____ Alicia Berhow, Secretary-Treasurer

Corey Riordan, Board Relations Analyst, and Patti Bowers, Executive Officer, CBA, prepared the CBA meeting minutes. If you have any questions, please call (916) 561-1718.