

CCA – International Council Meeting

November 3, 2013

Tampa, Florida, USA

Minutes

2:07 the meeting began with Amy Asmus, Chair, welcoming everyone and each person gave brief introductions

ICCA Program Budget Review: Luther Smith, ASA Director of Certification, reviewed the ICCA Program budget highlighting the international components - \$50,000 in the 2014 for assistance with the India and Mexico programs if it is needed. A proposed budget and request needs to be made to access the funds. ICCA also designated \$100,000 of their reserves to be used as start-up funds for new countries to start the program.

Updates from each Country:

India, JK Ladha, Chair CCA – India, provided an overview, see power point

Mexico, Juan Manuel Osorio Hernandez, Chair CCA – Mexico, provided an overview, see power point

Canada, Thom Weir, representing CCA – Canada Boards, see Word document

Argentina, Luther Smith for Fernando Garcia, no progress or changes since last meeting when Argentina suspended operations due to the political climate in Argentina

USA, Amy Asmus, Chair CCA – USA, multiple new projects were initiated for the preprogram – Greenfield Scholars for students entering the profession, Rapid Response Teams made up of CCAs on the four competency areas to better respond to requests, reorganizing the executive committee to include the RRT and to use task forces more to complete tasks and move away from stagnant standing committees, expanded marketing/promotional program with the addition of a new staff person to focus on marketing efforts and Congressional Visits Day (CVD) in Washington DC in conjunction with the ASA CVD to help increase awareness building with other organizations and agencies.

Business Groups in India, Luther Smith provided a report and overview, Tecnova a consulting firm in India did a research project for ASA to determine if CCA could grow and flourish in India (See Tecnova Report), to summarize the findings indicated two things, 1. The CCA program could function in India so the potential does exist but 2. ASA should find a new business partner or establish a new business arrangement to support the program.

A proposed budget was reviewed to show what it would cost to work with Tecnova as the business office, hire a CCA program manager based in India and provide support from ASA. (See budget page) To summarize – it would take 4 years to reach operational break even and in year 5 it would start generating enough revenue to start paying down the debt built up from the start of the program, about 1,000 CCAs would

have to be reached, same exam prices that are currently being charged with the annual renewal fee being implemented

Comments: The general consensus was to keep the program going but to find a new business arrangement.

Motion: Romander/Weir to not renew the ASA ISAP agreement after it expires December 31, 2013. Motion passed, 5 in favor, 1 abstention, 0 opposed

Charge to staff to do:

1. Notify CCA – India Board via JK Ladha that the contract will not be renewed and the Board is asked to provide suggestions for a new arrangement within 15 days
2. Review the proposed budget with Tecnova and potential business arrangements
3. Check references for Tecnova
4. Report to ICCA executive committee and Council in early December so a decision can be made for a path forward

Strategic Plan discussion, history for international expansion has been reactive – respond to requests, should it be active in the future? Time ran out to discuss this item in more details but the Council received a draft expansion plan and was asked to provide comment on the plan to Luther in the coming months so it can be finalized.

Recommendation was made to emphasize the “international” aspect and name for the CCA and to focus on that and to down play or remove the reference/name to ASA due to the emotional reaction to “American” in ASA. This will be discussed with ASA leadership.

Adjourned 5:25