

December 2019/ January 2020

FORUM

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TXCPA Houston

NON-FINANCIAL
RETURNS ON
INVESTMENT

YEAR-END GIVING
AND IRS CHARITABLE
CONTRIBUTIONS
CONUNDRUM

GRANT LOOKBACK:
BELLAIRE FUTURE
PROBLEM SOLVERS

2020

RACE TO A NEW DECADE



CPAS HELPING SCHOOLS • NOVEMBER MONTH OF SERVICE RECAP

Message

from the desk of _____



Ramsey Womack, CPA
President

On behalf of the Board of Directors and staff at TXCPA Houston, I want to inform you that Jennifer Poff has resigned her position as executive director effective November 22, 2019. We would like to thank her for her dedicated service during her time with TXCPA Houston. We wish her the best in her future endeavors. In accordance with our bylaws, a search committee has been formed to search for our next executive director. Currently, Kristie Ondracek is serving as the acting executive director.

As we enter the halfway point of the fiscal year, my priority continues to be you – the member – how do we get you to join, become engaged and share our message with you? Since June 1, we have over 250 volunteers in our various committees, 1,267 registrations for CPE and events, strengthened social media presence and ensured the of our communications. Our website usage continues to increase and we continue to add more resources and work on ease of access for our members.

We are also getting ready to kick off fundraising for our 2020 Scholarship Extravaganza, which will happen on May 9, 2020. Roger Burks will be this year's honoree. Roger has given back so much to the profession and is an avid supporter of TXCPA Houston. Roger currently serves as Executive Managing Director and CEO of WG Consulting. Prior to WG Consulting, Roger's career began in public accounting with Touche Ross in audit and then as a partner for Deloitte before moving into industry and then building his own companies. He is known for his unique insight into the Houston market, his integrity and his ability to cut to the chase. He is also known for his "Rogerisms," but two favorites of his team at WG Consulting are, "Do the right thing, the right way, every day," and "Faith, Family, Friends, Fun, Firm...in that order."

I want to wish everyone a wonderful holiday season and best wishes for the new year.

Message



from the desk of

Greetings from the Staff of TXCPA Houston

The staff at TXCPA Houston would like to say hi and introduce ourselves.

Kristie Ondracek, CPA, CGMA

Acting Executive Director

Kristie Ondracek joined the staff in May 2018 as controller with 20+ years of industry-related financial reporting experience. She is serving as acting executive director. She enjoys meeting the members of the chapter and is excited about the future of TXCPA Houston. She will be helping with the various day to day duties including helping member volunteers plan and execute the upcoming conferences.

Carol Spencer has been an integral part of the chapter for the more than 17 years. She is the membership manager and is your "go-to" person for any and all member-related items, including your overall membership experience and volunteering for the 20+ chapter committees. Please reach out to Carol to get the most out of your member experience or if you have interests in any of the volunteer opportunities. We hope to challenge you to bring new members to our chapter events so Carol can meet and greet more people.

Michelle joined the chapter staff in June 2019 as marketing coordinator. She is the team member bringing the information to you about our upcoming events including emails, social media posts and coordinating this magazine.

Glenda is the voice on the other end of the phone when you call the chapter office at 713-622-7733. She joined the team in spring 2019 and enjoys talking to you and helping you as much as possible. Glenda will also be the smiling face when you come to visit us at the chapter office. Her prior experience was with Galveston County's District Clerks Office and HCA Healthcare North Cypress.

Ian is part-time in assisting us with various administration duties. He has been working in the non-profit sector and he is currently studying hard to pass the CPA Exam.

Nancy Toberman has come back to help backfill the controller role. As many of you may remember, she retired from the TXCPA Houston in March 2018, so we are excited to have her assist us during this time of transition.

We understand there have been many changes within the chapter in recent years. We would like to stress that we appreciate your membership, your volunteer time and most of all, you. We look forward to seeing you at one of the upcoming membership or continuing education events found at www.houstoncpa.org. Please reach out to any of us with questions, comments or to update us with your current information.

Wishing all of you a joyous holiday season, a prosperous new year and a wonderful upcoming busy season.

The Staff of TXCPA Houston

TXCPA HOUSTON

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Non-Financial Returns On Investment

By Michael Kraten, PhD, CPA



Your firm invests \$100,000 in a federally insured bank account. The account will be worth \$108,000 in one year. Your Return on Investment (ROI), of course, is 8%.

That's not very complicated, is it? But what if your firm is investing \$100,000 in a piece of equipment that will reduce your future labor costs? Let's assume that you'll be able to begin reducing your work force in a year, and (at that time, in one year) the present value of the labor savings will be \$108,000.

On the one hand, that's still an 8% return. But if you need to "pull the trigger" on your \$100,000 equipment investment today, it won't be as easy to do so as the \$100,000 cash investment.

Why? Because the return is not guaranteed. What if the equipment repeatedly malfunctions? Then you may be saddled with repair costs, as well as "workaround costs." That could get expensive!

There may also be qualitative concerns. What if your employees become concerned about the stability of their jobs? Will they communicate their nervousness, explicitly or implicitly, to your customers? Will it then impact your sales volume?

You could try to reinforce your relationships with your employers through additional investments in benefit plans. But is that a better idea than not threatening their jobs to begin with? Likewise, you could develop attractive rewards programs for your customers. But to what extent can a few discounts or freebies rival the attractiveness of an attentive customer service representative?

A Web Of Factors

From a management accounting perspective, the challenge that underlies this equipment investment decision stems from the inherent uncertainty of the \$108,000 labor cost savings metric. You can't log onto your bank portal and see those savings sitting snugly in an account, waiting for you to withdraw it. It's an estimate of the financial impact of a future scenario that may or may not come to pass.

Furthermore, the future scenario is reliant on a number of factors falling into place as expected. Even if you build a moderate amount of employee distress and customer unrest into your projections, you may still find that your forecast assumptions are too optimistic. Of course, other assumptions may be too pessimistic,

and you may hope that the optimistic and pessimistic characteristics will off-set each other. Nevertheless, that may not necessarily occur.

Finally, you may need to contend with non-linearity when analyzing this web of inter-locking factors. A grumpy group of airline personnel, for instance, may not necessarily distress passengers on a pleasant spring day if the skies are clear, the flights are running on time, and the middle seats are all open.

But on a stormy day before Thanksgiving, when the flights are badly delayed and the planes are filled to capacity? Even slightly brusque flight personnel may leave their frustrated passengers fuming "I'll never fly this airline again!"

Redefining ROI

This seems like a hopeless challenge, doesn't it? But it doesn't need to be so. The problem is a solvable one if you introduce non-financial metrics into your ROI evaluation.

The concept is a simple one. Some outcomes are quantitative and financial in nature. Some are quantitative but non-financial in nature. And some are both qualitative and non-financial in nature.

Invest \$100,000 to receive \$108,000? That's a quantitative financial outcome. Invest the same amount in an employee benefit plan to increase worker satisfaction? Satisfaction can be quantified through surveys, so that's a quantitative non-financial outcome.

But what about purely qualitative outcomes? Do they exist? Can an investment produce benefits that are not measurable in a quantitative sense?

Former New York City Mayor Michael Bloomberg popularized the following expression: "If you can't measure it, you can't manage it." Most accountants would agree with his opinion, although some may argue that certain spiritual, artistic, or moral outcomes cannot be reduced to mere metrics.

What To Measure

Let's assume that you'd like to measure the projected ROI on an enriched employee benefit

plan. What would you do? Assuming that you agree with Mayor Bloomberg, how would you define your metrics?

You might wish to begin with the standards of the Global Reporting Initiative (GRI). Schlumberger's 2018 Global Stewardship Report, for instance, lists several dozen GRI standards that are compiled on an annual basis.

The GRI promulgates several sets of standards involving investments in employees, including 401 Employment, 402 Labor Management Relations, 403 Occupational Health and Safety, 404 Training and Education, 405 Diversity and Equal Opportunity, 406 Non Discrimination, and 407 Freedom of Association and Collective Bargaining.

The standards contain very few surprises. 401, for instance, requires disclosures regarding employee turnover, benefits provided to full time employees that are not provided to temporary or part-time employees, and parental leave policies. Information regarding "actions taken to determine and address situations of disguised employment relationships where workers in its supply chain are falsely considered to be self-employed or where there is no legally recognized employer" must also be disclosed.

Such items reflect contemporary news headlines about situations that generate immense employee dissatisfaction. Many of these factors also inflict reputational harm on customers and other stakeholders.

A Non Financial ROI Illustration

So let's assume that you decide to invest \$100,000 in that new labor saving equipment. And, out of concern for its potential impact on employee goodwill, you decide to enhance your employee benefit plans simultaneously.

How might you do that? First, you might recognize the credibility of the GRI. It's hard to argue that your enhancement is meaningless if it is explicitly cited by a global standard setting organization.

Next, select an enhancement category that is emphasized by the standards. New laptop

computers may represent a potentially popular fringe benefit, but if parental leave is more important to the standard setting organization, then that might represent a preferable option.

Then prepare to measure any declines in employee satisfaction as a result of the investment in the equipment, and any off-setting increases in employee satisfaction as a result of the new benefit policy. If you achieve your goals, you might end up with no net change in employee satisfaction at all, and thus perhaps no decline in customer satisfaction or sales.

And thus what will be your final outcome? You'll make an investment in equipment, and the resulting labor savings will help you achieve your target financial ROI. You'll also make an investment in a new employee benefit and the resulting satisfaction will help you achieve your target non-financial ROI.

You'll also produce happier babies. That's not a bad result, is it?

References

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<https://www.globalreporting.org/standards/gri-standards-download-center/>



Michael Kraten, PhD, CPA specializes in the development of business strategies that stimulate the generation of long term sustainable value. He maintains areas of expertise in communication techniques, corporate social responsibility, decision analysis, enterprise risk management, entrepreneurship, financial modeling, forensic analysis, sustainability, and valuation. He is a senior Professor at Houston Baptist University (HBU), where he designed and now teaches the graduate courses in entrepreneurial finance, advanced international accounting, and accounting theory, and the undergraduate course in advanced financial accounting

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Year-End Giving and IRS Charitable Contributions Conundrum

By Carol Spencer

According to the Tax Policy Center, the percentage of taxpayers with a tax benefit from charitable contributions deduction will fall from 21% to 9% after the enactment of the Tax Cuts and Jobs Act (TCJA) in 2019.

Tomorrow's leaders need your generous donation of time and money to help them reach the education levels necessary to succeed in our ever-changing world. Two ways you can support education are through our charitable entities Accounting Scholarships (ASC) and CPAs Helping Schools (CHS).

Both are part of our 501(c)3 organization, the Houston Chapter TXCPA Foundation and both were gifted with an endowment from a past president and his wife.

Accounting scholarships are awarded to university seniors and fifth-year accounting students to provide financial assistance as they work towards their 150 hours of education credits that are required by the Texas State Board of Public Accountancy. Since 2005, ASC has presented over 400 scholarships to students in our thirteen-county membership area. Of these, 31% have become CPAs and 59% have entered the accounting profession.

CHS helps local schools, grades PreK-12, through financial grants to create or sustain educational programs and provides volunteers to speak at career day programs on local campuses. Volunteers have a specialized presentation with an accounting career focus and TXCPA provides brochures for the event. Since 2002, CHS volunteers have reviewed over 500 grant applications, awarding funding in excess of \$456,000 to over 200 schools in 35 local districts, private and parochial schools and nonprofit educational organizations. In addition to providing education basics for at-risk youth, the financial support of CHS continues to provide STEM/STEAM programs, literacy



projects and library improvements and more.

The 2020 Annual Scholarship Extravaganza will honor long-time member Roger Burks. Mr. Burks is the Executive Managing Director and CEO of WG Consulting, a full-service energy consulting firm in Houston. WG Consulting provides annual support to our extravaganza, conferences, networking programs and volunteer efforts. Net proceeds of this event are split with 80% benefitting ASC and 20% the funding CHS grant programs.

As you consider your year-end giving or budgeting for the new year, please include a donation to one of our charitable entities – CHS, ASC or to the 2020 Annual Scholarship Extravaganza.

Help TXCPA Houston begin 2020 with your financial support for local schools and future accountants. We know that many donors give freely, without concerns of the tax consequences of their charitable giving, and we appreciate the passion of our members and followers in financially underwriting our programs. We realize that you have a choice.



Carol Spencer is the TXCPA Houston Membership Manager. Contact Carol at cspencer@houstoncpa.org to donate your time or year-end giving.

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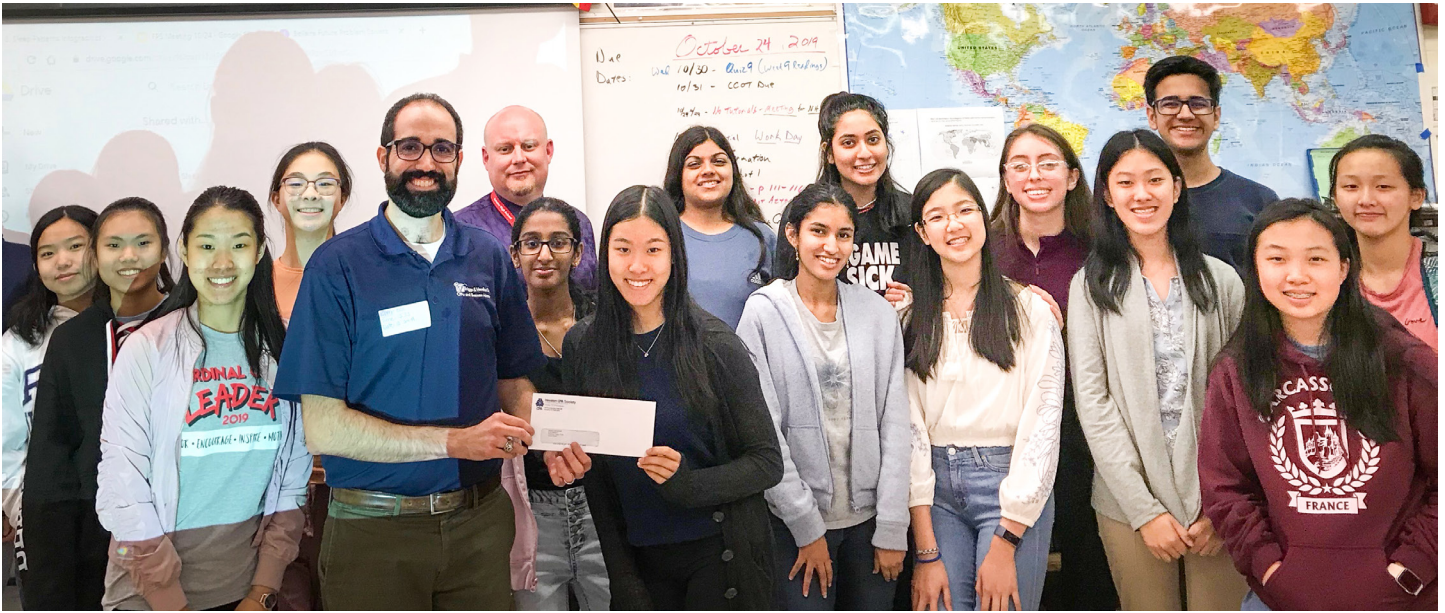
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Grant Lookback: Bellaire Future Problem Solvers

By Rubik Yeriazarian, CPA



"Not only did the grant provide us the funding for running Fresh Hub markets and participating in FPS competitions, but it also taught us how to handle our finances. High schoolers are often shielded from the intricacies of keeping a detailed inventory of expense; however, through this grant we were able to learn and experience how to manage money." – Shirley & Annie Zhu

The TXCPA Houston CPAs Helping Schools Committee awards up to \$50,000 annually in financial grants to Houston-area schools for educational projects benefiting students. Last year, we awarded two \$500 grants to the Bellaire High School Future Problem Solvers Club (Bellaire FPS) to fund materials for the club to use in its community service projects. Now, one year later, we have seen the impact of these grant funds on both the Houston community and on the personal and professional development of local area high school students.

Future Problem Solving Program International (FPSPI) is an international organization headquartered in Florida with the goal of teaching students critical and creative thinking, problem solving, and decision making. It was founded in 1974 and currently operates in over 37 states in the United States, as well as 14 countries worldwide.

Students can compete in three divisions: junior (grades 4-6), middle (grades 7-9) and senior (grades 10-12). Each year, FPSPI determines various topics relating to business and economics, social and political, and science

and Technology. Students are invited to compete in four competitive components relating to these topics: global issues problem solving, community problem solving, scenario writing and scenario performance.

During the 2018-2019 school year, the topics included 1) Mission to Moon, Mars and Beyond, 2) Drones, 3) Coping with Stress, 4) De-Extinction, and 5) Food Loss & Waste.

Fresh Hub Project

Last year, Bellaire FPS, founded by sisters and co-presidents Shirley and Annie Zhu, launched the "Fresh Hub" program to end food waste and eliminate food deserts. A "food desert" is an urban area in which it is difficult to buy affordable or good-quality fresh food. Bellaire FPS partnered with several local companies and organizations (including TXCPA Houston), developed a cell phone app, hosted eight Fresh Hub events and served over 650 people living in food deserts. For their efforts, Fresh Hub was named Texas Grand Champion at the FPSPI state level and went on to place first overall at the International Competition in the Community Problem Solving competition.

The Fresh Hub program was a collaborative effort among Bellaire FPS and several organizations. Bellaire FPS partnered with Second Servings, a volunteer organization that picks up surplus unserved food from caterers, hotels, and other regulated food businesses. "To remove liability protection and tax exemption concerns, we turned Fresh Hub into a charity partner of Second Servings of Houston," said Shirley Zhu. "With the nonprofit's endorsement, Fresh Hub was able to coordinate food pick-ups."

Bellaire FPS also partnered with the Houston Health Department to host the Fresh Hub events at the Health Department's multi-service centers, as they were located in food desert areas. "People living in food deserts lacked access to other basic needs, such as housing, health care and education," said Shirley Zhu. "I went to several collaborative meetings and convinced stakeholders to bring more services to the markets." As a result, Bellaire FPS invited other organizations to join the Fresh Hub events including the Houston Public Library as well as the IMPACT Collaborative, which represents an alliance among approximately 40 organizations working to better maternal health and prenatal care to improve birth outcomes. "Through Fresh Hub, I have met people from all walks of life from recovering drug addicts to single moms," said Annie Zhu. "The best part is seeing their faces light up as they take home bags of produce."

Several grocery stores and food businesses contributed to the Fresh Hub program including Trader Joe's, Whole Foods Market, Slow Dough and Bread Man Baking Company. "Growth in Fresh Hub culminated from collaboration with several organizations," said Shirley Zhu. "By working with Second Servings, Trader Joe's, student volunteers and the Houston Health Department, we discovered how success in a project relies on a collection of working, moving parts."

Leveraging Technology

Bellaire FPS developed a smart phone app to help promote the Fresh Hub Markets. "From

the first few markets, I learned that most low-income residents had mobile phones and a free data plan," said Shirley Zhu. "A mobile app would be an effective and inexpensive way to reach them. In order to efficiently get clients connected and promote healthy eating habits, we developed the Fresh Hub app in a tight timeline."

The app is compatible with both Android and iPhone and includes a calendar of events, a "Recipe Hub" of recipes that can be cooked using food from the markets and an "Info Hub" that includes information on food groups and how to read nutritional labels.

Growing Forward

Now in its second year, Bellaire FPS has grown from 35 members to 55 members. Competition topics for the 2019-2020 year include "Living in Poverty," "Sleep Patterns," and "Gamification."

Although Bellaire FPS cannot submit the Fresh Hub project for this year's FPSPI competition, they are continuing to grow Fresh Hub while also tackling other projects to benefit the Houston community. "To improve my understanding of the community, I applied to Houston Mayor's Youth Council and got selected," said Annie Zhu. Bellaire FPS subsequently started another project in April 2019, "Readiness Across Mathematics," which provides free math tutoring and other STEM activities to students in low-income neighborhoods.

Links

You can learn more about Bellaire FPS at their website (<https://www.bellairefps.com/>). You can also access the Fresh Hub website (<https://www.freshhubhouston.com/>) to find more about this program as well as volunteer opportunities at upcoming events.



Rubik Yeriazarian is a CPA and is a Principal with Briggs & Veselka Co. He is a member of the CPAs Helping Schools Committee and also serves on the Board of Directors for both TXCPA and TXCPA Houston.



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Our Advice.

From left: Shelitha Smodic, Maureen Phillips, Tom Williams, Leah Bennett, Donnie Roberts, Susan Wedelich, Katie Slater



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Steven J. Tillinger Returns to 2020 Tax Expo

Mark your calendar (and sign up early) for the Tax Expo to be held on Monday and Tuesday, January 6-7, 2020, at the Houston Marriot Sugar Land Hotel. Your Tax Expo Committee is planning two days of great CPE to prepare you for the upcoming tax season.

Steven J. Tillinger, CPA, will start things off with his Individual and Small Business Tax Update. Some of you may have heard that Steve had a health issue that sidelined him the last few months. But he's back! He plans to update you on Tax Cuts and Jobs Act topics not addressed in other breakout sessions. This will include select Individual and Corporate provisions, cost recovery provisions and accounting methods provisions.

He also plans to discuss post-year end tax planning, the Taxpayer First Act, issues involving the IRS and tax return preparers and issues with virtual currency and marijuana. The IRS is getting serious about partnerships and S corporation reporting. Will he have time to fit it all in? Sign up for the Tax Expo and find out.

Following Steven there will be sessions to update you on the Tax Cuts and Jobs Act. You'll get updates on the Section 199A pass through deduction, Section 163(j) interest expense limitation, opportunity zones, partnership matters, international and estate and gift tax.



The committee is also planning a session on tax controversy, which is always a popular topic.

Also, don't forget to sign up for Steven's upcoming Tax Update classes! The courses will bring you up to date on current issues in federal income taxation affecting individuals and small business owners with emphasis on coverage and analysis of any 2019 tax legislation, both final and proposed; updates and new developments of 2018 and earlier tax law, with emphasis on developments with the Tax Cuts and Jobs Act; important court cases; Treasury income tax regulations; IRS revenue rulings and procedures; and more!

Tillinger Tax Update Classes

January 29 - Federal Income Tax Update

February 10 - Federal Income Tax Update (Northwest Houston)

February 12 - Federal Income Tax Update

Visit www.houstoncpa.org for class descriptions, location, and registration!

2020 TAX EXPO

JANUARY 6-7

Houston Marriott Sugar Land
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Tax Expo Overview

The 2020 Tax Expo provides practitioners with the updates and resources needed to prepare for tax season. With over 500 CPAs, top national speakers and vendors who have products to help your business succeed, this is the must-attend conference of the year for CPAs, EAs, and other tax practitioners.

Date:

January 6-7, 2020

Location:

Houston Marriott Sugar Land

CPE Hours:

Up to 22 hours
(includes Early Bird and Sips and CPE hours)

Prerequisite: None

Level of Instruction: Update/Overview

Course Objective:

To prepare CPAs and tax practitioners for tax season.

Trending Topics

- Individual and Small Business Tax Update
- SALT and New Property Tax Relief Act
- International Tax - GILTI/FDII
- Estate Planning after TCJA
- Financial Planning
- Improving Firm Profitability
- Real Estate Depreciation
- Technology Update
- Update on SSARS 21
- Advanced Section 163(j) Compliance and Planning
- 199A
- Ethics for CPAs

REGISTRATION AND BREAKFAST:

Day 1 - 6:45 a.m. - 6:00 p.m.
Day 2 - 6:45 a.m. - 6:00 p.m.

LOCATION AND PARKING:

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Complimentary on-site self parking within Sugar Land Town Square facility.

HOTEL GROUP RATE: Book your group rate for the TXCPA Houston 2020 Tax Expo by **Monday, December 23, 2019** for \$119 USD per night.

Start Date: Sunday, January 5, 2020
End Date: Tuesday, January 7, 2020

Visit <http://bit.ly/2020-Tax-Expo-Group-Rate> for discount.

COURSE MATERIALS: TXCPA Houston will send an email that contains the link to the course materials. Material binders are available for purchase for \$69.00 when you register for the 2020 Tax Expo.

SESSION INFORMATION: Seating for this conference is on a first come, first served basis. Some sessions may fill up and once they have, the class will be closed and participants will be directed to another class.

CANCELLATION FEE: REFUND POLICY: Cancellation fees: \$50 for all conferences. NO REFUNDS will be issued on cancellations received after 12 p.m. five business days prior to the seminar. NO SHOWS forfeit the entire registration fee. YOU WILL RECEIVE A REGISTRATION CONFIRMATION (EMAIL ONLY) WITHIN 7 DAYS OF RECEIPT OF PAYMENT. Attendance confirmations may be obtained following the program. A registration may be transferred to another individual; an additional registration fee will be charged to a nonmember CPA transferee.

REGISTER TODAY: www.houstoncpa.org or 713-622-7733

Tax Expo - Day One

	Track 1	Track 2	Track 3	Track 4
6:45 - 7:35 a.m.	Early Bird Integrating Technology Donny Shimamoto, CPA.CITP, CGMA			
7:50 - 11:30 a.m.	Individual & Small Business Tax Update Steven J. Tillinger, CPA <p>Discussion will focus on developments in individual and small business federal income taxation including recent federal income tax legislation, both final and proposed; updates and new developments of earlier tax law, with emphasis on developments with the Tax Cuts and Jobs Act; important court cases; Treasury income tax regulations; IRS revenue rulings and procedures.</p>			
11:50 a.m. - 12:40 p.m.	LUNCH - Promises and Perils: Port of Houston Poised for Growth CAPT Bill Diehl, PE <p>The Port of Houston faces many challenges as it grows to meet the demands of booming Energy and Petrochemical exports and the needs of a large and growing gulf coast population. Learn more about the state of the Port and the path forward for one of our region's most important industries: international trade.</p>			
1 - 1:50 p.m.	SALT and New Property Tax Relief Act Pete Lowy, JD, LLM	Navigating Healthcare Cindy Hartman, BSN. RN	Cryptocurrencies Kevin Sweeney, JD	Update on SSARS 21 Kelly Hunter, CPA
2:05 - 3:45 p.m.	20 Techniques and Strategies to Save Income and Transfer Taxes Leonard Weiner, JD, CPA, MBA, AEP®	Advanced Section 163(j) Compliance and Planning Eric Horvitz, JD, LLM	Medicare and Medicaid Update	Transcending Technology Donny Shimamoto, CPA.CITP, CGMA
4:00 - 4:50 p.m.	Improving Firm Profitability Donny Shimamoto, CPA.CITP, CGMA	Excel Matt Davis, CPA, CFE Participants will learn how to turn all data into tables, create reports and analyze data with pivot tables.	Generation-Skipping Transfer Tax Brett Berly, JD	Real Estate Depreciation
5:10 - 6 p.m.	Sips and CPE From Hello to Goodbye: Myths and Misconceptions in the Marketplace Mary Drake Bennett			

PLEASE NOTE: Current schedule represents approximately 22 hours of CPE if you attend all sessions. Hours may be reduced or increased before actual conference date. Refer to program at the event for correct number of hours.

Tax Expo - Day Two

	Track 1	Track 2	Track 3	Track 4
6:45 - 7:35 a.m.	Early Bird Key Factors in the Valuation of a CPA Practice Wade Holmes Have you ever wondered what your practice is worth? Do you think about exiting one day and receiving value for the legacy you've built? Join us as we learn how certain factors for your practice will help drive value and buyer interest for whenever you're ready to exit the business.			
7:50 - 11:30 a.m.	199A Nick Millar, CPA and Jay White, CPA			
11:30 a.m. - 1 p.m.	Lunch: Speaker to be announced soon			
1 - 1:50 p.m.	Introduction to Shareholder and Partner Basis Michelle D. Mullen, CPA	Ethics for CPAs - It's a Matter of Choice Deanna Sullivan, CPA, CIA, CFE, CGMA, CRMA Explore personal and professional ethics and the values upon which our choices are based.	Offers in Compromise Renesha Fountain, JD, LLM	Tax and Investment Planning from Ages 55-70 Steven R. Goodman, CPA, CFP®
2:05 - 3:45 p.m.	Partnership/LLC Jay R. Houren, JD, CPA	Ethics for CPAs - It's a Matter of Choice (cont.) Deanna Sullivan, CPA, CIA, CFE, CGMA, CRMA	Financial Planning Panel Rick Alphonso, CPA, JD, PFS (Moderator) Nate Bowen, CFP® Steven Rife, CFA, CFP®	Qualified Opportunity Zone Austin Carlson, CPA, JD Dan Kroll, JD
4:00 - 4:50 p.m.	International Tax - GILTI/FDII Sebastien Chain, JD, LLM Hear a high-level overview of the changes to the international tax provisions.	Ethics for CPAs - It's a Matter of Choice (cont.) Deanna Sullivan, CPA, CIA, CFE, CGMA, CRMA	IRS Controversy John Green, JD, CPA	Recognizing Potential Fraud in Your Clients Chuck Cummings, CPA, CFF, CFE
5:10 - 6 p.m.	Sips and CPE Mergers and Acquisitions of Small Businesses Jason Sharp, CPA, JD, LLM and Hobbs Gnaim, JD, LLM			

PLEASE NOTE: Current schedule represents approximately 22 hours of CPE if you attend all sessions. Hours may be reduced or increased before actual conference date. Refer to program at the event for correct number of hours.

Chapter News

CPAS HELPING SCHOOLS

MACARTHUR NINTH GRADE CAREER DAY



TXCPA Houston CPAs Helping Schools Committee volunteers Holly Bermudez, Reynaldo Fajardo, CPA, and Kelley Lau, CPA, participated in MacArthur Ninth Grade School's Career Day on Friday, November 22. They spoke about the various career paths that accounting has to offer and also spoke about their experience as CPAs in public accounting both in audit and tax. The goal of Career Day is to provide students with information concerning education requirements and experiences that may be necessary in their pursuit of a career.



Chapter News

NOVEMBER MONTH OF SERVICE RECAP

TXCPA Houston participated in a variety of community service events during the month of November. Thank you to everyone who participated at our Young Professionals volunteer events at the Center for Speech and Hearing on November 6, and the Houston Food Bank on November 9. And thank you to everyone who volunteered independently and with our staff at Medical Bridges on November 25. We truly appreciate your service.



L-R: Carol Spencer, Kristie Ondracek, CPA, CGMA, Glenda Salter, and Ranjit Makhija, CPA. at Medical Bridges Inc.



L-R: Hawney Cormac, CPA, Manu Sadiev, CPA, Jessica Banitt, CPA, and Amy Johansson, CPA.

Young
Professionals
at the Center
for Speech and
Hearing

Chapter News

WINTER MEMBER OPEN HOUSE



Thank you to everyone who joined us for our Member Open House on Monday, December 9! We had a great turnout to welcome our Houston-based accountants who recently passed the CPA exam!

We truly appreciate our members! Thank you for your support and for networking with our new members. We were thrilled with the level of engagement and member connections.

(L-R) Photographed with Kristie Ondracek, CPA, CGMA and Ramsey Womak, CPA (President): Tina Ding, CPA, Peter Watson, CPA, Hui Tian, CPA, Taylor Vo, CPA, Mirza Baig, CPA, Franny Fang, CPA, Greta Brown, CPA and Ashok Biswas, CPA.



L-R: Crista Clarke, Greta Brown, CPA, and Betty da Silva-Draud, CPA



Join us at our next member event! Visit www.houstoncpa.org to learn more!

STUDENT AUXILIARY

The TXCPA Houston Student Auxiliary provides career training, career path options and information, networking and hiring opportunities for students in the Houston area interested in accounting.

REASONS TO JOIN TXCPA HOUSTON:

- Networking with Houston's most prominent CPAs
- Getting involved with your future profession
- TXCPA Houston gives scholarships every year
- You can join at TSCPA.org for just \$35

JOIN US FOR THE 2020 STUDENT AUXILIARY SPRING EVENTS:

TXCPA Houston— 777 Post Oak Blvd.
Suite 500 Houston TX 77056

5:30 – 6:30 p.m.	Check-in; snacks; and mingling with other students
6:30 – 8 p.m.	Presentation
8 – 8:30 p.m.	Additional networking time with students and professionals

JOIN US AT OUR NEXT EVENT!

Saturday, January 4, Excelling in Excel
Friday, January 31, Advisory Career - What Else is There? Please Advise.
Friday, February 7, Debt Detectives - Forensic, Valuation and Litigation Services

TXCPA HOUSTON



For more information: call 713.622.7733 or email students@houstoncpa.org.

Chapter News

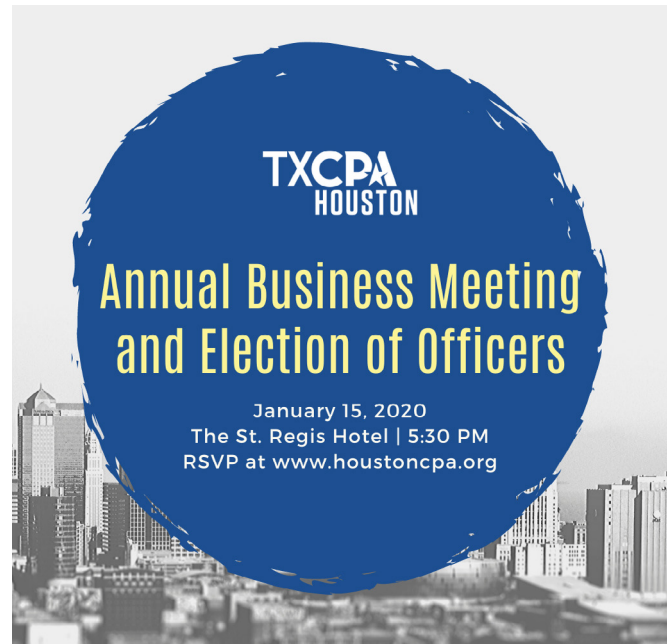
2020 ANNUAL BUSINESS MEETING AND ELECTION OF OFFICERS

Mark your calendar and register for the TXCPA Houston 2020 Annual Business Meeting and Election of Officers on Wednesday, January 15, at the St. Regis Houston. Receive an update on what has been going on with TXCPA Houston and TXCPA, elect your leadership for the upcoming year and share your feedback during this meeting. **Register at <http://bit.ly/2020-TXCPA-Houston-Annual-Meeting>.**

5:30 p.m. - Networking Reception

6 p.m. - Dinner and Program

[View the Nominating Slate Here](#)



YEAR-END GIVING

Please keep our charitable entities in mind for your year-end giving.

CPAs Helping Schools

Provides grants to K-12 programs at schools in the Houston Chapter area. Awards approximately \$50,000 annually.

Accounting Scholarships

Provides scholarships to aspiring CPAs at 11 local universities and colleges in the Houston Area. Awards approximately \$105,000 annually.

Donations can be made online at houstoncpa.org/contribute.

For more information, contact chapter@houstoncpa.org.

Chapter News

UPCOMING CPE COURSES

Register at www.houstoncpa.org

**ETHICS FOR CPAS:
IT'S A MATTER OF CHOICE**
TXCPA Houston Training Facility

**2019 NORTHWEST CPA BUSINESS
ROUNDTABLE DISCUSSION GROUP**
Los Cucos, 22390 Tomball Pkwy.

In-person Ethics Course

4 CPE hours

Deanna Sullivan, CPA, CGMA
February 27, 2020 • 12:30 - 4:15 p.m.

[Register Here](#)

Blockchain

3 CPE hours

Speakers: Ryan Firth, CPA, PFS, and
Shehan Chandrasekera, CPA
January 16, 2020 • 2:30 p.m. - 5:00 p.m.

[Register Here](#)

TAX UPDATE CLASSES

NEW Tax Update Classes featuring Blaise Bender, CPA, JD, and Steven J. Tillinger, CPA.

December 19 - **Individual Income Tax Update**, Blaise Bender, CPA, JD - [Register Here](#)

December 20 - **Business Income Tax Update**, Blaise Bender, CPA, JD - [Register Here](#)

January 23 - **Individual Income Tax Update**, Blaise Bender, CPA, JD - [Register Here](#)

January 24 - **Business Income Tax Update**, Blaise Bender, CPA, JD - [Register Here](#)

January 29 - **Federal Income Tax Update**, Steven J. Tillinger, CPA - [Register Here](#)

February 6 - **Individual Income Tax Update**, Blaise Bender, CPA, JD - [Register Here](#)

February 7 - **Business Income Tax Update**, Blaise Bender, CPA, JD - [Register Here](#)

February 10 - **Federal Income Tax Update** (Northwest Houston), Steven J. Tillinger, CPA - [Register Here](#)

February 12 - **Federal Income Tax Update**, Steven J. Tillinger, CPA - [Register Here](#)

FVS CLASSES

How Do I Avoid A Lawsuit?

***Update on Current Trends in Accounting
Liability and State Board Rules***

1 CPE hour

TXCPA Houston Training Facility or Livestream
December 18, 2019 • 11:30 a.m. - 1 p.m.
Member: \$25 Non-Member: \$50

[Register Here](#)

Expert Witness Toolkit:

Flight, Fight and Freeze

1 CPE hour

TXCPA Houston Training Facility or Livestream
January 15, 2020 • 11:30 a.m. - 1 p.m.
Member: \$25 Non-Member: \$50

[Register Here](#)

Chapter News

UPCOMING COMPLIMENTARY SEMINARS

Wednesday, December 18, 2019
TXCPA Houston Training Facility

8 - 9 AM - 1 FREE CPE HOUR
TWO MAIN ECONOMIC POWERS -
THE ART OF RETIREMENT CASH FLOW MANAGEMENT

This workshop helps you understand the two main economic returns: interest rates/rates of investment return and actuarial science. Actuarial science is a discipline that assesses financial risk by using mathematics and statistical methods. It applies the mathematics of probability and statistics to define, analyze and solve the financial implications of uncertain future events. Rather than looking at retirement as two different journeys (accumulation followed by distribution), it shows ways to design it as one distinct journey, using these two powers in conjunction with the exponential curve of wealth-building.

9 - 10 AM - 1 FREE CPE HOUR
INVESTING-SEPARATING TRUTHS FROM MYTHS -
THE SCIENCE OF RETIREMENT CASH FLOW MANAGEMENT

This workshop is presented from an academic standpoint, aimed at identifying myths and eliminating emotion from the decision-making process. It helps you learn the importance of managing risk rather than managing return. Everyone has a wealth potential that is greater than they are on track to achieve. There are forces in the economy that are at work to keep it that way, forces that actually prevent people from achieving that potential. Financial institutions and the media (financed by commercials and advertising revenue) are two of the main culprits. They use that power to influence you emotionally. If you understand the academics provided through Nobel Prize-winning economists, you can be coached to eliminate emotion and take a long-term disciplined approach to investing.

Sponsored by



Note: *Attendees will earn up to 1 CPE credits per session



Gary Kinder, ChFC, CLU

Gary Kinder, ChFC, CLU, president of Cornerstone Wealth Management. The afternoon session will focus on the art of wealth building, looking at the process of building wealth and portfolio design from an academic standpoint.

Register today at 713 - 622 -7733 or www.houstoncpa.org

Chapter News

UPCOMING EVENTS

Register at www.houstoncpa.org

Young Professionals and Student Auxiliary at Pinstripes

3300 Kirby Dr., Suite 3A
December 16, 2019 • 6 - 8 p.m.

[RSVP Here](#)

Two Main Economic Powers

TXCPA Houston Training Facility
December 18, 2019 • 8 - 9 a.m.

[RSVP Here](#)

Investing - Separating Truths from Myths

TXCPA Houston Training Facility
December 18, 2019 • 9 - 10 a.m.

[RSVP Here](#)

Student Auxiliary: EXCEL Workshop

TXCPA Houston Training Facility
January 4, 2020 • 9 a.m. - 3 p.m.

[RSVP Here](#)

Morning Buzz in EADO

Tout Suite
2001 Commerce St.
January 9, 2020 • 7:15 - 9:15 a.m.

[RSVP Here](#)

2020 Annual Business Meeting

St. Regis Houston
1919 Briar Oaks Lane
January 15, 2020 • 6 - 8 p.m.

[RSVP Here](#)

Student Auxiliary: Advisory Career - What Else is There? Please Advise

TXCPA Houston Training Facility
January 31, 2020 • 5:30 - 8:30 p.m.

[RSVP Here](#)

2020 TAX EXPO

**TXCPA
HOUSTON
FOUNDATION**

January 6-7, 2020 • Houston Marriott Sugar Land

The conference to equip CPAs and tax practitioners with the updates and resources needed to prepare for tax season.

Up to 22 hours
of CPE

WWW.HOUSTONCPA.ORG

REGISTER NOW

Member News

2020 MIDYEAR BOARD OF DIRECTORS AND MEMBERS MEETING

All TXCPA members are encouraged to attend the Midyear Board of Directors and Members Meeting, where you can earn CPE as you learn about cutting-edge profession issues. You'll also strengthen your network with Society and chapter leaders from around the state. Make your plans now to join us January 24-25, 2020, at the Omni Houston Hotel. Learn more at <https://www.tscpa.org/about/leadership/leadership-meetings/MYB>.

RISING STARS NOMINATIONS

Nominate one or more eligible members for TXCPA Rising Stars recognition. **December 16 is the deadline for nominations. Criteria and a nomination form can be found online here:** <https://risingstars.secure-platform.com/a/organizations/main/home>.



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TXCPA News

TXCPA Exchange

Have you visited [TXCPA Exchange](#)? Sign in with your TXCPA member login credentials, update your bio and add a profile photo. Then connect with colleagues through the member directory, join an interest-area community, ask a question on the main forum or provide feedback on a discussion thread. The ways to engage are endless and the more members who contribute, the more valuable the community becomes. Here are some helpful resources to get you started:

[FAQ](#)

[Quick Start Guide](#)

CPA-PAC Donors

If you haven't contributed yet to the CPA-PAC this year, there is still time for you to do so. Help your chapter reach its 2019 fundraising goal and be part of the effort to continue a strong CPA profession in Texas.

Questions? Contact [Diane Joiner](#), Manager, TXCPA Governmental Affairs.

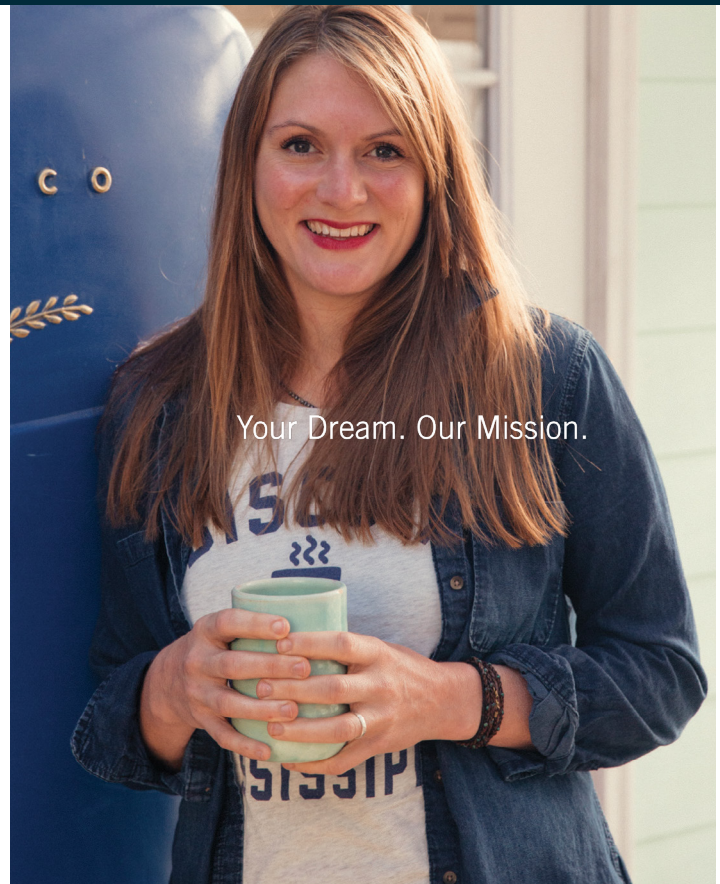
Invite Others to Join TXCPA

As a TXCPA member, you know what TXCPA is all about. Help others learn more about what the organization offers to current and future CPAs, and how they can benefit from the collective power of members working together to protect and promote the CPA license. Share with your nonmember colleagues about why you belong to TXCPA. If you're interested in helping with recruitment activities, contact members@houstoncpa.org.

Depression Knows No Season

"This is supposed to be a joyous time of year, yet I feel angry one minute and plunged into despair the next. What's wrong with me?"

You might be suffering from depression. ACAN, the TXCPA Accountants Confidential Assistance Network, offers confidential assistance. Call us at 866-766-ACAN. All we want to do is help. All you need to do is call!



"They are helpful. They are kind. And they are right down the street. I love to have a bank like Hancock Whitney that is so close to my business."

Kait S.

At Hancock Whitney, we help our clients achieve their dreams by providing financial solutions delivered with expertise and warm 5-star service. Each day, we reaffirm our mission to help people achieve their financial goals and dreams. We work hard to create opportunities for people and the communities we serve—our purpose for doing what we do.



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hancockwhitney.com

Hancock Whitney Bank, Member FDIC.

Chapter News

CLASSIFIEDS

PRACTICES FOR SALE -

Gross revenues shown: League City Area CPA \$1.8MM; West Houston CPA \$1.1MM & \$350K; North Houston Area CPA \$825K; Kingwood Humble Area CPA \$734K; Greenway-Galleria Area CPA \$546K; SE Houston CPA \$600K; NW of Houston CPA \$430K; SE Texas CPA \$305K.

Call 888-847-1040 or email Holmes@APS.net.

WANT TO PURCHASE WEST HOUSTON TAX PRACTICE -

West Houston CPA firm looking to purchase a west Houston tax practice firm or sole practitioner. Call Al Zientek, CPA 281-496-6152 x201 or email azientek@zientek.com.

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Chapter News

SPONSORSHIP OPPORTUNITIES

CPAs play an integral role in their companies' important decision-making processes. 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 TXCPA Houston at cpe@houstoncpa.org.

Thank you to strategic corporate sponsors for making 2019 a fantastic year!



Left: Ed Roth, CFA, CPA, CFP®, CEBS • Charlotte M. Jungen, CPA, CFP® • Wade D. Egmon, CPA, CFP® • Steven R. Goodman, CPA, CFP® • Chris A. Matlock, CPA, CFA

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Information and opportunities relevant to you!

TXCPA Houston member have a multitude of committees and tasks forces on which they can serve. Please check your top three committee(s) based on interest.

Name: _____

Business: _____

Email: _____

Phone: _____

Address: _____

CPE Related Committees

Quality control and oversight of Society CPE

- _____ CFO/ Controllers Conference
- _____ CPE by the Sea
- _____ Tax Expo

Membership Related Committees

Work on Society image enhancement, career awareness and member services

- _____ Membership Development
- _____ Young Professionals

Industry/Other Committees

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

- _____ Business & Industry
- _____ Energy
- _____ Healthcare

Professional Services Committees

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

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

Charity/Civic Related Committees

Sponsor community and organization events.

- _____ Accounting Scholarship Endowment
- _____ Accounting Scholarships
- _____ 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.



LOOKING FOR A NEW OPPORTUNITY?

Visit the TXCPA Houston Career Center to find the job that's right for you!

Employers and recruiters can access the most qualified talent pool with relevant work experience to fulfill staffing needs. Job candidates can access the most successful and rewarding companies to invest their skills and talents in.

Recruiters: Target your recruiting and reach qualified candidates quickly and easily.

Job Candidates: Post your resume to all employers, even confidentially and get job alerts sent to your inbox.

Simply complete our online registration form and start posting jobs or searching for jobs today!

Visit careers.houstoncpa.org today!



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