

April/May 2019

FORUM

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TXCPA Houston

THE FUTURE OF ACCOUNTING

The background of the entire page is a complex, abstract digital illustration. It features a dense network of glowing blue and white lines that resemble circuit traces, data paths, and fiber optics. There are also circular patterns, possibly representing data storage or network hubs, and various geometric shapes like rectangles and triangles. The overall color palette is dominated by shades of blue, with some white highlights, creating a high-tech, futuristic aesthetic.

Message

from the desk of



Dr. Mohan Kuruvilla,
PhD, MBA, CPA
President

Dear Colleagues,

I am sure we are all glad that we have a reason for a season called “busy season”. While it is stressful and demanding, we are also impacting society through our professional work, regardless of whether it is audit, tax or corporate financial reporting. I am sure you are looking forward to some well-deserved down time after all the long hours you have been working. I am sure the Tax Cuts and Jobs Act 2018, gave many opportunities in serving the community as a trusted advisor.

As I stated in the last issue of the Forum, Texas Society of Certified Public Accountants went through a [branding study](#) and now we have a new identity for the chapter as TXCPA Houston. We have also introduced a [series of webinars](#) focused on Business and Industry, which has been well received by our members. We plan to expand on this approach to other areas; this is a way of leveraging technology to serve our members in the 13 counties that represent TXCPA Houston. The [Student Auxiliary](#) had some well attended events over the last two months dealing with blockchain, leveraging technology and artificial intelligence. This is really encouraging as they represent the future of our profession and are keeping up with the changing times.

This is year of the [Sunset Review of the Texas State Board of Accountancy](#) by the Texas legislators. The Sunset Bill HB 1520 is making progress through the Texas House and is to be voted on in early April. If all goes well with a favorable vote both in the House and the Senate, the bill will continue the Texas State Board of Public Accountancy for another 12 years until the next sunset review in 2031.

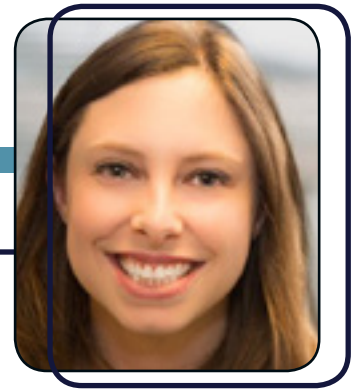
We are looking forward to two major events in May – the [Scholarship Extravaganza](#) on May 4 and the [Spring Accounting Expo](#) on May 22-23. These are two signature events for your Society followed by the [Financial Reporting Symposium](#) in early June. I hope you will participate in these events. I request you to support the future of the profession by attending the Scholarship Extravaganza – an event to raise money for scholarships to be awarded to deserving students in the Greater Houston area. You will be receiving an invitation in the mail in the next couple of days.

As my term as president is coming to an end on May 31, 2019, I want to thank the membership for giving me an opportunity to serve as the president of this esteemed organization. We have made many strides during the year and achieved some goals we set at the beginning of the year; but there is more work to be done and miles to go. As I have stated during the year, we are living through some exciting times in the accounting profession; we have opportunities and challenges with data analytics, AI and other technological changes. Keeping up with these changes take time but can be very rewarding. As I tell my students, education ends when they graduate, but learning never ends. I am sure the new president, Ramsey Womack, and his leadership team will take the Society to greater heights over the next year and I wish them the best.

Thanking each one of you as I sign off.

Message

from the desk of



Jennifer Poff, CAE
Executive Director

It's a busy two months for us here at TXCPA Houston. We are gearing up for networking events, several large conferences, fundraising gala, Awards Banquet and preparing for year end.

Our annual fundraising event Scholarship Extravaganza will be on May 4th. We are doing a Kentucky Derby theme this year while honoring Stephen McEachern, CPA. The run for the roses will turn into a run for education as we try to raise \$400,000 for our accounting scholarship and CPAs Helping Schools programs. Gentlemen – bring out those seersucker suits. Ladies – wear those large hats and your best derby dress. Let's celebrate raising funds for the future of the profession while sipping delicious mint juleps and dining on the finest food at the Marriott Marquis in downtown Houston. This will definitely be an evening to remember. Click [here](#) for more information and to RSVP.

Our Spring Accounting Expo will be on May 22-23rd. Focused on the Future of Accounting, this event is geared towards business and industry members and refocused to present tracks on technical topics, technology and soft skills. Using the [AICPA's CGMA Competency Framework](#) as the base for building the schedule, we have invited Ash Noah to kick off the conference and hopefully you have seen our introduction video on our social media pages; if not check it out [here](#). The committee did a great job creating a schedule with national thought leaders who will be providing us with all the knowledge you will need in a time of disruption and change. As Ash says in the video, we won't be saying Houston we have a problem, but rather Houston we have the solutions. View conference details and register today [here](#).

Our Awards Banquet will be held on May 30th at the Royal Sonesta. We will be celebrating those members who have given back to the profession and community over the past year. Tables are available for purchase and more details will be sent out very soon.

We also have several happy hours, luncheon and morning buzz events coming up. Please check our [website](#) to register for these events.

In addition, we are continuing to work with our local students on the [Bot Challenge](#) partnership we have with TrueUp. We have more 40 students registered in the national challenge from Houston. This is an exciting new venture that is receiving some wide spread attention and we are glad to be partnering with them on it.

As we wrap up our current fiscal year, thank you for your continued membership with TXCPA Houston.



TXCPA Houston

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Nonprofit CFOs Benefit from Cloud Technology

By Dave Kerr, CPA



Nonprofit finance directors and CFOs are scrambling to meet the 21st century reporting challenges of today's nonprofit organizations. A major donor asks, "What was the impact of my last gift?" The Executive Director wants to explore new ways of generating revenue. A program manager in the midst of applying for a grant requests a report that blends financial data with operational data.

Donors, constituents, watchdog organizations, and the community are demanding greater transparency. In the meantime, your accounting team is doing their best to provide compliant reporting.

Challenges to Nonprofit Reporting

In very simple terms, nonprofit CFOs are being asked to address modern problems with last century tools. Survey results bear this out. A TechValidate survey for Sage Intacct revealed that 55% of respondents are burdened with excessive manual data entry. A larger segment (65%), reported reliance on spreadsheets. It's no

wonder executive teams are frustrated by the limited data for decision-making. Traditional reporting only provides backward-looking information about the prior month, quarter, or year.

The Impact of the Cloud

The impact of the cloud in the back office is significant. Cloud solutions, whether accounting, payroll, or donor management systems, to name just a few, don't require a hefty investment in hardware, servers, and network infrastructure. In addition, cloud accounting solutions means less (if any) reliance on internal IT support.

Cloud accounting means that nonprofit management teams have anytime, anywhere access to accurate, real-time information. What does "anytime, anywhere" access mean? It means that as long as you have a device with a browser and a connection to the internet, you can access your accounting solution. A board member can review a report while on vacation; the executive director can execute needed approvals while at a conference; case workers can access

data while in the field; and colleagues can work from home if circumstances such as weather or a sick child prevent them from coming into the office. Modern cloud technology gives nonprofits access to real-time, accurate information. Program managers will know exactly how much funding they have. No more educated guesses or hoping that the manually managed spreadsheets don't include an error. Armed with real-time, accurate information, there's the ability to help an optimal number of constituents – confident that they are neither overspending nor underspending budgeted funds.

A New and Better Role for Nonprofit CFOs

Nonprofit CFOs want to move away from being a financial "scorekeeper" and assume a more strategic role in the organization – that of a provider of financial analysis and mission accelerator. The CFO in partnership with the executive team, board members and program managers – and armed with key financial metrics – can bring organizations intelligence and planning to new level of excellence. In this age of free-flowing information and complete transparency, nonprofits can't afford to continue with manual reporting of financial and operational performance.

A true cloud financial management system helps the CFO deliver all the necessary ingredients nonprofits require: lower total cost of ownership; real-time, dimensional reporting of both financial health and operation outcomes, plus deep and wide strategic visibility across the organization.



Dave Kerr is the founder and CEO of Kerr Consulting. Kerr Consulting is a nationwide firm that focuses on the implementation of accounting software technologies including the Sage and Microsoft offerings.



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Consistency or Forward-Looking: SEC Values vs. Fair Value of Oil and Gas Reserves

By Alex Clinton, ASA and George Willett, CPA



When considering oil and gas reserve valuations, is it more important to be consistent or forward-looking? This is an area of interest for the U.S. Securities and Exchange Commission ("SEC") and appraisers of oil and gas reserves. The use of a consistent approach across the industry, as the SEC requires, may result in more comparability between various reserves, but the value calculated may deviate significantly from actual transactions and valuations prepared in accordance with Fair Value guidance in the Financial Accounting Standards Board ("FASB") Accounting Standards Codification ("ASC") topic 820¹. In this article, we explore the differences between the SEC's mandated approach and the approach utilized by appraisers when valuing oil and gas reserves in accordance with ASC 820.

Fair Value analysis of oil and gas reserves, regardless of methodology followed, often utilize the same starting point—a reserve report prepared by a reservoir engineer². Methodologies quickly differ past this starting point however as the goal of the SEC is better comparability between oil and gas reserve values while the goal of ASC 820 is to determine the fair value of the reserve. Two significant differences between the SEC's value and Fair Value relate to commodity pricing assumptions (or price deck) and present value calculations.

When determining commodity pricing, the SEC guidelines require the use of an unweighted arithmetic average of the first-day-of-the month price for each month within the 12-month period prior to the end of the reporting period. The SEC's method focuses on historical pricing

1. Within the valuation profession, as discussed by the Uniform Standards of Professional Appraisal Practice and as defined by ASC 820, the standard of Fair Value reflects actual expected market price as of a specific valuation date. ASC 820 defines Fair Value as "[t]he price that would be received to sell an asset or paid to transfer a liability in an orderly transaction between market participants at the measurement date."

2. Reserve reports typically provide estimates regarding volume, production, and costs associated with a particular oil and gas reserve.

and does not wade into the waters of attempting to forecast what may happen to oil and gas prices in the future.

This approach reduces the volatility that exists in oil and gas pricing, and it achieves a more comparable value as each reserve uses the same methodology to determine price. A fair value analysis, on the other hand, incorporates forward looking price information that was known or knowable as of the specific valuation date³. The SEC acknowledges this difference in the final rule issued on December 31, 2008⁴. The result of a fair value analysis is a forward looking value that may be more indicative of the expected future cash flows to be achieved by a particular reserve, but it incorporates forward looking pricing assumptions that may not be consistent across the industry, thereby reducing comparability.

Present value is another area of difference between SEC reserve report value and fair value. The SEC reserve report value, sometimes referred to as the "PV10" value,⁵ represents the present value of projected cash flows from proven oil and gas reserves, calculated based on specific rules and assumptions as prescribed by the SEC, and discounted at an annual rate of 10 percent. Through standardization of the calculation of reserve values, the SEC endeavors to improve comparability thereby providing investors with a more "meaningful and comprehensive understanding of oil and gas reserves" intended to assist with the evaluation of relative values of oil and gas companies.

A fair value analysis, however, would likely not allow for a simple assumed discount rate of 10 percent. Analysis of market conditions and associated risks is required under fair value to determine the appropriate discount rate, resulting in a bespoke valuation of the reserves at issue but may reduce comparability between different reserves.

In addition to the two areas discussed above, fair value analysis contemplates numerous other quantitative and qualitative factors that would not be incorporated into a SEC reserve report value including, but not limited to,

- consideration of unproven oil and gas reserves such as probable and possible reserves (i.e., reserves that are considered 50 percent or less likely of being commercially extracted)
- projected oil and gas pricing
- expected cost escalation
- potential tax costs/benefits of a market participant buyer
- abandonment expense or salvage value
- expected risks associated with oil and gas reserves.

The introduction of these factors into a fair value analysis also introduces numerous subjective assumptions. Experts' opinions of price forecasts and cost escalations alone vary

3. Common sources for forward looking price decks include commodity futures, equity research analysts, petroleum consultants, and the U.S. Energy Information Administration.

4. See Federal Register, Vol. 74, No.9, p. 2161. "If the objective of reserve disclosures were to provide fair value information, we believe a pricing system that incorporates assumptions about estimated future market prices and costs related to extraction could be a more appropriate basis for estimation."

5. A PV10 value may also refer to non-SEC compliant cash flows discounted at a 10 percent discount rate, but for purposes of this article, we refer to PV10 as the SEC compliant cash flows discounted at a 10 percent discount rate.

significantly, resulting in vastly different opinions of value. Additionally, risk adjustments are often based on survey results, such as those provided by the Society of Petroleum Evaluation Engineers in their annual survey of parameters used in property evaluation, rather than directly observable market information.

As a result of these, and other differences between SEC and fair value reserve reports calculations, values may differ significantly between the two. In fact, the SEC reserve value will only equal the fair value of the reserves by sheer coincidence. Typically, assuming an upward pricing structure, and no immediate plugging and abandonment costs, the Fair Value of the reserves will exceed the SEC reserve report value, due primarily to the inclusion of any probable and possible reserves.

While adherence to SEC reserve reporting requirements removes much of the subjectivity associated with the assumptions utilized in a fair value analysis of oil and gas reserves, it fails to consider many important factors which reasonable investors may consider when evaluating potential investments in oil and gas companies.

Understanding the differences between the two standards of value as they apply to oil and gas reserves will enable users to make more effective business decisions and leave them better equipped to produce SEC compliant financials.

Table 1 provides a summary of several critical differences to consider when comparing SEC reserve calculated values and Fair Value or estimating the Fair Value of oil and gas reserves.

Table 1: Summary of Key Differences

Factors	SEC	Fair Value
Reserve Categories	Only considers 1P (FDP, PDNP, PUD)	Incorporates all reserve categories – 3P (Probable and Possible)
Pricing	Constant pricing based on 12-month historical average	Forecast price deck
Costs	Flat	Escalating
Income Taxes	Not applicable, income taxes are not considered	Incorporates income tax estimates
Depreciation & Depletion	Not applicable, income taxes are not considered	Considers impact of depreciation on income taxes
Discount Rate	PV-10	WACC or Risk Adjusted Discount Rate
Reserve Adjustment Factor	Not applicable	May be used instead of RADR



Alex Clinton, ASA is BVA Group Senior Vice President and is responsible for overseeing the execution of a variety of valuation, litigation and other financial advisory service engagements.



George Willett, CPA is BVA Group Vice President and is responsible for overseeing the execution of a variety of valuation and other financial advisory service engagements.

The Big Data Journey

Kate Skol, MCT



Our Spring Accounting Expo speaker Kate Skol, MCT previews her presentation in the following article.

To hear more from her and other great speakers, register for the Spring Accounting Expo May 22-23 at the NRG Center [here](#).

We are at a critical juncture; how we gather, organize and analyze our data is rapidly changing. The technology and tools we have access to are improving month by month, and keeping up with the changes is challenging. Data strategy and data architecture are big. Data analytics is big. Business intelligence (BI) is commonplace, and artificial intelligence (AI) is now built-in to most analytical tools.

How can one prepare for the Big Data Journey?

The easiest answer is quite simple. If you're performing the exact same processes you were executing last year, stop. You must seek and identify ways to accomplish your job more effectively and efficiently. Does this mean you have to stop using Excel? Of course not. But if you're not using tables to organize your data and get data to extract, transform and load (ETL) your data into Excel, you are missing out.

"...understanding the best practices for organizing tables is imperative."

Organized Data

If you don't know how to make a table in Excel, click on a single cell in your contiguous data and press CTRL+T. Voila! In Excel, the actual table object became more clearly accessed in Excel 2007. Over the years, we've learned to use the table tools contextual tab to modify our tables. (If you don't know what this last sentence means, you simply must attend my presentation on Excel 2016!) Despite the fact the latest version of the table object has been around for 12 years, I'm still amazed at the number of brilliant people who don't use tables at all. They write amazing and complex nested functions and formulas, but they don't use tables. They must not understand their value and benefits. As we all begin (or continue on) our big data journeys, understanding the best practices for organizing tables is imperative.

There are two types of tables: transactional tables and lookup tables. If you have any database

background, you may know these as fact tables and dimension tables. If you understand these concepts, you are ready for your Big Data Journey!

Clean Data

We all know the saying, “Garbage in, Garbage out.” In Excel and in Data Analytics, we need to make sure our data is clean and ready for consumption. If you’ve ever tried to calculate a =VLOOKUP() and not found a match even when you can visibly see the match on your spreadsheet, you know data types are important. (Hint: text and numbers are NOT the same!) If you’re not using Get Data (Power Query) to set your data types, you are wasting your time. If you plan to continue to use Excel, and wasting time frustrates you (and I hope it does), seek to learn more about Get Data. Did you know it’s built right into Excel? It’s amazing!

Data Insights

Correct and clean data, organized in transactional and lookup tables, is the required structure for any business intelligence (BI) solution. Whether you prefer Microsoft Power BI (my personal favorite), Tableau, or Qlik (the top 3 leaders in the industry), all require clean data in tables. Once you load your clean, tabular data into your desired data model, the opportunity to gain actionable insights from your data begins. Learning to write additional calculations, design KPIs, and create interactive and impactful data visualizations are the keys to learning more about your business which is, of course, the path toward business optimization.

(If you’re interested in learning more about developing a BI solution in Power BI Desktop, please feel free to attend my presentation.)

If all of this seems a little overwhelming, you are in good company. “Times are a changin’” and having a growth mindset helps tremendously. A former classmate of mine just wrote a book about successful disruptors¹, and he introduced a concept that resonated with me. He wrote about a company that had a core value of “stumbling forward.” I re-read the concept about 10 times because I feel like that a lot these days! But if you have a growth mindset, even when you are stumbling forward, you recognize that stumbling is part of any new journey, and forward progress is better than no progress at all.

In short, don’t be afraid to lead the big data journey at your organization. You are the number crunchers, and your company needs you now more than ever. Keep an open mind, and understand all these changes are really very exciting AND good for business!

Perhaps the best advice comes from a beloved blue fish; in the words of Ellen’s character, Dory, in Finding Nemo, “Just Keep Swimming.”

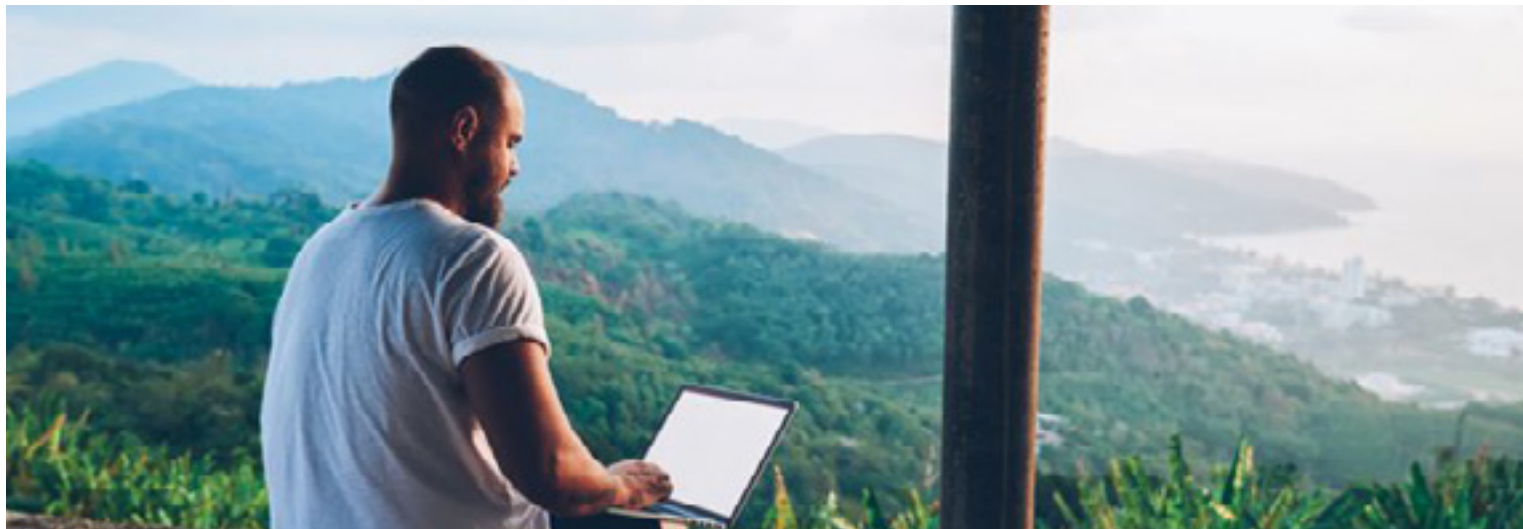
1. Maddock, Mike. Plan D. Advantage, 2019.



Kate Skol, MCT is the President of CompuTrain Business Solutions, which she founded in January, 1991. Kate is a Microsoft Certified Trainer (MCT), and while she can teach most Microsoft Office applications, her favorites include Excel, Power BI, PowerPoint and Outlook.

Why Remote Work is the Future of Accounting

Blake Oliver, CPA



Our Spring Accounting Expo speaker Blake Oliver, CPA previews his presentation in the following article.

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Do you feel like it's getting harder and harder to recruit and retain top accounting talent?

If so, you're not alone.

According to The U.S. Bureau of Labor Statistics, the [unemployment rate for accountants and auditors](#) dropped to just 1.6 percent at the end of 2018. Compare that to the 3.9 percent national unemployment rate, which is already low by historical standards.

This intensifying labor shortage is forcing employers to be more flexible, both in the hiring process and also in the work environment. For the first time ever, employees in the U.S. are dictating the terms of their employment.

As revolutionary as that might seem, it's turning out to be a mutually beneficial proposition, resulting in more satisfied teams that deliver better results than managers ever expected.

Working from home is surprisingly productive

Across virtually every demographic, what accountants want — and increasingly demand — is the flexibility to work how, when, and where they want. While this might have seemed unthinkable as little as five years ago, the fact is that technologies exist that make working from home just as productive — or more — than working from a cubicle. According to a [two-year Stanford study](#) that divided 500 employees into two groups — one that continued work at the office and a second group of volunteers who worked from a home office — the group of remote workers increased productivity by a full day per week. Attrition amongst workers decreased by 50 percent, and, as a bonus, the company was able to save substantially on rent and utilities.

"...the fact is that technologies exist that make working from home just as productive — or more — than working from a cubicle."

Remote work is becoming more commonplace, but is not yet programmatic

A growing number of accounting leaders are starting to adapt to the reality that remote work is

good for business and good for their employees. According to a [2018 survey](#) of CPA firms, 43 percent of firms now have employees who regularly work from home. These aren't just workers who started in the office, then earned additional flexibility, as is often the case. Many firms are now hiring employees who are already remote. According to the same survey, 41 percent of firms surveyed reported having hired employees who work in a remote geography — that is — not in the same region as the company's headquarters. That's figure represents a 15 percent jump since 2016.

Though the practice is becoming more commonplace, remote work isn't without its fair share of concerns. While 99 percent of firms surveyed said they offered some sort of remote work program, only 35 percent of firms had an established remote work policy in place.

Perhaps the most telling statistic from the survey is that of the firms with remote workers, in 82 percent of cases, the firm simply retained the employee when they moved away, most likely to avoid having to hire and train a replacement.

The next step — make remote work part of your firm's culture

Taken together, these statistics indicate that while firms are much more open to remote work than in the past, on the whole they tend to approach it on a case-by-case basis. There's a significant

opportunity in most firms to make remote work more programmatic, that is, formalize the policies and procedures that have developed organically into a program that enables remote work for employees generally.

While the number of firms allowing remote work and firms with established remote work policies leaves something to be desired, it's clear that the trend is on an upward trajectory.

“While the number of firms allowing remote work and firms with established remote work policies leaves something to be desired, it's clear that the trend is on an upward trajectory.”

As expectations for finance and accounting professionals evolve, long-held assumptions for where and when accountants should work to be successful are being questioned. Thanks to cloud technology, it's no longer essential for accountants to make the sacrifice of years spent behind a desk, working long hours in the

office at month-end or during busy season as it was for generations past.

Interested in learning how you can enable remote work on your team? Join me at the [2019 Spring Accounting Expo](#) “How to Enable Remote Work on Your Accounting Team” on May 22. You'll learn how accounting leaders leverage cloud technology and modern leadership skills to enable and empower their distributed teams to work from home and/or on flexible schedules — without sacrificing work output or quality.



Blake Oliver, CPA is an entrepreneur, accountant, writer, and speaker who specializes in cloud accounting technology.



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One of Houston CPA Society's charges is to assist not-for-profit organizations that need the assistance of a CPA, but are unable to afford it. We match volunteer CPAs with organizations on a SINGLE PROJECT BASIS only, not for on-going services such as routine accounting. Volunteer CPAs are not asked to provide annual audits. We need YOU to be a volunteer and experience the satisfaction of helping a worthwhile cause!

By signing up to be a part of the program, we will add you to our volunteer pool and may call on you if a need arises in an area you have indicated. You may decline to accept any request.

Yes...I am willing to participate in the Community Services Volunteer Program, if needed, and may be able to provide assistance in the area(s) indicated below:

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- ☐ Educate young professionals on career development and financial literacy

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- ☐ Preparation of tax returns and/or annual 990s

ACCOUNTING/FINANCIAL REPORTING:

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OTHER AREAS:

- ☐ Silent Auction Management Assistance
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Name _____ Employer _____

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Do you have prior experience with nonprofits? (Experience is not required to be a part of this program.) If so, please describe: _____

Do you have restrictions or strong preferences on the geographic area of Houston where you will volunteer?

Do you have restrictions or strong preferences on the type of charity you will volunteer for?

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Quality control and oversight of Society CPE

- _____ CFO/ Controllers Conference
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Membership Related Committees

Work on Society image enhancement, career awareness and member services

- _____ Information Technology
- _____ Membership Development
- _____ Young Professionals

Industry/Other Committees

Plan topics, serve as on-site coordinators for industry CPE.

- _____ Business & Industry
- _____ Energy

Professional Services Committees

Plan topics, serve as on-site coordinators for CPE.

- _____ Accounting & Auditing
- _____ Forensic & Valuation Services
- _____ Personal Financial Planning
- _____ Circular 230 RoundTable

Charity/Civic Related Committees

Sponsor community and organization events.

- _____ Accounting Scholarship Endowment
- _____ Accounting Scholarships
- _____ Community Service
- _____ CPAs Helping Schools/Accounting Career Education
- _____ CPA-PAC
- _____ Public Affairs
- _____ Scholarship Extravaganza

Thank you for signing up!

Your active participation will provide: Current topic updates, professional development, networking opportunities ... and more!

You will be placed on the distribution list for each chosen committee. Committee meeting dates vary from monthly to quarterly. Email this form to chapter@houstoncpa.org.

Chapter News



TXCPA Houston Networking Opportunities **Save the Dates** Registration will open soon at houstoncpa.org

April 24 Post Busy Season Happy Hour(Cadillac Bar)

May 8 Morning Buzz

May 14 Membership Luncheon

June 3 Open House

Truluck's Tax Preparer Appreciation Day:

Celebrate the blessed end of tax filing season at their Tax Preparer Appreciation Day.

Tuesday, April 16 from 4:30 to 7p.m. in their lounge.
Enjoy complimentary cocktails and hors d'oeuvres.

Space is limited to 45 people. Please RSVP by Tuesday, April 9th to Elizabeth Taylor: etaylor@trulucks.com or (713) 783-7270.



CPE Spotlight

April 26
Ethics: It's a Matter of Choice [REGISTER NOW](#)

May 16
Tax Season Review [REGISTER NOW](#)

Local Houston Events

Houston's ASA Energy Valuation Conference
May 2, Federal Reserve Building [REGISTER NOW](#)

Leverage Cloud Accounting to Empower Your Accounting Practice

May 3, 7:30 a.m. - 9:30 a.m. at TXCPA Houston
Complimentary Breakfast. [REGISTER NOW](#)



Chapter News



Upcoming Events and Conferences

Please mark your calendars for these upcoming membership events.

AWARDS BANQUET

May 30
Royal Ronesta

Join us as we recognize our Houston CPAs for their hard work and dedication to furthering the profession. Registration will open soon.

CPE BY THE SEA

June 12-14
Galveston Convention Center

At our three-day conference network with top CPAs, gain valuable information covering all professional areas of interest and enjoy the Galveston attractions. [Register here.](#)

ENERGY CONFERENCE

August 28
Marriott Marquis Houston

Seasoned energy professionals and executives address the significant current issues affecting the energy industries as well as the accounting processes. More details will be released soon. [Register here.](#)

CFO/CONTROLLERS CONFERENCE

September 26
Sugar Land Marriott

A one-day conference caters to the financial leaders of small to midsize companies. Registration will open soon.

TAX EXPO

January 6-7
Sugar Land Marriott Hotel

This January two-day conference offers topics that range from international and federal taxation to all IRS form updates. Registration will open soon.

PERSONAL FINANCIAL PLANNING/MEDICARE

October 28-29
TXCPA Houston Learning Center

PERSONAL FINANCIAL PLANNING CONFERENCE

Learn about Personal Financial Planning strategies at the only PFP conference for CPAs in the state. Registration will open soon.

MEDICARE/MEDICAID WORKSHOPS

With 10,000 people turning 65 every day, it is more important than ever to understand financial benefits offered to older clients. Registration will open soon.

SPRING ACCOUNTING EXPO

THE FUTURE OF ACCOUNTING

MAY 22-23
NRG CENTER

Network at our largest two-day event designed for members in business and industry.

Focused on the future of the profession and the rapid pace of change, national experts will provide up-to-date information on technical topics, technology and leadership skills.

CPE Credit: up to 22 hours including Early Bird and Sips and CPE

Keynote Speakers:

Ash Noah, CPA, CGMA, FCMA
Vice President CGMA External Relations, AICPA
Topic: Imperatives for the Finance Function 2020

Bill Reeb, CPA, CITP, CGMA
AICPA Chair (beginning May 2019)
Topic: Professional Issues Update

Topics at a glance:

Increasing Performance Through Communication
Blockchain/AI/Big Data - Impact on Accountants
Tax Efficiency in Investing
Incorporating Non-Financial Metrics into FP&A
Battle of the Cloud Titans - Microsoft Dynamics 365 Business Central vs. Sage Intacct

Featuring:

Individual & Small Business Tax Update
Steven J. Tillinger, CPA

Ethics for CPAs: It's a Matter of Choice
Deanna Sullivan, CPA CGMA, CIA, CRMA, CFE

	Regular Both Days (thru May 3)	Regular One day	Late Both Days	Late One day
Houston Member Other Chapter Member Non-CPA	\$425	\$250	\$450	\$300
Nonmember CPAs	\$525	\$350	\$550	\$400

FREE CPE FOR MEMBERS: Business and Industry webinars...Preview content from our Spring Accounting Expo speakers. **Receive up to \$100 in discounts on your Expo registration** by signing up for the webinars. Webinars will run every Thursday in April.
MORE INFORMATION HERE.

FINANCIAL REPORTING SYMPOSIUM

The nation's top minds on financial standards providing you with information to lead your team through the financial reporting process.

JUNE 7, 2019

The Post Oak Hotel
1600 West Loop South
Houston, TX 77027
8:30 a.m. – 4:30 p.m.

SYMPOSIUM TOPICS

Revenue Recognition, Implementation Issues

Conceptual Framework Projects

Lease Accounting, Implementation Issues

Financial Reporting Projects

Financial Instruments

Recent Activities of the FASB, SEC and PCAOB

Disclosure Framework Projects

TAKE ADVANTAGE OF THE EARLY BIRD PRICE SPECIALS

Early Bird (thru May 3)		Regular (thru May 31)		Late (after May 31)	
<input type="radio"/>	Member/Non-CPA or other chapter member - \$300	<input type="radio"/>	Member/Non-CPA or other chapter member - \$350	<input type="radio"/>	Member/Non-CPA or other chapter member - \$400
<input type="radio"/>	Non-member CPA - \$400	<input type="radio"/>	Non-member CPA - \$450	<input type="radio"/>	Non-member CPA - \$500

10% discount for groups of 6 or more who register from the same company.

[FOR MORE INFORMATION ON SPEAKERS AND CONFERENCE CLICK HERE.](#)

2019 SCHOLARSHIP EXTRAVAGANZA

Saturday, May 4, 2019

Marriott Marquis Downtown Houston



After you watch the Run for the Roses, join us for a Kentucky Derby themed gala where we will honor Steve McEachern, CPA and raise funds for scholarships and our CPAs Helping Schools grant program. Dress will be derby or cocktail attire.

The Scholarship Extravaganza has raised over \$1,500,000 since 2006 for Houston area accounting students. The Houston TSCPA Foundation began raising money for scholarships when the Texas State Board implemented a requirement that all CPA candidates must complete 150 hours of education prior to sitting for the exam. In order to obtain the hours needed, students typically must attend a 5th year of college to meet the requirements and the Foundation wanted to help students who may be unable to financially absorb this expense with their costs.

Along with providing 30 scholarships this, funds raised goes to benefit Sharing the Legacy, a permanent endowment for local scholarships and CPAs Helping Schools, a program that provides financial grants to local schools, Pre-K - 12th grade. Learn more [here](#).



[View sponsorship incentives and commitment form to RSVP.](#)



Honoree: Stephen McEachern, CPA

Our honoree, Steve McEachern graduated from Texas A&M in 1971 and began his career at Ernst & Young before joining Fitts Roberts where he served as managing partner for 22 years. He is a past president of the TXCPA Houston and has served on several committees at the local, state and national level. He has been named to the Top 100 Most Influential People in Accounting list three times.

Chapter News

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Jay Kimelman
the digital CPA

Chapter News



Matthew Goldston, CPA, CM&AA, CVA has joined PKF Texas

Pannell Kerr Forster of Texas, P.C. (PKF Texas) is pleased to announce Matthew Goldston, CPA, CM&AA, CVA has joined the firm as a Director in the Entrepreneurial Advisory Services (EAS) department.

Goldston's experience as a CFO includes leading multiple companies through transactions from mergers and acquisitions to integrations, spin-offs and successful exits. Additionally, he has extensive experience with growth consulting, audit and business valuation.



Susan Sample, CPA, JD Joins Munsch Hardt

Munsch Hardt is pleased to announce the addition of Tax Controversy attorney Susan V. Sample as a Shareholder in its Houston office. As a Tax Controversy expert, Sample guides clients through federal income and employment tax audits, IRS appeals, state tax audits and special projects. Sample previously served as a Senior Tax Advisor at Shell Oil Company, and prior to her in-house role, she worked as Tax Controversy Counsel at Norton Rose Fulbright, where she represented corporations, partnerships, high-wealth individuals, and estates before the IRS.



Steve Goodman, CPA, CFP

Kenneth Hurst Award Recipient: Congratulations to Steve Goodman on receiving the Kenneth Hurst Award. This Award recognizes long-time contributors and supporters of the Accounting Education Foundation, Inc.

Business & Industry Award Recipient: The award recognizes CPAs who have spent their careers in B&I and have made significant contributions to the profession through the recruitment of others to the CPA profession.

We will recognize and present Steve with his awards at our May 30th banquet.

Chapter News

Sponsorship Opportunities

CPAs play an integral role in their company's important decision-making process. Becoming a sponsor is a great way to engage these influential accounting professionals. There are many upcoming events for you to take advantage of.

Sponsorship benefits vary and levels start at \$500. If you are interested in becoming a sponsor for an upcoming event contact Kristie Ondracek at kondracek@houstoncpa.org.



LET'S WORK TOGETHER.

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