



By Rhonda Ledbetter, TXCPA Volunteer and Governance Specialist

At their first meeting of the new decade, TXCPA members and the Board of Directors were focused on the future. Houston was the setting for the January event.

### Town Hall

[TXCPA Chairman Lei Testa, CPA-Fort Worth, CGMA](#), provided an update on the five priorities for 2019-2020, communicated in her [July/August 2019 Chairman's Message](#) in *Today's CPA*.

**1. Engaging the next generation of CPAs.** Through our outreach on campuses and with our faculty ambassadors, TXCPA is aggressively growing the number of students who are involved. Engaging students and candidates in the Society and ensuring that they are aware of all the career paths available to them as a CPA will continue to be among our highest priorities.

**2. Enhancing state and chapter collaboration.** We're continuing to expand our chapter leader training opportunities. Chapter-specific dashboards and a chapter

leader portal are making data more accessible than ever.

**3. Extending our brand to promote the profession.** As we learned in our research, TXCPA is intrinsically tied to the CPA brand in Texas and members feel strongly that promotion of the profession is part of our core mission. Through [The CPA Advantage](#), we're releasing resources for members and chapters to use, and are launching more awareness campaigns using social media and some traditional media, as well.

**4. Expanding digital learning opportunities.** The initial feedback from members about the new online learning opportunities and the [TXCPA Passport](#) subscription service has been extremely positive. We'll continually add titles to the library, record live presentations and make sure content is accessible anywhere, on any device.

**5. Educating stakeholders on the significance of professional licensing.** Many states face significant battles with their legislatures regarding professional

licensing and making sure anti-licensing advocates do not shift the conversation away from protecting the public. [The Alliance for Responsible Professional Licensing](#) is an organization that advocates for licensing practices within professions that deliver uniform qualifications, standards, safety and consistency, while also providing individuals with fair opportunities to pursue and maintain a career. TXCPA is keeping a close eye out for professional licensing issues that might arise and impact CPAs closer to home.

### TXCPA's Five Priorities for 2019-2020

1. Engaging the next generation of CPAs
2. Enhancing state and chapter collaboration
3. Extending our brand to promote the profession
4. Expanding digital learning opportunities
5. Educating stakeholders on the significance of professional licensing

Volunteers from around the state joined Testa onstage to share their perspectives on the work being done around the five priorities and to answer questions. Those members were:

- Edie Cogdell, CPA-San Antonio, CGMA;
- Tram Le, CPA-Fort Worth;
- Josh LeBlanc, CPA-Southeast Texas;
- Stephen Parker, CPA-Houston; and
- Jerry Spence, CPA-Corpus Christi.

## Other Business

A financial report was made by:

- Treasurer Billy Kelley, CPA-Permian Basin, CGMA;
- Treasurer-elect Edie Cogdell, CPA-San Antonio, CGMA; and
- CFO Steve Phillips, CPA-Fort Worth, CGMA.

The Annual Meeting of the [Accounting Education Foundation](#) was conducted by Art Agulnek, CPA-Dallas. Susan Adams, CPA-Fort Worth, was recognized as the newest Kenneth W. Hurst Fellow.

The results of TXCPA's election were announced by Nominations Committee Chair Stephen Parker,

CPA-Houston. Also, there was a vote to ratify the chairman-elect's appointees. [Click here](#) for a listing of the new TXCPA leaders for 2020-2021.

A report on the [CPA-PAC](#) was given by Committee Chair Jesse Dominguez, CPA-Austin, CGMA. Fundraising awards were presented to chapters. Please see Figure 1.

### Figure 1:

#### CPA-PAC Awards for 2019

The following awards were presented to chapters for their work encouraging members to donate to the CPA-PAC.

#### Highest Percentage of Fundraising Goal

Large Chapter – Austin  
Medium-sized Chapter – Corpus Christi  
Small Chapter – Southeast Texas

#### Highest Percent Increase in Members Contributing

Medium-sized Chapter – El Paso  
Small Chapter – Texarkana

highlighting [Strategic Planning Committee Chair Ben Simiskey, CPA-Houston](#), TXCPA has begun the process of updating its three-year Strategic Plan. [Eric Curtis](#), of [Curtis Strategy](#), is facilitating the work of volunteer leaders and staff in examining the scope of where the Society should be rather than just developing a business plan.

There were roundtable discussions for members to discuss the value proposition at the state and chapter levels and share their recommendations for future direction. The updated plan will be shared as it evolves over the next several months.

## American Institute of CPAs

Texas' first chair of AICPA in many years is Bill Reeb, CPA-Austin, CGMA, CITP. He began his high-energy presentation by talking about the exponential pace of change, where today's most advanced artificial intelligence systems are much more powerful than those used in 2012. And yet, much of AI is still in its infancy. Technology is changing the landscape for accounting careers. He stressed that this is not about the current leaders of the profession; it's about the next generation.

## TXCPA Strategic Planning

As discussed in a *Today's CPA Spotlight on CPAs* article






## SOCIETY FEATURE

The Dynamic Audit Solution is on track. Additional user acceptance testing will be continued in 2020, covering key workstreams such as expanded risk assessment, internal controls and work programs.

Blockchain is a focus and it will change the way that audits will be performed. The business value-add of blockchain is estimated to exceed \$3.1 trillion by 2030. The profession needs to pay attention, which is why AICPA has working groups and a virtual currency task force to address important issues around it.

Entities are launching new top-level domain names as a way to increase trust and security in the marketplace. The all-new .cpa domain is being launched to serve the accounting profession. The new domain will be available for licensed CPA firms or individual CPAs. Early registration will be during the first half of 2020 and it will be widely available after that. CPAs and their firms are encouraged to register as soon as registration opens to ensure they are the first to register for their preferred domain name.

**NEW DOMAIN FOR CPAs**

<p><b>TRUSTED</b></p> <p><b>SECURE</b></p> <p><b>VERIFIED</b></p>		<p><b>Q1-Q2 2020</b> <b>Early Registration</b></p> <p><b>Q3-Q4 2020</b> <b>General Availability</b></p>
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Sign up for updates at <https://domains.cpa>

### CPA Evolution

There's a need to evolve CPA licensure to adapt to technological innovation, new client and business demands, and changes to CPA core services. AICPA and the National Association of State Boards of Accountancy have been exploring if and how the CPA licensure model should change. The project has been named [CPA Evolution](#).

Five guiding principles were provided for feedback in a variety of forums last year, including the TXCPA 2019 Annual Meeting of Members, as reported in the [September/October issue of this magazine](#). The resulting list is:

- We must adapt quickly;
- Technological expertise is essential;
- Licensure requires rethinking;
- We must expand our view of the CPA candidate – all must demonstrate core competencies; and
- Change should be rapid yet deliberate.

The leaders of AICPA and NASBA have held several in-person meetings over the past few months to discuss the best way forward. At a recent meeting, a vote was taken of the attendees and a proposed new licensure model was chosen.

The recommended model starts with a strong core. After completing the core, each candidate would then choose a discipline in which to demonstrate deeper skills. The disciplines have not been finalized, but three identified to date are:

- Business reporting and analysis;
- Information systems and controls; and
- Tax compliance and planning.

Reeb led the meeting participants in exercises to gather input on the degree of education and testing that should be required of CPA candidates. You can learn more and see the proposed new CPA licensure model on the [CPA Evolution website](#).

### Upcoming Events

All members are warmly encouraged to be part of the [2020 Annual Meeting](#) at the Worthington Hotel in Fort Worth, June 26-27. [Book your room today!](#)

Members will be a vital part of the Advocacy Day and Midyear Board of Directors and Members Meeting in Austin on Jan. 26-27, 2021.



### Lifelong Learning

**"CPAs are committed to lifelong learning. We will need to become adaptive learners, with frequent upgrades of skills and knowledge. We will need to learn, unlearn, relearn."**

**Bill Reeb, 2019-2020 AICPA Chairman**

