

LEADING SOURCE OF INFORMATION FOR THE EVERYDAY CPA

TXCPA Houston

Message

from the desk of _

I hope 2019 is off to a great start for you and wish you the best for the year ahead. This season is busy for each one of you, irrespective of whether you are in public accounting or industry. As CPAs, we have a duty of stewardship and commitment to the community. I am sure this busy season, despite the stress and long hours, will be no different in terms of upholding our values and maintaining the trust of society.



Dr. Mohan Kuruvilla, PhD, MBA, CPA President

The profession of accounting is going through some disruptive changes due to new technologies and thought processes. One of the major challenges we face is finding talent with the right skill sets. We are constantly trying to find ways on how your Society can assist in this regard. As you are aware, one of the three pillars in our strategic plan is the future of learning. This has been a focus area in terms of encouraging more students to come into the accounting profession, as well as conducting training sessions and meetings on relevant topics organized by the Student Auxiliary. Learn more here.

The Texas Society of CPAs and the Houston Chapter are also going through some exciting changes. On January 29th, I sent an email explaining our new visual identity. This was the result of a branding study spearheaded by the Texas Society of CPAs over a period of 18 months to bring uniformity to our chapters across the state. One of our past presidents represented us on the Brand Task Force. While the legal entity continues to be the Houston CPA Society, it will be positioned as TXCPA Houston for branding and logo purposes. Your board of directors unanimously voted on this and chose the color combinations for the logo.

TXCPA Houston had its annual meeting on January 24th and we had a very good turnout of our members. We were also privileged to have, TXCPA Chair, Stephen Parker, address the members about the activities and initiatives at the state level. The mid-year meeting of TXCPA and its board of directors was held in Austin, January 29-30, with about 30 Houston members attending it. This is the year when the legislature votes on the sunset review of the Texas State Board of Public Accountancy ("TSBPA") and consequently, the CPA License. Both TXCPA and the Houston chapter have been working diligently to protect your CPA License. This year, the focus of the meeting was to visit our legislators and discuss with them the importance of the CPA license and seek support to keep the TSBPA going for another 12 years. Enclosed in this newsletter are some pictures of our visits. TXCPA also voted on making online ethics courses free to members as a part of the value proposition of your membership.

We have several events coming up in the next few months, including our Annual Scholarship Extravaganza. View the full list of save the dates here.

I hope you will participate in these events and look forward to seeing you there.

Message

from the desk of _

This past week, our TXCPA Houston members diverged on the Capitol in Austin to meet with legislators to discuss two critical issues – sunset review and firm mobility. Houston had approximately 30 members in attendance who met with our local legislators to inform them of the critical reasons why these bills are important to the profession.



Jennifer Poff, CAE
Executive Director

We previously talked about Sunset Review in prior newsletters, but in case you missed it I will give you a high-level overview. The Texas State Board of Public Accountancy (TSBPA) must undergo a review as a state agency every few years to determine if they are still a viable agency. The Sunset Commission then makes a recommendation to the state on whether or not a group should continue and/or what changes need to be made to the operations and administration of said group. While the TSBPA will continue on, there are some recommendations in the report that TXCPA and the Houston Chapter continue to work together to discuss and address with the appropriate government bodies. If you would like more detail on these recommendations click here.

The other issue that is being addressed is firm mobility. In 2007, Texas adopted HB 2144 which created the ability for out of state CPA firms to practice in Texas without a Texas firm license as long as they did not provide financial statement audits or attest services. Since this bill was adopted, both AICPA and NASBA have broadened the provision to include all services as part of the Uniform Accountancy Act. Twenty-five states have adopted this expansion of firm mobility and eight others will be pursuing this in 2019 and 2020. If you remember back to when individual mobility passed, it took a while to get everyone on board and it will take some time to get all 50 states to approve this level of firm mobility. Texas hopes to be a large state leader in this area and your support is needed.

TXCPA will continue to review all bills throughout the session to make sure that all areas that could have a potential impact on the profession are watched and responded to as needed. In addition to your Houston Chapter Board representatives, we had a few Young Professionals join us in the group. These young professionals walked around with our expert leaders to meet with representatives and learn more about how we advocate for the profession. I encourage each of you to get involved whether it is donating to the PAC, becoming a key person to a legislator or serving on either the state or chapter governmental affairs committees. Stay tuned because session is just getting started and there will be more to come.



TXCPA HOUSTON

TXCPA Houston

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By Alex Walther, CPA/CFF, CFE

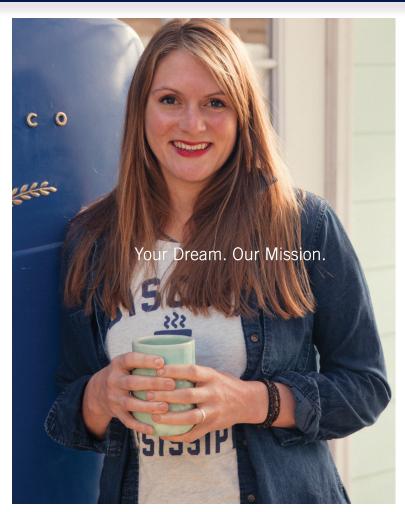
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Work Life Balance: Interview of Two CPAS

The hustle and bustle of busy season is upon us. Work-life balance can become easier to neglect than we would like to admit. How do we keep a healthy balance? We talked to two of our members on how they survive such a busy time of the year. Read their stories.

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PRACTICES FOR SALE: Gross revenues shown: League City Area CPA \$1.8MM; NW Houston CPA \$1.50MM; SW Houston CPAs \$845K; NE Houston CPA \$650K; North of Houston CPA \$650K; Greenway-Galleria Area CPA \$540K; Beaumont Area CPA \$540K; SE Texas CPA \$311K; Sugar Land-Richmond-Rosenberg CPA \$240K; West Houston tax \$164K. Call 888-847-1040 or email Holmes@APS.net



Across the Office or Across the Ocean: Technology Paves The Way For Easy, Enhanced Collaboration

By Dan Krishman, MBA



What role can technology play across the company given the diversity of generations and geographic dispersion among employees?

Introduction to Technology

For many businesses, employees fall all along the generational spectrum. Management and staff are comprised of Millennials, Gen Y, Gen X, and Baby Boomers. Each group has very different context for workplace technology. Baby Boomers saw application software move from mainframes to the desktop. Millennials have never been without a smart phone.

There's always the expectation for technology to become more powerful - early versions evolve enhanced with increased features and

functionality. But actually it is technology's affordability and intuitive design that have resulted in the widespread access and use. While Baby Boomers can remember receiving manuals inches thick with the applications diskettes (later CDs), Millennials expect to download an app that is so intuitive and so easy to use there is no need for a manual. There's not even a desire for a printed instruction manual. If they need help, they do a quick search on YouTube.

Enter the Cloud

Another key component to technology accessibility is cloud deployment and essentially unlimited computing power. With applications deployed from the cloud, there's no more need for a stack of servers in the closet.

Organizations from coast to coast and border to border have embraced the significant cost savings that come with Software as a Service (SaaS) delivered from the cloud - freeing them from sinking more and more capital in computer hardware and infrastructure.

From Binges to Budgets

The cloud is not simply a platform for enjoying streaming services like Netflix, online shopping from Amazon, and online banking that allows you to go paperless when paying your bills.

Any organization that is preparing to replace legacy accounting systems has "cloud" at the top of the evaluation checklist. And, for good reason. The best cloud accounting solution offers robust security - in fact, multiple levels of security that would be cost-prohibitive for the average company to replicate. Cloud deployment also means that as long as a device (desktop, laptop, smart phone) has a browser and access to the internet, it doesn't matter if one person is using a Mac and in the next cubicle her co-worker is using a PC and the CFO is traveling from Houston headquarters to the Dallas regional office and is using his smart phone.

Welcome to the World of Optimal Collaboration

The various emerging technologies are fueling a new age of optimal collaboration. This collaboration includes connecting geographically dispersed colleagues; customer service brought a new level through real-time information; and powerful, searchable knowledge bases.



Dan Krishman, MBA is Sage Intacct Practice Manager for Kerr Consulting.



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B Forum



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Our Advice.

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

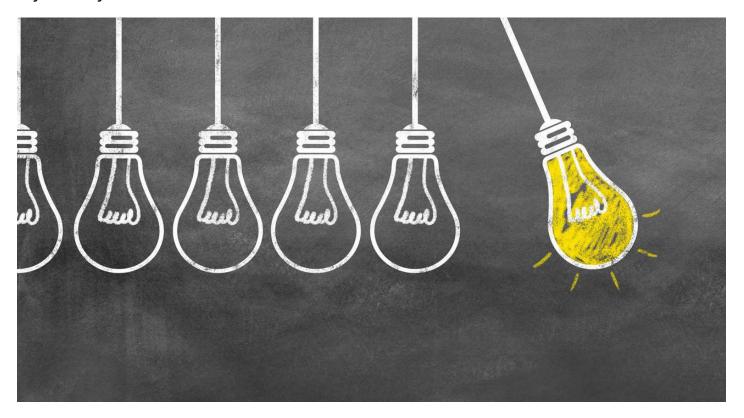


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Accounting Robotics for Houston CPAs & Accounting Students

By Donny C. Shimamoto, CPA, CITP, CGMA



Artificial intelligence and accounting robotics ("bots") are a hot topic in our accounting profession with some people even saying that these pose a threat to accountants and auditors. Both of these technologies will actually help enhance the services that our profession can provide and enable us to focus on delivering insights and strategic advice to our clients and coworkers.

Our chapter is leading Houston's involvement in the <u>TrueUp Bot Challenge</u> to help our members and students gain hands-on experience in building bots and seeing what bots can do. Students can participate in the challenge and professionals can help judge the competition (and gain insights to students on the leading edge).

What is are bots and ChatBots?

Software robots or "Bots" are gaining traction in business as a way to automate structured manual tasks where a software or data integration is not available. A simple example could be that when a vendor bill is recorded in the accounts payable module of a general ledger, that the bot goes an looks up a purchase order in a procurement system and then goes and checks the receiving log in the warehouse system, and performs the initial three-way match between these documents (assuming the three systems are not integrated). If it is able to successfully perform the three-way match it marks the bill approved, allowing it to continue on to be paid. If it finds a discrepancy, it informs the accounts payable clerk or appropriate department manager to review the discrepancy. Another example is that a bot could monitor the accounts receivable aging schedule and when a customer has invoices that go over 30 days past due, it

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initiates an email to the customer reminding them of the past due amount and providing them with copies of the past due invoices. Responses from the customer go to a collections inbox where an AR clerk or collections specialist finishes the follow-up. If the customer doesn't respond, the bot may send reminders at 60 days, and then flag the invoice for submission to collections at 90 days.

Both of these are examples of "back end" bots, or bots that help automate internal processes. By contrast there are "ChatBots", software robots that are able to respond to natural language requests to provide information or perform an action. These may be behind the little chat bubble you often see on websites now, respond to social media posts or even respond to emails. An example of this is sending an email that asks "How much do we owe Vendor ABC?" and having the bot go lookup the amount showing as outstanding in accounts payable subledger and respond with the result: "Vendor ABC has three outstanding bills totaling \$1,240". It may also do this in a customer-facing scenario where it can be programmed to respond to common customer requests and then if there is something that it can't understand it then switches over to a customer service representative.

Build a bot competition for students

Our chapter is pleased to be the first accounting association to partner with TrueUp in coordinating a Houston event to complement TrueUp's national Bot competition. Our Student Auxiliary will be helping to recruit student competitors to builds bots and presenting a local award for a winner(s) from our Houston area. If you know a student that may be interested in participating, please send them to our Houston Bot Challenge page. If you have some expertise in this area and are interested in helping to coach student teams, please contact us at students@houstoncpa.org.

Professionals can learn and get insights into leading edge students

Judging for the event will be coordinated at a national level by TrueUp, and Houston accounting firms can participate as judges to both learn about bots and evaluate the bots created by the students. Education will be provided to professionals on what bots are and how they are created, then professionals will be asked to help judge the bots that were created by students. Preference will be given to Houston professionals to judge Houston student competitors so that firms can identify potential internship or staff candidate who have technical acumen and innovative approaches to the accounting field. Judging will occur in May 2019. If you would like more information on judging, please see Houston Bot Challenge page. We also have sponsorship opportunities available for firms that would like to help recognize the winning Houston teams. If you are interested in sponsoring a Bot Challenge award, please contact us at sponsors@houstoncpa.org.

Interested in other innovations?

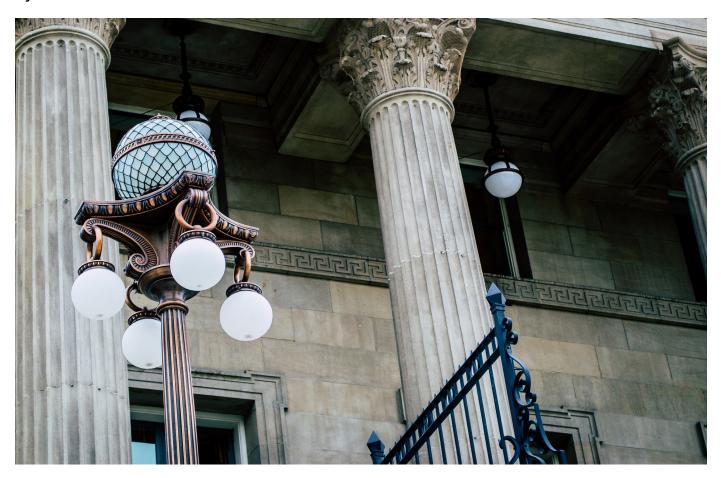
I'm really excited to see this unique opportunity to educate both students and professionals on bots, as well as bring them together through the competition judging process. I've previously shared information about our <u>innovations for members in industry</u> and our <u>CPE programs</u>. If you have an idea for how we could improve our programs or introduce new programs, please contact me at dshimamoto@houstoncpa.org.



Donny C. Shimamoto, CPA, CITP, CGMA is the Director of Innovation at Houston CPA Society.

Beware Unexpected Expert Discovery: Understand the Differences between Federal and Texas Rules

By Alex Walther, CPA/CFF, CFE



When providing services as a consulting expert or as a testifying expert, there are a labyrinth of statutes and case law surrounding the discovery process related to experts. What is accepted and standard practice in one jurisdiction is often different from the practices followed in another jurisdiction. For example, discovery of experts in Federal Court is significantly more limited than the discovery of experts allowed in Texas State Court. An expert not understanding the discovery rules for a case's jurisdiction could result in significant headaches for the testifying expert, counsel, and the client. Below are the highlights of the statutes and case law applicable to cases in Federal Court and Texas State Court to assist with navigating the realm of expert discovery.

Federal Court

Discovery related to expert witnesses for matters in Federal Court is governed by Federal Rules of Civil Procedure (FRCP), Title V, Rule 26 – Duty to Disclose. The FRCP related to expert discovery was revised in 2010 and led to a number of items, such as drafts, certain correspondence and communication, and certain work product, no longer being discoverable except in certain situations. Prior to the adjustments made in 2010, almost every document an expert touched or prepared was discoverable including items, such as, communications with counsel on case strategy. Under the revised FRCP, discovery is much more limited and certain discovery exclusions are explicitly mentioned.

For example,

- 1. Draft reports or disclosures are no longer discoverable regardless of the format of the draft ¹.
- 2. Certain communications between the attorneys and their client's expert are no longer discoverable ².

While the updated FRCP limited discovery of drafts and communications, it does not completely preclude the discovery of such items. Draft reports, for instance, may be discoverable in certain situations due to the wording of the FRCP. Specifically, the FRCP provides that an expert will disclose "the facts or data considered by the [expert] in forming [their opinions].3"

Some attorneys may attempt to interpret this phrase to mean that any fact or datum considered by the expert should be produced regardless of its source. This could be construed to apply to draft reports that were provided to and considered by anothertestifying expert in the matter. If opposing counsel can prove that an expert's draft report was provided and considered by another testifying expert in the matter, a judge may find that the draft report is discoverable as it is facts or data that was considered by a testifying expert.

Communications between the expert and counsel are typically not discoverable unless the communications relate to one of the following three categories⁴:

- 1. Compensation for the expert's testimony;
- 2. Facts or data that the attorney provided and that the expert considered in forming the opinions to be expressed; or
- 3. Assumptions that the attorney provided and that the expert relied on in forming the opinions to be expressed. Generally, an expert's communications, other than those explicitly discussed in the FRCP, are protected and not discoverable.

While the FRCP does provide rules related to expert discovery, exceptions may arise so it is usually wise to discuss with counsel to determine how to best approach drafts and communication. If any questions on discoverability arise, it never hurts to have a quick call with counsel to discuss so that any discovery "surprises" are minimized.

State Court

The rules followed in state courts can differ significantly compared to Federal Court. Some state courts will mirror the FRCP and adopt similar rules (e.g., Colorado) while other states adopt rules that are substantially different from the FRCP. For instance, the discovery rules for experts in Texas are more similar to the pre-2010 Federal Rules and allow for more expansive discovery compared to the current FRCP. Given this article is geared towards CPAs who serve as experts in Texas, the focus of this section will be on the rules followed in Texas State Courts.

The rules related to expert discovery in Texas are governed by Rules 192, 194, and 195 of the Texas Rules of Civil Procedure ("TRCP"). The TRCP is often interpreted to allow for a broad range of discovery from testifying experts due in part to how the TRCP is written. For example, the TRCP provides for discovery from a testifying expert of, among other items, "[a]ll documents, tangible things, reports, models, or data compilations that have been provided to, reviewed by, or prepared by or for the expert in anticipation of the expert's testimony.5" Attorneys and judges will sometimes interpret this section of the TRCP as allowing for the production of every document, analysis, communication, note, draft report, etc. that an expert prepared or was provided.

Further, the TRCP has sometimes been interpreted to apply to staff working under the direction of the testifying expert. This means that there is a possibility that internal communications between a testifying expert and their staff may be discoverable along with

¹ See FRCP 26(b)(4)(B).

² See FRCP 26(b)(4)(C).

³ See FRCP 26(a)(2)(B)(ii).

⁴ See FRCP 26(b)(4)(C).

⁵ See TRCP Rule 192.3(e)(6) and Rule 194.2(f)(4)(A).

any draft work product prepared by an expert's staff.

Given the overarching rules, testifying experts in Texas should be cognizant of their communications and work files. While a judge may step in and limit discovery of certain items from an expert, it is not guaranteed and normally involves a number of motions, responses, and possibly hearings which can become time consuming as well as costly to the client. Due to the level of potential discovery allowed for under the TRCP, a testifier could find themselves in a difficult position having to defend their analyses from themselves due to the contents of communications or draft work product.

The TRCP also may allow for the discovery of consulting experts in certain situations. If a consulting expert's mental impressions or opinions have been reviewed by a testifying expert, the consulting expert may be subject to the same type of discovery as the testifying expert⁶. Given these rules, it is important for a consulting expert to discuss with counsel and understand how their work product may be used as it could lead to unexpected discovery requests from opposing counsel.

While discovery of experts in Texas may seem overly expansive, there are mechanisms attorneys may use to limit discovery. Rule 11 of the TRCP allows for counsel to enter into written agreements between the parties on how a litigation will proceed. These written agreements can be used to customize many aspects of a lawsuit including limiting the discovery of experts. Keep in mind that under the TRCP, any agreements must be in writing and filed as part of the record or be made in open court and entered into the record⁷. If an attorney mentions to the expert that they have a Rule 11 agreement with opposing counsel, it would be to the expert's benefit to request a copy of the Rule 11 agreement to gain an understanding of what agreement was reached and how it impacts expert discovery.

Like Federal Court cases, it is often useful to discuss any discovery concerns with counsel towards the beginning of a new State Court case. This discussion between counsel and expert will likely help reduce the risk of unexpected discovery issues as well as help prepare the expert to efficiently respond to any requests for discovery that may arise in a litigation.

Resources

Understanding the discovery rules in a jurisdiction is an important area for an expert to understand. Aside from counsel for the expert's client, other resources are available to gain a better understanding of expert discovery. A list of resources related to expert discovery are below.

- 1. FRCP
- 2. TRCP
- 3. The AICPA FVS Serving as an Expert Witness or Consultant Practice Aid;
- 4. The AICPA FVS Forensic and Valuation Services Practice Management Toolkit Practice Aid; and
- 5. <u>Various articles published by the ABA's Section of Litigation Expert Witness Committee.</u>



Alex Walther is the senior vice president at BVA Group. He has has over 10 years of professional services experience in analyzing economic damages, misappropriation of trade secrets, wrongful terminations, and shareholder disputes, as well as in investigations of alleged financial irregularities.

⁶ See TRCP Rule 192.3(e). "The identity, mental impressions, and opinions of a consulting expert whose mental impressions and opinions have not been reviewed by a testifying expert are not discoverable."

7 See TRCP Rule 11.





The Houston CPA Society's 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 THE HOUSTON CPA SOCIETY:

- Networking with Houston's most prominent CPAs
- Getting involved with your future profession
- The Houston CPA Society gives 30 scholarships every year
- You can join at TSCPA.org for just \$35 per year

JOIN US FOR THE 2018-19 STUDENT AUXILIARY FALL EVENTS:

Houston CPA Society—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 – 8:00 p.m. Presentation

 $8:00-8:30\ p.m.$ Additional networking time with students and professionals

Friday, February 8 Cybersecurity: Taking off in Cyberspace Friday, February 22 Audit or Tax? How about Advisory

Friday, March 22 Transcending Technology: The Impact of Al, Blockchain, and Big Data

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

Schedule dates and topics are subject to change.

10 Trotal



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Nonprofit Assistance Program We Need Your Experience!

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:

ACE:
□ Educate young professionals on career development and financial literacy
TAX:
□ Application for exempt status under 501(c)(3) (Preparation of Form 1023)
□ Preparation of tax returns and/or annual 990s
ACCOUNTING/FINANCIAL REPORTING:
□ Accounting policies and procedures
☐ Financial reporting policies and procedures
☐ General ledger set up consulting
Assist with the preparation of client-prepared audit schedules
OTHER AREAS:
□ Silent Auction Management Assistance
☐ Please specify
Name
Address City Zip
Do you have prior experience with nonprofits? (Experience is not required to be a part of this program.) It so,
olease describe:
Do you have restrictions or strong preferences on the type of charity you will volunteer for?

Please forward this completed form to: chapter@houstoncpa.org 777 Post Oak Boulevard, Suite 500, Houston, TX 77056-3212, or FAX (713) 622-0522.



Information and opportunities relevant to you!

TXCPA Houston members have a multitude of committees and tasks forces. Please check your top three committee(s) based on interest.

2:	Business:		
:	Phone:		
	Address:		
CPE Related Committees Quality control and oversight of Society CPE	Professional Services Committees Plan topics, serve as on-site coordinators for		
CFO/ Controllers Conference CPE CPE by the Sea	CPE. Accounting & Auditing Forensic & Valuation Services		
Membership Related Committees Work on Society image enhancement, career awareness and member services	Personal Financial Planning Circular 230 RoundTable Charity/Civic Related Committees		
Information Technology Membership Development Young Professionals	Sponsor community and organization events. Accounting Scholarship Endowment Accounting Scholarships		
Industry/Other Committees Plan topics, serve as on-site coordinators for industry CPE.	CPAs Helping Schools Scholarship Extravaganza		
Business & Industry Energy Healthcare			

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.

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Chapter News

UPCOMING EVENTS Register at www.houstoncpa.org

2019 NW CPA BUSINESS ROUNDTABLE DISCUSSION GROUP

Location: Spring Creek BBQ 21746 Tomball Pkwy.

Tax Season Review

May 16, 2019

TAX CLASSES:

TXCPA Houston Society Learning Center

Mid-Year Federal Tax Update

Steve Tillinger, CPA February 13, 2019 February 15, 2019

Individual Income Tax Update

Blaise C. Bender, CPA, JD February 4, 2019

Business Income Tax Update

Blaise C. Bender, CPA, JD February 5, 2019

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Chapter News



Save the Dates

Please mark your calendars for these upcoming conferences. Registration will open soon.

SPRING ACCOUNTING EXPO

May 22-23 NRG Center

Network at our largest two-day event designed for members in business and industry with approximately 800 local CPAs.

FINANCIAL REPORTING SYMPOSIUM

June 7 The Post Oak Hotel

Attendees receive relevant information and perspectives on current accounting, auditing, and financial reporting issues from a panel of nationally known professionals.

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.

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.

CFO/CONTROLLERS CONFERENCE

September 26 Sugar Land Marriott

A one-day conference caters to the financial leaders of small to midsize companies.

2019 SCHOLARSHIP EXTRAVAGANZA

Saturday, May 4, 2019 Marriott Marquis Downtown Houston



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.

<u>View sponsorship incentives and</u> commitment form to RSVP.

Online registration will open soon.



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 Houston CPA Society 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.



2019 SCHOLARSHIP EXTRAVAGANZA

Saturday, May 4, 2019 Marriott Marquis Downtown Houston

Honoree: Stephen McEachern, CPA

Net proceeds of this event will be donated to: Houston CPA Society Accounting Scholarship Fund, Accounting Scholarship Endowment, & CPAs Helping Schools.

Commitment Form

Company	C	Nity State 7in
Phone		City, State, Zip
Check one: This	commitment iscorporate	personal
	Contribution Commitme	ent Level:
UNDERWRITERS	Summa cum Laude (\$20,000)	\$
	Magna cum Laude (\$10,000)	\$
	Cum Laude (\$5,000)	\$
SPONSORS	Chancellor's List (\$3,000)	\$
	Dean's List (\$1,000)	\$
	Program Supporter (\$500)	\$
	Decoration Sponsor (\$200)	\$
	Individual Tickets (\$200)	\$
Underwriter Levels inc	clude listing in event invitation and program	if received before print deadline of March 1, 201
	PAYMENT INFORM	MATION
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Chapter News

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Chapter News



Making History - New Brand

The Texas Society of CPAs is excited to unveil a new visual identity in 2019! Our previous logo was created more than 40 years ago and has helped us establish a strong identity as the professional organization serving 28,000 CPAs in Texas. With new generations of CPAs entering the profession, it was time for us to look at a refresh to ensure that we continue to attract and be magnetic to members.

In 2017, we began work with Arrow out of Austin on exploration of our brand identity. Through member focus groups and an all-member survey in early 2018, Arrow quickly charted our brand platform and provided hearty recommendations for how we could achieve our objectives of being a strong and healthy brand. Our leadership appointed a Brand Implementation Task Force to carry forth the recommendations in the brand assessment report and provide oversight in the creative process.

Over the past several months, the Brand Implementation Task Force has worked with staff and Arrow to finalize the refresh of our visual identity as a brand family of state and chapter programs, services and benefits for members, prospective members and the public. We're thrilled to share some of the highlights of what you'll see unfold as we revamp our marketing, messaging and communications across the state.

TSCPA is Now TXCPA

Right away we're sure you'll notice a change in our logo and in our acronym. This exciting change from TSCPA to TXCPA clearly shows who we connect, protect and advance – Texas CPAs. Not only did this give us a chance to show our Texas pride, this update also helps distinguish us from the Texas State Board of Public Accountancy (TSBPA) and the Tennessee Society of CPAs (also TSCPA).

This isn't a change to our name. We're still the Texas Society of CPAs. We're just giving our acronym a Texas-sized update. Other exciting updates to our logo include fresh, dynamic colors that still carry on our traditional use of blues; a star in the A that gives a nod to being known as the Lone Star State; and bold representation of CPA, three letters that make our members and us stand out.

Chapter Names Extend the Brand Family

TXCPA's brand family includes our 20 local chapters who extend our reach to every corner of the state. Chapters are vital to the success and future of TXCPA, giving members a place to connect locally and serve their communities. The brand refresh provides us with an excellent opportunity to carry our brand identity statewide with chapters. Chapter names strengthen the brand with the use of TXCPA. For example, the Houston CPA Society is referenced TXCPA Houston and the Brazos Valley Chapter of the Texas Society of CPAs is now simply TXCPA Brazos Valley. Concise, clear and consistent across this great state.

What Does This Mean for Members?

We continue to strive to provide members with the best experience possible – in every interaction. This refresh will help us remain relevant and magnetic to future CPAs, which will help us continue to grow and stay strong as the organization that was created more than 100 years ago to connect, protect and advance Texas CPAs. We hope you'll be proud to promote your membership in TXCPA and that you'll find our new look and feel to be reflective of a vibrant organization you're proud to call your professional home.

Watch this <u>video</u> about the brand launch. Have any questions? Contact us at chapter@houstoncpa.org.

WORK-LIFE BALANCE

The hustle and bustle of busy season is upon us. Work-life balance can become easier to neglect than we would like to admit. How do we keep a healthy balance? We talked to two of our members on how they survive such a busy time of the year. Read their stories.







Why is work-life balance important to you?

I find work-life balance is important in order to reduce stress and prevent workplace burnout. Being in an industry where client service and deadlines can dictate much of our time, it is important to dedicate time for yourself and to also stay connected to family and friends. Maintaining these connections can help you stay engaged both during work and during personal time.

What challenges do you face with keeping a work-life balance?

As companies embrace the technological age and work is no longer restricted to the office, the ability to work remotely can be both a benefit and a burden. Being easily accessible can make for a longer work day or week. I sometimes have to remind myself that it is OK to leave work at work and stay present in the moments that are away from the office.

What successes have you accomplished with work-life balance?

I have found that when you are able to balance the two, you tend to be reliable to those who need you. You are able to meet personal commitments to family and friends and you are also available to take care of workplace needs. The requirement to sacrifice one for the other becomes a less difficult decision to make.

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Why is work-life balance important to you?

I think maintaining a work-life balance has helped me enjoy my time in public accounting. It's no surprise that at Big Four you are expected to work late hours throughout the year. However, management is encouraged to provide flexibility, and I think it makes for a happier and more effective working environment.

What challenges do you face with keeping a work-life balance?

Sometimes in public accounting you can feel guilty for taking time to yourself, especially during busy season. However, I've learned the hard way that if I don't prioritize my health and ask for flexibility, I become frustrated at work. The few times, I have been unhappy at work, it's been because I've put my health on the back burner.

What successes have you accomplished with work-life balance?

I have had the opportunity to volunteer with organizations I am passionate about and I have served on various committees both at work and outside of work. This has been possible thanks to the effective communication I've had with my managers. I've expressed to them how important it is to me that I maintain my hobbies outside of work. Everyone at the firm has been very supportive.

Member News

EXPANDED LEADERSHIP TEAM ANNOUNCED AT GOODMAN FINANCIAL







Charlotte Jungen, CPA, CFP

Chris Matlock, CPA, CFA

We are excited to announce the promotion of Charlotte Jungen, CPA, CFP® to Director of Financial Advisory Services and the promotion of Chris Matlock, CPA, CFA to Chief Investment Officer. They join company President, Steve Goodman, CPA, CFP®, and Executive Vice President, Paul Brill to form the leadership team. As our firm continues to grow and expand, changes have been made to the leadership to reflect the direction we want to continue moving in. These changes are effective immediately.

"These changes, along with large investments in new technology (software, hardware and data access), are part of our efforts to provide client service and investment results that help our clients accomplish their goals. Specific to the above promotions, they are in recognition that an organization should place into key positions the team members best capable to serve in those roles, "says Steve Goodman, President of the firm.

Both individuals are more than capable of their new responsibilities and come with ample experience and knowledge. Charlotte has been with the firm since 2013 and has over 20 years of experience in financial planning, investment management, and accounting services. Chris has been with the firm since 2017 and has over 25 years of experience in investment management. Both have been an asset to the team in their tenure, and we have confidence they will thrive in their new roles.

As a firm, we are always available for comment or to assist in the following areas:

- Retirement planning and financial advisory subjects
- Tax-efficient investment planning
- Translating what is happening in the market

Visit our website with any questions or inquiries.

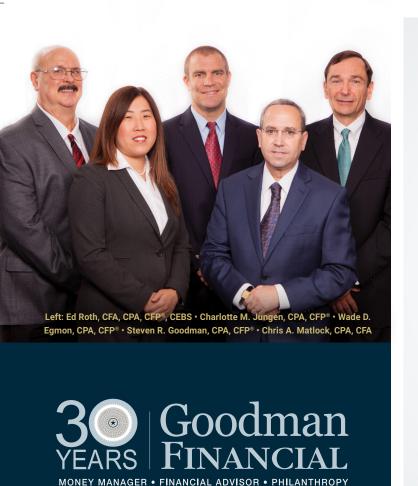
About Goodman Financial: We are a 14 person fee-only investment management and financial advisory firm that has no affiliation with any insurance company, bank, mutual fund or brokerage firm. Our independent model and high ethical standards focuses on keeping our clients' goals as our top priority in all of the investment decisions that we make. Beyond our commitment to our clients, we are also committed to philanthropy and giving back to our community. This Firm is not a CPA Firm.

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.

At Goodman Financial, we speak your language. While tax and accounting services are your specialty, we focus solely on financial advisory and investment management. As fee-only fiduciaries, we provide these services in a tax-efficient manner, in coordination with our clients' CPAs. Our goal is to work with you in serving your clients.

This firm is not a CPA firm.

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