

**BOA Administrative, Personnel, Finance
and Public Relations Committee Meeting Report**

**Date and Location: October 20, 2005 at the WHRO TV/Radio, 5200 Hampton
Boulevard, Norfolk, VA 23508**

Those present: Regina Brayboy, Chair, Jane M. Little, Nancy Feldman and Jean Grant

Convened at: Noon at the WHRO TV/Radio

Call to Order: Regina Brayboy

Quorum declared by Chairman Brayboy.

Agenda approved unanimously.

PUBLIC COMMENTS: Ms. Brayboy introduced Kathy Lewis, Host of WHRO's Call-in Noonday Talk Radio Show. Ms. Lewis talked about the program format. An hour long discussion followed on activities of the Board of Accountancy. There was consensus that an appropriate time to air a radio on BOA would be in late January 2006, with focus on the topic of "tax season." This could answer some questions on what the consumer might expect from his or her CPA and there could be an explanation of the difference between a CPA and a non-CPA tax preparer—while the non-CPA tax preparer may legally prepare tax returns, the CPA must be E-E-E (Educated, Examined and Experienced).

The working luncheon ended and the meeting proceeded. Ms. Brayboy stated that the committee should focus on outreach which can encompass PR, newsletters, speaker's bureau, forums, etc. She emphasized that when you say PR, there is a tendency to limit thinking to newsletters and public service announcements. Outreach implies a wider range of activities aimed at touching multiple sectors using multiple mediums. Further, she stated that the ultimate goal of PR should be protection of the public.

She offered several suggestions for the Committee's pleasure, as follows:

BOA Volunteer Network - Since the Board had such a tremendous response to the call for volunteers (over fifty CPAs offered to volunteered) the Board may wish to consider utilizing the expertise of these individuals and other CPAs to serve in a Speaker's Bureau and other forums. The focus would be on Board requirements and Board activities. Volunteers would be trained and provided materials to be used in presentations in their own communities. Among the materials the volunteers may carry to a presentation could be a script, PowerPoint CD, and color brochure as a handout. The Board may want to schedule the spring board meeting in conjunction with the VSCPA Leadership conference and conduct training of volunteers during this period. This could stir some interest and could save expenses as some CPAs would be traveling to the leadership conference. There are several benefits to the consumer, learning more about CPAs and how the consumer can protect him/her self and getting to meet some of the

CPAs in the local community. The Board may wish to request the Governor to drop by the training session for the volunteers to say thank you on behalf of the citizens since a volunteer network is a huge savings to the Commonwealth.

Newsletter “Advisor” - The final draft of the newsletter has been prepared and a copy has been given to each board member for a final review. It will be posted on the website on November 1, 2005. The Board should consider whether to email each regulant (CPA&firm) a newsletter, send an email to each regulant stating it is on the website and supplying the link (this gets them to look at the website), or simply post it on the website without notice. BOA can send mass emails now with the new server.

BOA Logo Contest – The Committee recommends to the Board that a contest be held for high school art students to create a Board logo. We do not have a logo and this would be an opportunity for WHRO to work with its schools to raise awareness of the accounting profession. The Board could put the top five entries on the Board’s website and get the opinions of the visitors to the website on the best entries and then the Board could make the final decision on the best logo. The Board may wish to invite the art teacher and winning student to Richmond to have lunch with the Board where both could be given a plaque.

The Committee members agreed that these projects are positive ones which could be accomplished this year. There being no more business before the Board, the meeting was adjourned at 1:30 p.m.

Regina P. Brayboy, MPA
Chairman, APF&PR
Board of Accountancy

Date

