Agenda:

- 9:00 AM – Continental breakfast and Networking
- 9:30 AM – Welcome
- 9:30 AM - Program: Introduction of Mary Werner, CPA, Werner Coaching & Consulting (Sarah Galley
    - Mary Werner's Topic: "Leadership Essentials: 9 Behaviors of an Effective Leader"
- 12:30 PM – Lunch
- 1:00 PM – Business Meeting (Sharon Trabbic)
    - The following members were in attendance:

Kelly Nizzer Bates	Schlabig & Associates, Ltd.	Akron, OH
Michelle Johnson	Martinet & Recchia, Inc.	Willoughby, OH
Kim Miller	Hall, Kistler & Company, LLP	Canton, OH
Susan Moon	Hall, Kistler & Company, LLP	Canton, OH
Kim Tanner	Whitcomb & Hess, Inc.	Ashland, 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 Wershbale & Co.	Cleveland, OH
Tracy Andrix	Snyder & Company	Lancaster, PA
Esther Emmert	Gilmore, Jasion & Mahler, Ltd.	Maumee, OH
Lori Ellinger	Kirsch CPA Group, LLC	Oxford, OH
Sarah Galley	Pohlman & Talmage CPAs, Inc.	Dayton, OH
Leisha Rospert	Payne, Nickles & Company	Norwalk, OH
Dennis Vezzani	Cunningham & Associates	Broadview Heights, OH
Stacy Boggess	Arnett & Foster	Charleston, WV
Jim Fahey	Apple Growth Partners	Akron, OH
Katie Lee	Apple Growth Partners	Akron, OH
Barb Walker	Barnes, Denning & Co. LLP	Cincinnati, OH
Margaret Gotshot	Tax & Wealth Management	Westlake, OH
Beverly Rench	Thorn, Lewis & Duncan	Dayton, OH
Leigh-Ann Sparks	Brady, Ware & Schoenfeld	Dayton, OH

    - Introduce ourselves and welcome first time attendees

- Review and approve September meeting minutes (Anna Sary)
- Review and approve budget and treasurer's report
- Discuss how to increase overall awareness of AAA
    - Already placed an ad in The Voice publication
    - Clark Price
    - LinkedIn
- National AAA News (Jim Fahey)
    - Recently sent out survey regarding the idea of creating a Firm Administrator certification, national reviewed the results and the majority are in favor of it
    - National website – The content is good, but the overall design needs an overhaul
    - iCommunities – It's outdated and cumbersome, looking into CCH's Knowledge Connect program, building simple discussion board to be ready in early 2012
    - Upcoming national conferences
        - 2012 – Las Vegas, NV
        - 2013 - Deerborn, MI
        - 2014 – Baltimore, MD
        - 2015 – San Diego, CA
- Reading initiative and drawing for free business book - Lori Ellinger won
- Membership update (Kelly Nizzer Bates)
    - National membership growth initiative – looking to get to 1000+ members
    - Goal: Better footing with the AICPA/PCPS
    - New chapters – Actively seeking, Orange County & Los Angeles
    - Local membership drive – Raise general awareness of AAA over the next 12-18 months, reconnect with former members/attendees, targeting Columbus CPA firms
- Upcoming speakers/topics (Sarah Galley)
    - February 17, 2012 (Franklin University)

            - Topic: HR Law Update
            - Speaker: Jeff Mullins, Taft Law
        - May 18, 2012 (Franklin University)
            - Kristi Dunsmore – Executive Coach and Organizational Consultant
        - June 19-22, 2012 (National Conference in Las Vegas)
            - Green Valley Ranch, Resort, Spa & Casino, Las Vegas, Nevada
            - ***Win Big with AAA***
        - July 20, 2012 (Annual Meeting – Franklin University) – Speaker TBD
        - September 21, 2012 (Franklin University)
            - Clarke Price – CEO, Ohio Society of CPA's
            - Topic: Legislative Update
        - November 16, 2012 (Franklin University)
            - James C. Metzler, CPA, PCPC Practice Center
            - Vice President, Small Firm Interests, AICPA
    - Adjourn business meeting
- 1:00 PM – Roundtable Discussion
    - iPads – Who is making the investment?
        - Many firms are purchasing for their management team/shareholders
    - Healthcare premiums – What % are employers paying?
        - 100 % of single coverage
        - Sharon - 100% for single, 90% for employee + child, 80% for employee, spouse + child, 70% for family
        - Sarah – 100% for employee and 75% for family
        - Most firms are offering 1-2 different plans and all have HSA
    - Staff training – Professional staff needs more extensive training
        - Leigh-Ann – Has a training agenda she can share

- Kim – Has a checklist she can share
    - Katie – 3 days of software and bookkeeping training
- Terminal servers – Expectations
    - Leisha – Recent conversion, connectivity issues between offices
    - Sharon – Converted from Citrix to TS
- Evaluations – Staff & senior expectations
    - Check out the AICPA section for small firms (PCPS) for a listing of competencies
    - Leigh Ann has some good samples
- Salary adjustments – What are people doing this year?
    - Dennis – 6-7% increases, plus performance bonuses (based on tax season)
    - Stacy – An average of 5-12%
    - Margaret – 12-13%
    - Sharon – 4% overall (a signing bonus is given to all staff level hires)
- Marketing – How are most people handling their marketing needs and are there any companies that specialize in accounting firms?
    - INIS Marjorie
    - Growth Partnership
    - Spire Advertising
    - Larger firms seems to have in-house departments/designated people and the smaller firms have part-time marketing staff
- Productivity Reporting
    - Sharon - Practice Management – Can access this information daily
    - Leigh Ann – Goes to the Partners, then the Scheduler, then to the Career Counselors
    - Kelly - Check industry benchmarks using something like the Rosenberg Survey
- 1040 Process
    - Dennis & Sarah - Assign clients to the staff before tax season, based on complexity of returns
    - Sharon – Grab-and-go bin, which is based on FIFO; they have seasonal preparers and they indicate ahead of time which returns should not be given to the interns

- Admin Staff Ratios
    - Leigh Ann & Sharon – Their staff is split between Tax & A&A departments; typical ratio is 4.5 admin : 60 professionals
    - Anna – We have 4 admin staff (including herself) that support 25 professionals
- Disaster Recovery Plans
    - Samples can be found at the following:
        - Ready.gov
        - AAA
        - Sans.org
        - Kim Tanner can share her template
- IM Policy – In order to cut down on email traffic
    - Sharon – EIO Board w/ chat feature, which is web based and integrates with Outlook
    - Some only use Outlook for client interaction
- Gifting PTO between employees
    - Most don't recommend allowing that, because once you start, you can't stop
    - Allow the employee to borrow from next year's PTO
    - Check out SHRM.com for policies on this
- Engagement Letters
    - Margaret – All letters go out with the client organizers and are tracked on the routing sheet
    - Leigh Ann – They combine letters for their individual clients with a survey sheet and with the business clients, they generate a one-time-only letter that stays in effect until the client revokes it; however, they review the letters each year
- Social Media – Blogging & LinkedIn
    - Kelly – Set up a calendar with blogging assignments for the staff; needs to receive departmental approval, they have an internal editor and Kelly is responsible for pushing it out; uses this content for their newsletter too
    - Ted – Cross site postings are good for building credibility on-line
- Developing Admin SMART Goals – It's hard to come up with these for the admin staff, whose roles don't really change from year-to-year

        - Focus on training needs (MS Office, outside CPE, soft skills, etc.)
        - Have them focus on documenting the admin procedures
    - Caseware – Any current users?
        - Only Leigh Ann & Stacy
    - Transferring Info – Portal users or via encrypted email?
        - Force a password
        - Older clients are usually resistant to portals in general
        - IT person takes care of all the calls related to it
- 3:00 PM – Adjourn