



**Wisconsin Institute of
Certified Public Accountants**

WICPA Public Policy Committee
Meeting Minutes
May 20, 2011
DeWitt, Ross & Stevens, Madison, WI

Martin D. Verhelst, Chair
Thomas J. Alberte, Vice Chair
Bart Adams (phone)
William R. Ahlstrom
Brian L. Anderson
Kyle J. Beld
Gerald E. Denor
Timothy J. Donnelly
Michael E. Friedman (phone)
Theodore E. Hart
Greta Kjome
Tricia Nielsen
Matthew J. Schaefer
Jeanne K. Van Galder
Dennis F. Tomorsky, CEO
Tammy J. Hofstede, Director of Finance & Operations (phone)
Jessica L. Barillari, Executive Assistant & Peer Review Manager
Alice O'Connor, Legislative Council

Absent

Kyle A. Chuck
Karin M. Gale
Jessica B. Gatzke, Board Liaison
Carrie D. Hoepfner
Thomas W. Kosler
Jeffrey W. Kowieski
Mark S. Krueger
Nicholas S. Lascari
Steven A. Pullara
John R. Reinhart
LeRoy C. Schmidt
Thomas H. Schmitt
Frederick J. Sitzberger

Verhelst called the meeting to order at 9:15 a.m.

Roll call and introductions.

Approval of October 2, 2010 Minutes

Ahlstrom made a motion to approve the minutes of the October 2, 2010 meeting as written. Denor seconded and the motion was passed.

WICPA Update

Tomorsky stated the CPE Director, Keith Chrisler, has retired and the management team's strategic analysis of the CPE staff, tasks and evolving environment for delivering CPE resulted in reassigning CPE department tasks and a determination to not hire a CPE Director. The WICPA held its second Advocacy Day on January 25, 2011, where WICPA members again visited with more than half of the State's legislators to enhance the WICPA's relationship with lawmakers and offer the knowledge of WICPA members as a resource when lawmakers consider the impact of proposed legislation on Wisconsin residents and businesses. Tomorsky reported the WICPA continues to reach more members every month through social media with LinkedIn, Facebook, Twitter and YouTube. He mentioned the positive growth in member social activities such as socials after a conference, politics at the pub events and annual WICPA sporting events. He reported the Find a CPA feature on the website has 261 firm listings and has been viewed more than 6,000 times in the past year; the Career Center on the website has 16 jobs listed, 219 resumes posted and has also been viewed more than 6,000 times this past year; and the WICPA website has been viewed more than 450,000 times during the past 12 months. Tomorsky that stated the positive financial performance of the WICPA is a key indication our members perceive strong value and relevance in their WICPA membership.

Political Landscape

O'Connor reviewed the current political landscape in Wisconsin. She mentioned the upcoming Senate race and the various potential candidates. She mentioned Senator Kohl had announced his retirement and would not be running in the upcoming Senate race. O'Connor summarized information related to the budget and recall elections taking place statewide. She reported there are special finance rules in recall elections versus regular campaign contributions. O'Connor mentioned the Voter Id Bill that was passed and would be signed by Governor Walker within the next week.

Presentation by Congressman Reid Ribble

Congressman Reid Ribble visited with the Public Policy Committee and provided a brief overview of the political atmosphere at a national level.

CPAC/LIF Campaign Progress Chart Review

Verhelst reviewed the CPAC/LIF Campaign progress chart. He urged committee members to make their respective contacts at each firm to reach the goals stated. Tomorsky reported his recent efforts with the TAC Group, which represents the Big 5 firms, and receiving their support.

Next Meeting

The next meeting is scheduled for September 30, 2011 at 9:00 a.m. at the office of DeWitt, Ross and Stevens in Madison, WI.

Adjournment

Verhelst adjourned the meeting at 11:30 a.m.