



DEPARTMENT OF CONSUMER AFFAIRS
 CALIFORNIA BOARD OF ACCOUNTANCY
 2000 EVERGREEN STREET, SUITE 250
 SACRAMENTO, CA 95815-3832
 TELEPHONE: (916) 263-3680
 FACSIMILE: (916) 263-3675
 WEB ADDRESS: <http://www.cba.ca.gov>



DEPARTMENT OF CONSUMER AFFAIRS
CALIFORNIA BOARD OF ACCOUNTANCY (CBA)

Minutes of the
July 25, 2012
CBA Strategic Planning Workshop

Tsakopoulos Library Galleria
 828 I Street
 Sacramento, CA 95814
 Telephone: (916) 264-2800
 Facsimile: (916) 264-2809

Roll Call and Call to Order.

CBA President Marshal Oldman called the meeting to order at 10:00 a.m. on Wednesday, July 25, 2012 at Tsakopoulos Library Galleria. The meeting recessed at 12:30 p.m. President Oldman reconvened the meeting at 1:27 p.m. and the meeting adjourned at 2:30 p.m.

CBA Members

Marshal Oldman, President	10:00 a.m. to 2:30 p.m.
Leslie LaManna, Vice President	10:00 a.m. to 2:30 p.m.
Michael Savoy, Secretary-Treasurer	10:00 a.m. to 2:30 p.m.
Sarah (Sally) Anderson	10:00 a.m. to 2:30 p.m.
Diana Bell	Absent
Alicia Berhow	Absent
Michelle Brough	Absent
Donald Driftmier	10:00 a.m. to 2:30 p.m.
Herschel Elkins	10:00 a.m. to 2:30 p.m.
Laurence (Larry) Kaplan	10:00 a.m. to 2:30 p.m.
Louise Kirkbride	Absent
Kitak (K.T.) Leung	10:00 a.m. to 2:30 p.m.
Manuel Ramirez	10:00 a.m. to 2:30 p.m.
David Swartz	10:00 a.m. to 2:30 p.m.

Staff and Legal Counsel

Rich Andres, Information Technology Staff

Patti Bowers, Executive Officer
Dominic Franzella, Chief, Licensing Division
Lauren Hersh, Information and Planning Manager
Rafael Ixta, Chief, Enforcement Division
Kari O'Connor, Board Relations Analyst
Deanne Pearce, Assistant Executive Officer

Other Participants

Jason Fox, California Society of Certified Public Accountants (CalCPA)
Reyanna Garcia, Department of Consumer Affairs (DCA), Strategic Planning Unit
Joe Petito, The Accountants Coalition
Tom Roy, DCA, Strategic Planning Unit
Hal Schultz, CalCPA
Jeannie Tindel, CalCPA

I. Welcome, Introductions and Agenda Overview.

President Oldman introduced Mr. Roy and Ms. Garcia from DCA Strategic Planning Unit as the facilitators of the CBA Strategic Planning Workshop.

II. Overview 2010-2012 CBA Strategic Plan Accomplishments.

Mr. Roy provided a brief overview of the goals and objectives achieved from the 2010-2012 CBA Strategic Plan.

III. Develop 2013-2015 CBA Strategic Plan.

1. Review Responses and Develop Environmental Scan.

Mr. Roy provided an overview of the Environmental Scan Responses received from CBA members, committee members, and CBA staff.

2. Review Current CBA Mission Statement, Vision and Values.

CBA members determined that no changes to the mission and vision statements were necessary. The mission and vision statements from the 2010-2012 CBA Strategic Plan will be used in the 2013-2015 CBA Strategic Plan. CBA members updated and added two new values to the Strategic Plan. The values agreed upon by CBA members include: Integrity, Quality and Professionalism, Transparency, Initiative, Respect, Accountability, Teamwork, and Consumer Protection.

3. Review and Update Goals.

CBA members reviewed the current goals in the 2010-2012 CBA Strategic Plan and after deliberation CBA members kept the six staff recommended

goals which include: Enforcement, Customer Service, Licensing, Outreach, Emerging Technologies, and Laws and Regulations. CBA members added "Succession Planning" as the seventh goal in the 2013-15 CBA Strategic Plan.

4. Review and Update Objectives.

CBA members created new objectives to coincide with the updated and new goals for the 2013-2015 CBA Strategic Plan.

IV. Public Comments for Items Not on the Agenda.

No public comments were received.

Adjournment

President Oldman adjourned the meeting at 2:30 p.m. on Wednesday, July 25, 2012.

_____ Marshal A. Oldman, Esq., President

_____ Michael M. Savoy, CPA, Secretary/Treasurer

Kari O'Connor, Board Relations Analyst, and Patti Bowers, Executive Officer, prepared the CBA Strategic Plan Workshop minutes. If you have any questions, please call (916) 561-1718.