President John Lauchert noted that a quorum was present and called the meeting to order at 2:00 p.m. Mr. Lauchert welcomed Trustees to the meeting and asked everyone to introduce themselves.

Mr. Lauchert asked the Trustees to approve the minutes of the April 25, 2013, FAE Board of Trustees meeting. Mr. Hegt moved to approve the minutes, and Ms. Aboyoun
seconded the motion. The motion passed without objection. Mr. Hoffman abstained.

b. Approval of Minutes of June 7, 2013

Mr. Lauchert asked the Trustees to approve the minutes of the June 7, 2013, FAE Board of Trustees meeting. Mr. Zovistoski moved to approve the minutes, and Mr. Piluso seconded the motion. The motion passed without objection.

c. Approved Scholarship Recipients–Signed Unanimous Consents

Mr. Lauchert thanked the Trustees for promptly returning their Unanimous Consents in Lieu of Meeting.

d. Adoption of Merrill Lynch Corporate Resolution for Build-a-Better Profession Campaign–Signed Unanimous Consents

Mr. Lauchert thanked the Trustees for promptly returning their Unanimous Consents in Lieu of Meeting.

President’s Report

Mr. Lauchert announced that a strategic planning meeting was held in July. He explained that the meeting served as an opportunity to review the FAE business plan and ensure that the FAE was on track, and also to look at the FAE’s achievements to date. Mr. Lauchert announced that the meeting covered targeted marketing campaigns for self-study, as well as group pricing and the FAE Value Pass. He also noted that the meeting addressed developing promotional campaigns targeting companies during their budgeting process to encourage them to include FAE programs in their budgets for the upcoming year.

Mr. Lauchert then gave the Trustees an overview of the growth areas identified at the meeting, such as web-based learning and on-demand products. He added that it was important to look at pricing and whether lower or higher program pricing would bring in more revenue. Mr. Lauchert further added that committee CPE was an additional area of growth, as it could be webcast to the entire membership.

He announced that the Emerging Leaders Certificate Program would be launched in the coming months. Ms. Osorio added that the program would include ways to introduce soft-skills training.

Mr. Lauchert noted that social media platforms offer an area of opportunity to encourage interaction with members. He
added that the FAE Learning Centers in Rochester, Long Island, Westchester, Albany, and New York City had lowered expenses and resulted in fewer cancellations.

Mr. Lauchert announced that the FAE had been approved by NASBA. He explained that NASBA certification allows the FAE to offer CPE outside New York State and noted that the FAE can offer CLE credit to attorneys on a case-by-case basis.

Mr. Lauchert asked the committee representatives to report on committee activities.

Mr. Hoffman stated that the Audit Committee had nothing to report to date.

Ms. George announced that the Finance Committee would meet next week to review the audited financials.

Mr. Piluso announced that the Investment Committee last met in July. He stated that the investment portfolio had changed from a 70/30 to a 60/40 portfolio.

Mr. Kanan stated that staff had produced an 8-page report on the 11 COAP Programs held in 2013. He gave the Trustees an overview of the highlights of the 2013 COAP Program, and announced that SUNY Binghamton had decided to host a program in 2014. Mr. Kanan added that the FAE was considering developing a program to track COAP graduates throughout their education and career, in order to see what students do after COAP.

Ms. Barry announced that she had been approached by the National Commission on Diversity to discuss using the FAE’s COAP program as a model on a national level. Ms. Johnson added that the University at Buffalo COAP program had developed a video, and offered to send it to the Trustees.

Ms. Aboyoun announced that the Curriculum Committee met on September 16, 2013. She explained that the committee developed a mission statement and that the committee would broaden its focus beyond seminars. Ms. Aboyoun added that the committee was focused on developing offerings to increase revenue, quality, and visibility. She then thanked Mses. Osorio and Barry and Mr. Lauchert for their support and encouragement. The Trustees further discussed possible ways to improve the curriculum.
Ms. Johnson presented a report summarizing the scholarships that had been granted. She announced that the committee would meet next Friday to review applications and the scholarship process, and then meet in April to make decisions. Ms. Johnson stated that 81 scholarships had been awarded and that 38 schools were represented. Mr. Adair explained that the number of scholarships offered per year is an FAE decision, but noted that the Society can be made aware of shortages in funding to ensure that the scholarship program is fulfilled. The Trustees further discussed the financial requirements of the scholarship program.

Addressed under item FB13 – D – 3.

Ms. Osorio gave the Trustees an overview of three flash reports. She explained that the first flash report covered the period of 2012–2013 and overviewed the trends in seminars and conferences, as well as the growth in webcasts. Ms. Osorio added that on-site training numbers were a little lower as compared to last year. The Trustees discussed vetting conference speakers and revising conference policies to increase quality. The Trustees also discussed the link between committees and conferences.

The second flash report covered the period of 2008–2013 and showed a drop in seminars offered and registrant numbers. Ms. Osorio explained that the report showed the trend in revenue.

The third flash report gave a breakdown of web events. Ms. Osorio noted that both live and on-demand web events were areas of growth.

Mr. Payano presented the statement of activities as of May 31, 2013.

Mr. Zovistoski added that Mr. Payano had done a phenomenal job.
Ms. Osorio explained that she had been looking at three areas: web events, new programs, and marketing/pricing strategies. She added that the FAE would begin offering 2-hour web events and that the Emerging Leaders Certificate Program would offer 7 web programs.

Ms. Osorio explained that the FAE would develop New York-specific topics and that the FAE Value Pass would be used to target specific groups. She noted that she is looking at developing firm web pricing and promotional campaigns for businesses to include FAE programs in their budgets.

Ms. Barry announced that she had been in talks with other state societies to develop partnerships. She explained that the AICPA had introduced a new product designed for partnerships; however, the product was not well received. The Trustees further discussed the possible partnerships and what such partnerships would entail.

Mr. Hegt asked the Trustees to review the policies in their materials for conflicts, omissions, and deletions for discussion at the next Trustees meeting.

Mr. Lauchert explained that the Benevolent Fund Subcommittee, Messrs. Lauchert and Zovistoski, and Ms. George, in consultation with Mr. Pryba, had reviewed an application for financial assistance. Mr. Lauchert gave the Trustees an overview of the applicant’s financial situation, and announced that the Subcommittee recommended awarding the applicant a $5,000.00 grant.

Mr. Piluso moved to approve the grant, and Ms. Aboyoun seconded the motion. The motion passed without objection.

Mr. Lauchert explained that some firms are buying one registration for a CPE program and then broadcasting the program to multiple members of their firm and providing CPE through the firm as a CPE sponsor. Ms. Osorio stated that this is important because web programs are a huge area of growth for the FAE, and, therefore, this practice needs to be discouraged. She further explained that she was proposing a disclaimer on the web event website and also a new pricing structure to create value for firms.
registering groups.

The Trustees then discussed possible discounts and whether all participants are required to be Society members. Mr. Pryba explained that pricing is not addressed in the FAE Bylaws, and, therefore, management should set the pricing structure. The Trustees agreed that pricing structure should be determined by FAE staff and should be driven to meet budgetary expectations.

FB13 — D — 13 Approval of Conference Policies

Mr. Lauchert gave the Trustees an overview of the policies. The Trustees discussed the need to vet speakers and to create review standards. Ms. Osorio agreed that she would develop guidelines and review standards for conferences. The Trustees further discussed the policies.

Mr. Hegt moved to approve the conference policies, subject to the development of guidelines and review standards, and Ms. Aboyoun seconded the motion. The motion passed without objection.

FB13 — D — 14 Approval of Recommended Scholarship Recipient

Ms. Johnson explained that a SUNY IT (Institute of Technology) student, Cari Donahue, had been awarded a half scholarship based on her half-time enrollment. Ms. Johnson further explained that the student had recently switched to full-time and that the Scholarship Committee was therefore requesting that her scholarship be increased to a full scholarship.

Mr. Piluso moved to approve increasing the scholarship to a full scholarship, and Ms. Aboyoun seconded the motion. The motion passed without objection.

FB13 — D — 15 Future Meetings

To be addressed at a future meeting.

FB13 — D — 16 Adjournment

Mr. Piluso moved to adjourn the meeting at 5:22 p.m., and Mr. Hegt seconded the motion. There being no objection, the meeting was adjourned.

Respectfully submitted,

Frieda T. Aboyoun
Secretary