

COMMUNITY & CONNECTION



Join us November 20 for

FACEBOOK LIVE FRIDAY
10 to 10:30 a.m. on Facebook Live

Jodi Ann Ray, CAE
TXCPA President & CEO

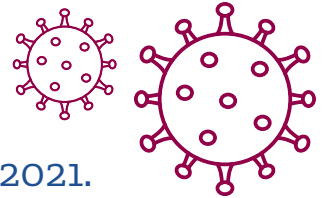
Sheila A. Enriquez, ID, CPA, CFF, CVA, CEO at
Briggs & Weselka Co. and Chairman of TXCPA's
Branding and Community Outreach Committee

42
Facebook Live
Friday broadcasts
with more than
17,000
views.

In the midst of a global pandemic, TXCPA's membership held steady when compared to the year prior with

27,269

members as of May 31, 2021.



Diversity and Inclusion - A Community for All CPAs in Texas

The Diversity and Inclusion Committee engaged with others across the Society to help educate, inform and work to effect change so that TXCPA can truly be a community for ALL CPAs in Texas, where ALL feel a sense of belonging. Our statement on diversity and inclusion was updated this year:

Our Commitment to Diversity, Equity, Inclusion and Belonging

TXCPA values the diverse contributions and talents of all its members. We are committed to promoting diversity, equity, inclusion and a sense of belonging in the workplace, in membership and in the accounting profession. Diversity includes, but is not limited to, race, gender, generations, abilities, orientation, and religious beliefs."

- Adopted by the TXCPA Executive Board, 2020

Launched the tx.cpa domain for TXCPA and 15 chapters



TXCPA
EXCHANGE

2,363
discussion posts

TOP THREE SEARCH TERMS

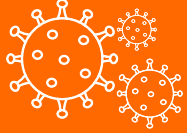
PPP
Employee Retention Credit
CPE

TXCPA Career Center postings increased by

87%



PROFESSIONAL EXCELLENCE



CPE During a Global Pandemic

Converted 10 CPE conferences to virtual events

Expanded digital learning courses by 61%

Offered 25 different COVID-related courses

Worked with 13 chapters to provide virtual CPE during COVID



18,001 total CPE attendees

Members received **15 hours** of FREE CPE, including 4 hours of ethics

2 CPE training courses were provided for Texas peer reviewers



ADVOCACY



TXCPA
A CPA can help you navigate the complexities of COVID-19 relief funding.
THE CPA ADVANTAGE
Get started at FindaTXCPA.org
THE CPA ADVANTAGE

CPA Advantage campaign focused on how CPAs can help navigate the complex 2021 tax filing season.

Total digital ad impressions

1.4 million

Successful legislative session with multiple wins for Texas CPAs:

HB 1195 (PPP forgiven loans excluded from the franchise tax)

SB 297 (fingerprinting deadline extension)

SB 6 (liability protection for businesses)

TXCPA PAC **\$173,090**
CPA-PAC donations contributed by 1,104 members

TXCPA EDUCATION FOUNDATION **51** scholarship recipients from **25** Texas colleges/universities

TXCPA ACAN **135** lives touched by ACAN, which is served by 30 CPA volunteer mentors

Congratulations to the 2020-21 Award Recipients

Meritorious Service - Kym Anderson
Distinguished Public Service - Peggy Dean
Outstanding Committee Chair - Jesse Dominguez
Outstanding Committee Chair - Lisa Ong
Young CPA - Amy Taylor
Young CPA - Kate Rhoden
Distinguished Member - Phil Davis
Distinguished Member - Art Agulnek

2020-21 Rising Stars:
Elizabeth Bailey, Stephanie Ferguson, Amanda Klein, Brittin Stange, Hyun "Crystal" Shin, Taylor Franta, Thomas Neuhoff, Omar Rodriguez, Christine Bessert, Jonathan Cameron, Sarah DeVore, Katelyn Woods, Meredith McKeehan, Catherine Speer, Lorena Hernandez, Christina Koucouthakis, Ruth Olivares, Lindsey Fontenot, Peter Simon

Outstanding Accounting Educators:
Michelle Avila, Our Lady of the Lake University
Dr. Marina Ruseva, Lamar University

2021 Business & Industry Award:
Mark Goldman
Stephen King