

THE **NATURAL STATE**  
OF **ACCOUNTING**



**Issue 7/July 2022**

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**Accounting & Auditing Conference  
August 18-19**

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**2022 Annual Members  
Meeting & CPE**

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**Emerging CPA Spotlight**

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**The ARCPA office will be closed  
July 4, 2022, in observance of  
Independence Day**



Arkansas Society of  
Certified Public Accountants

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### Accounting & Auditing Conference

August 18-19, 2022

Hot Springs Convention Center  
16 Hours CPE

**Early Fee: \$350 M, \$450 NM**  
*\*increases \$30 after 8/4/22*

### Governmental Accounting Conference

September 1, 2022

ARCPA Conference Center  
8 Hours CPE

**Early Fee: \$225 M, \$325 NM**  
*\*increases \$30 after 8/17/22*

H

### Industry, Commerce & Banking Conference

September 22-23, 2022

ARCPA Conference Center  
16 Hours CPE

**Early Fee: \$275 M, \$375 NM**  
*\*increases \$30 after 9/8/22*

H

### Arkansas Federal Tax Institute

November 3-4, 2022

ARCPA Conference  
16 Hours CPE

**Early Fee: \$275 M, \$375 NM**  
*\*increases \$30 after 10/20/22*

H

### Fraud Conference

November 10, 2022

ARCPA Conference Center  
8 Hours CPE

**Early Fee: \$225 M, \$325 NM**  
*\*increases \$30 after 10/27/22*

H

### Agriculture Conference

November 16, 2022

Virtual Only  
8 Hours CPE

**Early Fee: \$250 M, \$350 NM**  
*\*increases \$30 after 11/2/22*

H

Indicates Hybrid event; offering in-person and virtual attendance options.

# June-August Seminars

Date	Course Title (Acronym) of Study	Field CPE	Hours	Location	Early Bird Fee	Standard Fee
<b>JUNE</b>						
8	Fraud Basics: Protecting the Company Till (8:30am-12:00pm) (DRF4)	AA	4	VIRTUAL-ONLY	Member \$165 Non-member \$215	Member \$175 Non-member \$225
8	Ethical Considerations for CPAs (1:00pm-4:30pm) (ETH4)	ET	4	VIRTUAL-ONLY	Member \$165 Non-member \$215	Member \$175 Non-member \$225
21	Forensic Accounting: Fraud Investigations (FAFI)	AA	8	ARCPA	Member \$245** Non-member \$345**	Member \$275** Non-member \$375**
23	Financial Reporting for Not-for-Profit Entities (8:30am-12:00pm) (CL4NFPF)	AA	4	VIRTUAL-ONLY	Member \$165 Non-member \$215	Member \$175 Non-member \$225
23	Governmental and Not-for-Profit Accounting and Auditing (1:00pm-4:30pm) (CL4GNP)	GOV/AA	4	VIRTUAL-ONLY	Member \$165 Non-member \$215	Member \$175 Non-member \$225
28	Breaking Down the Auditor's Report for non-ERISA Plan Private Entities (AURPT)	AA	8	VIRTUAL-ONLY	Member \$245** Non-member \$345**	Member \$275** Non-member \$375**
29	Audits of ERISA Plans, with a Focus on 401(k) Plans (AUEBP)	AA	8	VIRTUAL-ONLY	Member \$245** Non-member \$345**	Member \$275** Non-member \$375**

<b>JULY</b>						
19	Social Security and Medicare: Maximizing Retirement Benefits (8:30am-12:00pm) (CL4SSM)	TX	4	VIRTUAL-ONLY	Member \$165 Non-member \$215	Member \$175 Non-member \$225
19	Reviewing Individual Tax Returns: What Are You Missing? (1:00pm-4:30pm) (CL4ITRM)	TX	4	VIRTUAL-ONLY	Member \$165 Non-member \$215	Member \$175 Non-member \$225
20	Annual Update and Practice Issues for Preparation, Compilation, and Review Engagements (CORU)	AA	8	VIRTUAL-ONLY	Member \$245** Non-member \$345**	Member \$275** Non-member \$375**
21	Reviewing S Corporation Tax Returns: What Are You Missing? (8:30am-12:00pm) (CL4STRM)	TX	4	VIRTUAL-ONLY	Member \$165 Non-member \$215	Member \$175 Non-member \$225
21	Reviewing Partnership Tax Returns: What Are You Missing? (1:00pm-4:30pm) (CL4PTRM)	TX	4	VIRTUAL-ONLY	Member \$165 Non-member \$215	Member \$175 Non-member \$225
26	Applying Uniform Guidance in Your Single Audits (INUG)	AA/GOV	8	VIRTUAL-ONLY	Member \$245** Non-member \$345**	Member \$275** Non-member \$375**

<b>AUGUST</b>						
22	Forecasting for Improved Profits, Working Capital, and Decision Analysis (8:30am-12:00pm) (CL4FFMD)	OT	4	VIRTUAL-ONLY	Member \$165 Non-member \$215	Member \$175 Non-member \$225
22	Finance Business Partnering: The Changing Finance Function and Technology Impacts (1:00pm-4:30pm) (CL4FFT1)	OT	4	VIRTUAL-ONLY	Member \$165 Non-member \$215	Member \$175 Non-member \$225
29	Annual Update for Controllers (SKSB)	OT	8	ARCPA	Member \$245** Non-member \$345**	Member \$275** Non-member \$375**

Date	Course Title (Acronym) of Study	Field CPE	Hours	Location	Early Bird Fee	Standard Fee
<b>SEPTEMBER</b>						
27	Accounting and Auditing Update for Small Businesses (SMBZ)	AA	8	VIRTUAL-ONLY	Member \$245** Non-member \$345**	Member \$275** Non-member \$375**
28	Accounting and Reporting for Not-for-Profit Organizations (FSNPO)	AA	8	VIRTUAL-ONLY	Member \$245** Non-member \$345**	Member \$275** Non-member \$375**
29	Advanced Controller and CFO Skills (ACCS)	OT	8	ARCPA	Member \$245** Non-member \$345**	Member \$275** Non-member \$375**

## ARCPA CONFERENCE GROUP PRICING

Have multiple people from your firm/company wanting to attend the same conference?

Register three or more people from the same firm/company for the same conference and receive a group discount! To take advantage of the ARCPA's Conference Group Pricing just fax, mail, or email your registration form with the list of attendees. Questions? Please contact Stephanie Tanner at 501-664-8739 or [stanner@arcpa.org](mailto:stanner@arcpa.org).

Accounting & Auditing Conference	\$25 off / person
Governmental Accounting Conference	\$15 off / person
Industry, Commerce & Banking Conference	\$25 off / person
Arkansas Federal Tax Institute	\$25 off / person
Fraud Conference	\$25 off / person
Agriculture Conference	\$15 off / person

### Group Pricing Terms & Conditions:

- To receive the group discount, all individuals must be registering for the same conference.
- Payment is required with registration to receive the group discount.
- Group discount is only valid for ARCPA Conferences.
- Only ARCPA members may qualify for the group discount.
- Non-members may apply for membership to receive the group discount.
- All individuals must be listed at the time of registration.
- Programs excluded: Educators' Conference

# Looking for more CPE?

## Webinars and Webcasts

ARCPA partners with several CPE vendors to offer a wide variety of webinars & webcasts throughout the year. To search the listing of webinars & webcasts, visit our Online Course Catalog.

## Self-Study

If you enjoy the convenience of earning CPE at your own pace and on your own schedule, Surgent's Self-Study CPE courses are the perfect choice. To browse Surgent's Self-Study courses or to register, please visit the Self Study section of the ARCPA website.

## Surgent CPA Packages

Choose which package suits you best and enjoy unlimited access! For complete details or to buy a CPE package, please contact Stephanie Tanner at [stanner@arcpa.org](mailto:stanner@arcpa.org)

### Surgent's Unlimited Webinar Package

ARCPA Member Price: \$425

- Unlimited 2020 access to 1200 live webinars

### Surgent's Unlimited Self Study Package

ARCPA Member Price: \$299

- 12 months of unlimited access to 200+ downloadable PDF courses

### Surgent's Unlimited Plus Package

ARCPA Member Price: \$595

- 12 months of unlimited access to all live webinars, PLUS unlimited access to all self-study courses

## Ways to Save on CPE

### Save \$30: Early Bird Discount



Register early and save! To qualify for the Early Bird discount, your registration (with payment) must be received by the ARCPA 14 days prior to the program.

### Save \$30: AICPA Member Discount



Are you an AICPA Member? You can save \$30 on all eight-hour AICPA courses! Look for the notation \*\* on eligible courses.

### Save up to \$200: ARCPA Member Discount



ARCPA Members save big on CPE! Members can save \$50 on four-hour CPE, \$100 on eight-hour CPE, and \$200 on sixteen-hour CPE.



# Group Pricing Registration

Conference Name \_\_\_\_\_

Firm Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email\* \_\_\_\_\_

*\*Payment receipt will be sent to this valid email address*

## Employee Information:

Name	Email Address	Fee	Group Discount
1. _____	_____	_____	- _____
2. _____	_____	_____	_____
3. _____	_____	_____	_____
4. _____	_____	_____	_____
5. _____	_____	_____	_____
6. _____	_____	_____	_____
7. _____	_____	_____	_____
8. _____	_____	_____	_____
9. _____	_____	_____	_____
10. _____	_____	_____	_____

Subtotals \_\_\_\_\_

*The Early Bird Price applies only when registering at least 14 days prior to the course or conference.* Total Amount Enclosed \_\_\_\_\_

## Group Pricing Terms & Conditions:

- To receive the group discount, all individuals must be registering for the same conference.
- Payment is required with registration to receive the group discount.
- Group discount is only valid for ARCPA Conferences.
- Only ARCPA members may qualify for the group discount. Non-members may apply for membership to receive the group discount.
- All individuals must be listed at the time of registration.
- Programs excluded: End of Busy Season CPE & Fish Fry, Educators' Conference

## Cancellation Policy:

Full refund, less a \$10 service charge will be made if notice of cancellation is received at least 60 days prior to the course or conference date. Full refund, less a \$25.00 service charge will be made if notice of cancellation is received between 10 and 60 days prior to the course or conference date. NO REFUND WILL BE MADE IF NOTICE OF CANCELLATION IS RECEIVED LESS THAN 10 DAYS PRIOR TO THE COURSE OR CONFERENCE DATE.

Registration with Payment by mail: ARCPA, 11300 Executive Center Drive, Little Rock, AR 72211-4352

Registration with Credit Card payment: FAX: (501)664-8320 PHONE: (501)664-8739 or (800)482-8739 in Arkansas  
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# Notice of ARCPA Annual Members' Meeting and CPE

**Thursday, August 16, 2022, 12:00 Noon**  
*(A member only event)*

Presentation of Member Awards

Report of the Nomination's Committee  
 Election of a slate of Officers and Directors

Approval of Proposed Bylaws Changes  
[View Proposed Bylaws Revisions](#)

**Register Today**

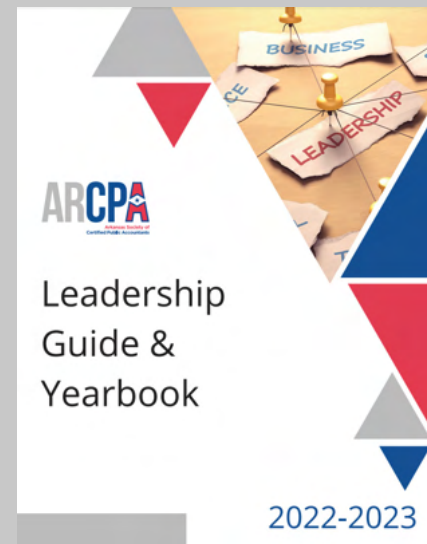
1 CPE Credit

## ARCPA Student Education Fund

Each year the Student Education Fund awards scholarships to qualifying accounting majors attending four-year colleges and universities in Arkansas. The Student Education Fund is supported entirely by contributions. It is a 501(c)(3) non-profit corporation, and gifts to the Student Education Fund are tax deductible.

**DONATE TODAY!**

For more information contact Robin Harris, [rharris@arcpa.org](mailto:rharris@arcpa.org)



The Leadership Guide and Yearbook is an informative resource for ARCPA Boar Members, Chapters, and Committees. The publication contains information and a list of members serving in leadership roles committees, and chapters of the current year.

View or Download now: [www.arcpa.org/publications](http://www.arcpa.org/publications)

To request a printed copy of the booklet, please contact Robin Harris by email to [rharris@arcpa.org](mailto:rharris@arcpa.org)

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# ACCOUNTING EDUCATORS CONFERENCE WRAP-UP

19th Annual

Arkansas Society of CPAs 19th Annual Accounting Educators Conference was held Wednesday, May 18, 2022. Forty accounting educators from various two and four-year colleges and universities attended this virtual event. The conference offered an opportunity for accounting educators to hear discussions on current issues, trends, and teaching strategies and share ideas and concerns. This year's conference agenda featured individual presentations offering attendees up to 7.5 CPE credit hours.

## Special Thanks to the Planning Task Force:

Dwayne Powell	Arkansas State University
John Robertson	Arkansas State University
Jane Adams	Henderson State University
Keya Simon	Philander Smith College
JaLynn Thomas	University of Arkansas
Kriste Flowers	University of Arkansas Pine Bluff
Ashley Phillips	University of Central Arkansas
Charles Wu	University of Central Arkansas

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# 27th Annual Mac & Barbara Angel Memorial Golf Tournament Wrap-up

Fifteen teams competed in the 27th Annual ARCPA Mac & Barbara Angel Memorial Golf Tournament on May 23, 2022 at Maumelle Country Club near Little Rock. Tournament Co-Chairs were Michael Pierce and Taylor Stockemer. All net proceeds from the tournament are awarded as scholarships by ARCPA Student Education Fund, a 501(c)3 non-profit corporation.

## FIRST FLIGHT

**1st Place** Don Rodgers, Joey Rector, Joel Chiliono, Austin Harmon  
(\$75 gift certificate per player) Score 53

**2nd Place** Barrett Belew, Cody Griffin, Shawn Richardson, Craig Vick  
(\$50 gift certificate per player) Score 55

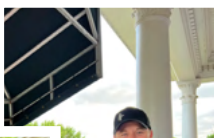
## SECOND FLIGHT

**1st Place** Jeff Johnson, Austin Crain, Lee Maris, Baker Cunningham  
(\$75 gift certificate per player) Score 63

**2nd Place** Chase Haynes, Zach Byars, Calvin Motley, Ashton Rainey  
(\$50 gift certificate per player) Score 64

**CLOSEST TO PIN** John Edwards (\$50 gift certificate)

**LONGEST DRIVE** Jennifer Welch and Justin McCarty  
(\$50 gift certificate)



**Thank you to the tournament sponsors!**

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## ARCPA 2022 PROXY BALLOT

A vote will be taken on the following items at the virtual **ARCPA Annual Members' Meeting on August 16, 2022**. Please complete the attached form and return it to the Society office so that we may have an official quorum for the meeting.

The ARCPA Nominations Committee presents the following Slate of Officers and Directors for the term commencing 4/1/2023:

Vice Chair – **Deana A. Infield**, CPA, Landmark PLC CPAs, Fort Smith  
Term as Chair 4/1/2025 – 3/31/2026 (*four-year term begins April 1, 2023*)

Director – **A. Ross Baldwin**, CPA, Arkansas Legislative Audit, Alma  
Term 4/1/2023 – 3/31/2026

Director – **David A. Vaden**, CPA, EY LLP, Rogers  
Term 4/1/2023 – 3/31/2026

Director – **Lou Anne Emrich**, CPA, Emrich & Scroggins LLP, El Dorado  
Term 4/1/2023 – 3/31/2026

The ARCPA Board of Directors is proposing one change to Article VI.1.2 of the current Bylaws. This change can be viewed on the Society's website at [https://www.arcpa.org/writable/files/Bylaws/proposed\\_bylaws\\_-\\_8-16-2022.pdf](https://www.arcpa.org/writable/files/Bylaws/proposed_bylaws_-_8-16-2022.pdf)

## PROXY BALLOT

- ( ) I approve the Slate of Officers and Directors with terms commencing 4/1/2023 as presented.
- ( ) I do not approve the Slate of Officers and Directors with terms commencing 4/1/2023 as presented.
  
- ( ) I approve the proposed ARCPA Bylaws changes as presented.
- ( ) I do not approve the proposed ARCPA Bylaws changes as presented.

**ONLY CERTIFIED MEMBERS ARE ELIGIBLE TO VOTE**  
**ON SOCIETY BUSINESS**

\_\_\_\_\_  
*Signature*

\_\_\_\_\_  
*Print Name*

Please email [mmoffitt@arcpa.org](mailto:mmoffitt@arcpa.org) or fax to ARCPA at (501) 664-8320 by **August 15, 2022**

**Register to attend the virtual Annual Members' Meeting**  
<https://www.arcpa.org/cpe/catalog/031996ST:arcpa-annual-business-meeting-free-1hour-cpe>

# From the Board Room

The following issues were covered in the May 13, 2022 Officers and Directors Meeting, held in Little Rock:

- Welcomed six new Board members. Reviewed Board responsibilities and administrative committee assignments.
- Received the quarterly Lobbyist report.
- Received a report from the Arkansas State Board of Public Accountancy regarding pending rules changes.
- Heard a presentation on Reputation Management and Public Trust.
- Reviewed and approved financial statements for the period ending March 31, 2022.
- Reviewed and approved the Membership Report as of March 31, 2022, including 24 resignations, 4 Life membership applications, and contributions of \$100 each into the Student Education Fund in memory of 4 recently deceased members.
- Heard reports from the Executive Committee and the Political Action Committee.
- Heard reports from the Northwest and Western Chapters.



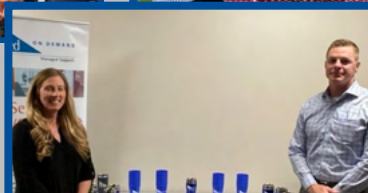
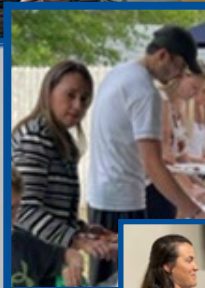
The next scheduled Board of Directors' Meeting will be held at 1:00p.m. on Wednesday, September 21, 2022, at the ARCPA Offices in Little Rock.



## LEADERSHIP CONFERENCE AND FISH FRY WRAP-UP

ARCPA hosted a Leadership Conference on Friday, May 13 at the ARCPA Conference Center in Little Rock. The event offered four hours of CPE, led by Scott Dutile of Dale Carnegie Training who presented on Return to Leadership. The event was followed by a catered fish fry. Attendees were able to play baggo and network with each other.

Special thanks to each of the event sponsors!



# AICPA Spring Council Wrap-Up

By Elizabeth A. (Beth) Smith, Outgoing AICPA Council Representative



L to R: AICPA Outgoing Council Rep, Beth Smith; ARCPA Past Chair, Joseph Rugger; ARCPA Executive Director, Marsha Moffitt; ARCPA Chair, Gina Moran; and AICPA Incoming Council Rep, Randy Milligan

In May, we traveled to Austin, Texas, to attend the first in-person AICPA Council Meeting in a few years. We were last together in 2019 in Seattle for the AICPA Fall Meeting of Council. It was great to see fellow colleagues from around the country! The Council meetings are always interesting and informative. We come away with a fresh perspective on the profession and what the AICPA is doing to handle the constant changes we face.

The Arkansas Society was represented by Gina Moran, Chair of the ARCPA Board of Directors; Joseph Rugger, Past Chair of the Board; Randy Milligan, Incoming AICPA Council Representative; Beth Smith, Outgoing AICPA Council Representative; and Marsha Moffitt, ARCPA Executive Director/CEO.

There were three major takeaways from the meeting:

- The ESG movement (Environmental, Social and Governance) has moved to the forefront of the market;
- DEI (Diversity, Equity and Inclusion) continues to grow; and
- The pipeline for our profession.

In the area of ESG, the AICPA is advocating for global standards, positioning the profession's role in controls, measurement, internal decision making, external reporting, and assurance. While doing that, the AICPA will support businesses and firms of all sizes with implementation of these items. They will also provide tools, learning, and thought leadership to accomplish the stated goals of ESG.

We still have a long way to go in the Diversity, Equity, and Inclusion space. Diversity is more visible with every meeting we attend, but only 14 percent of our profession is represented by minorities. The onus is on us to make intentional decisions and take actions that make

our workplaces more representative of the clients and communities we serve.

Almost every discussion between CPAs at the Council meeting involved some sort of exchange about the pipeline and the effect it is having on the profession. There are several major items that are impacting the pipeline:

- A decline in the undergraduate population;
- A decrease in accounting graduates which leads to fewer CPA exam candidates; and
- Firms are hiring fewer accounting graduates and more non-accounting graduates.

We have a lot of opportunities to improve these areas. Begin talking to students before they reach college and present them with the various paths a CPA can take in their career, away from the standard audit or tax positions. Provide meaningful internship programs in cooperation with universities that will help eliminate some of the obstacles in obtaining the CPA license. Promote the accounting profession as part of the STEM curriculum. To a great extent, the ability to solve some of the pipeline issues is on us.

“Inspiration through Uncertainty” is how we can view the last couple of years and how we can move forward through the next several years. The CPA profession continues to retain the trusted advisor status. We must do everything we can to maintain that status. The reality of the changing world requires us to continue raising the bar on innovation, standards, trust, and integrity amid disruption.

Thank you for allowing me to serve as the AICPA Council Representative for the ARCPA for the last three years. It has truly been my honor and pleasure to serve in this capacity.



# BLUEBERRY'S CLUBHOUSE

## NEW SEASON BEGINS JULY 8!

“Blueberry’s Clubhouse” – the original pre-K-2 children’s program featuring Blueberry, a curious puppet guide, and her friends at Camp Onomatopoeia participating in fun, engaging and insightful summer activities across The Natural State – returns to Arkansas PBS with an all-new third season Friday, July 8, at 9:30 a.m. The series, produced in partnership with the Arkansas Museum of Fine Arts, will air each Friday morning at 9:30.

Visit [myarpbs.org/blueberry](http://myarpbs.org/blueberry) for more information.



### SUMMER LEARNING

8:30-11:30 a.m.  
MONDAY-FRIDAY  
[myarpbs.org/riseandshine](http://myarpbs.org/riseandshine)

Never miss an update. Scan to sign up.







## Welcome New Society Members!

The Arkansas Society of CPAs welcomes the following new members. Please take the time to welcome these members and invite them to society and chapter events.

To find members, visit <https://www.arcpa.org/my-arcpa/member-directory>

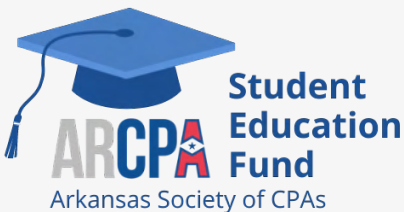
Learn more about our society and the benefits of membership at <https://www.arcpa.org/>

### CPA Members

**AUSTIN CHAMBERS**, Garland and Greenwood CPAs and Advisors, Bentonville  
**KATY E. ERICKSON**, Erwin & Company PA, Little Rock  
**SHERRY R. HICKMAN**, Hickman & Herron CPAs PLLC, Marianna  
**STUART C. HURST**, Frost PLLC, Fayetteville  
**TRACEY D. SHULTZ**, Hankins & Company CPAs, Fort Smith  
**NATHAN S. TALLEY**, Erwin & Company PA, Little Rock  
**GRANT WEBBER**, Frost PLLC, Little Rock  
**ZACHARY WILLIAMS**, HCJ CPAs & Advisors PLLC, Jonesboro  
**ZACHARY WINSTON**, Frost PLLC, Little Rock

### Associate Members

**SAMANTHA K. GOBLE**, Landmark PLC, Rogers  
**AUSTIN D. HICKS**, Landmark PLC, Fort Smith  
**DIMPI PATEL**, Rasco Winter Thomas Group, Little Rock  
**BROOKS TUELL**, HCJ CPAs & Advisors PLLC, Jonesboro



The Arkansas Society of CPAs accepts contributions to the Student Education Fund in memory of deceased members. To submit a memorial contribution, please send the name of the member in whose memory you are donating, along with payment to ARCPA Student Education Fund, 11300 Executive Center Drive, Little Rock, AR 72211-4352. For information, please contact Robin Harris [rharris@arcpa.org](mailto:rharris@arcpa.org)

# Meet Andrew Almand



## ARCPA Board of Directors Director

We would like to welcome Andrew Almand, CPA to our 2022-23 ARCPA Board of Directors. Almand is an Associate Professor of Accounting at Ouachita Baptist University in Arkadelphia, AR. He is a native of Prescott, AR, and alumnus of The University of Mississippi (Ole Miss) and Henderson State University.

Almand has been a member of the ARCPA for over 20 years. His favorite memories about the ARCPA are getting to teach CPE for the Society over the years and meeting other CPAs all over the state. "I'm quite certain serving on the Board will be another favorite memory!"

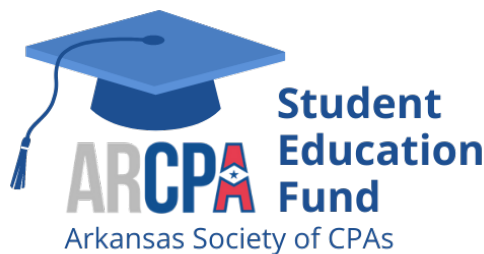
Almand enjoys reading and playing the piano. He has three children so band concerts and many ball games keep him busy in his free time.

### **Best advice for students about becoming a CPA, or taking the CPA Exam?**

Never stop learning! Finishing the exam does not mean you're finished; you're just really beginning. And that is exciting!

### **Why did you become a CPA?**

The reason I became a CPA was primarily for the endless opportunities in the workforce. I am naturally organized and inquisitive, so I was drawn to the profession anyway. But after I learned more about it and the opportunities available, I was sold! I've been in the profession now for almost 20 years and the opportunities are still there...and growing.



# *ARCPA Student Education Fund*

## Awards \$58,300 in Scholarships

*Since 2005, ARCPA Student Education Fund has awarded over \$ 724,000 in scholarships.*

The Arkansas Society of CPAs Student Education Fund recently held its annual meeting at the end of February to award scholarships. This year, the ARCPA Student Education Fund awarded a total of \$58,300 in scholarships to thirty-five accounting students attending Arkansas colleges and universities, who intend to sit for the CPA Exam.

Selections were made by the ARCPA Student Education Fund Board. The students' college or university accounting department chairs submitted the students' applications for consideration of the scholarships. The ARCPA Student Education Fund scholarship program rewards academic excellence and encourages promising accounting students to pursue careers as CPAs. The following students have been selected to receive scholarships for the 2022-23 academic year:

### **Arkansas State University**

Melanie Fortson	\$2,800 <i>in memory of Phil Jones</i>
Caitlin Cooper	\$1,600
Hayden Dulgar	\$1,600
Aamiyah McFadden	\$1,600
Hieu Vu	\$1,600
Taylor Willis	\$1,600

### **Arkansas Tech University**

Victoria Pack	\$1,800
Lauren LeRoy	\$1,600
LaTina Henstley	\$1,600

### **Henderson State University**

Savannah Henegar	\$1,800
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### **Hendrix College**

Nathan Evans	\$1,800 <i>in Memory of Barbara S. Angel</i>
Mary Claire Hopson Fox	\$1,600
Chaz Chiles	\$1,600
Jadyn Stewart	\$1,600

### **Southern Arkansas University**

Natalie Phillips	\$2,300 <i>in memory of William P. and Jane C. Cook</i>
Levi Pruitt	\$1,600

### **UA Fayetteville**

Emmanuel Akintade	\$1,800
Grant Rainwater	\$1,600
Braden Byrum	\$1,600
Nhu Tran	\$1,600
Ian Feazel	\$1,600
Alexandra Coulson	\$1,600

### **UA Fort Smith**

Natalie Durant	\$1,800
Elizabeth Johnson	\$1,600

### **UA Little Rock**

Rose Milnes	\$1,800 <i>in Memory of Lucian Shockey</i>
Emmaline Pilkington	\$1,600
Mayra Ramirez Lopez	\$1,600
Shuang Feng	\$1,600

### **UA Monticello**

Anna Wynn	\$1,800
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### **University of Central Arkansas**

Tristen Porter	\$1,800 <i>in Memory of Barbara S. Angel</i>
Macy Dillard	\$1,600
Lincoln Moses	\$1,600
Harris Felton	\$1,600
Ha Phan	\$400
Sarah Rogers	\$1,600

# Assisting Future CPAs through the Student Education Fund

Raising scholarship funds is a year-long endeavor. There are multiple opportunities for ARCPA members to donate to the ARCPA Student Education Fund at any point in the year, making it convenient to give back to the profession's future.

ARCPA members are encouraged to donate through one or more available ways to help the best and the brightest students enter the accounting profession.

## WAYS TO CONTRIBUTE

### Dues Check-Off

Members may donate directly through the annual membership dues statement, as a check-off with the payment. This easy and convenient process allows you to roll your contribution in with your membership renewal.

### Golf Tournament

The ARCPA annual golf tournament brings members and colleagues together for a fun-filled day of golf and friendly competition while raising funds for accounting scholarships. All net tournament proceeds are awarded as scholarships.

### Giving November

This fall, consider a contribution during the National Day of Giving on November 29, 2022.

### End of Year

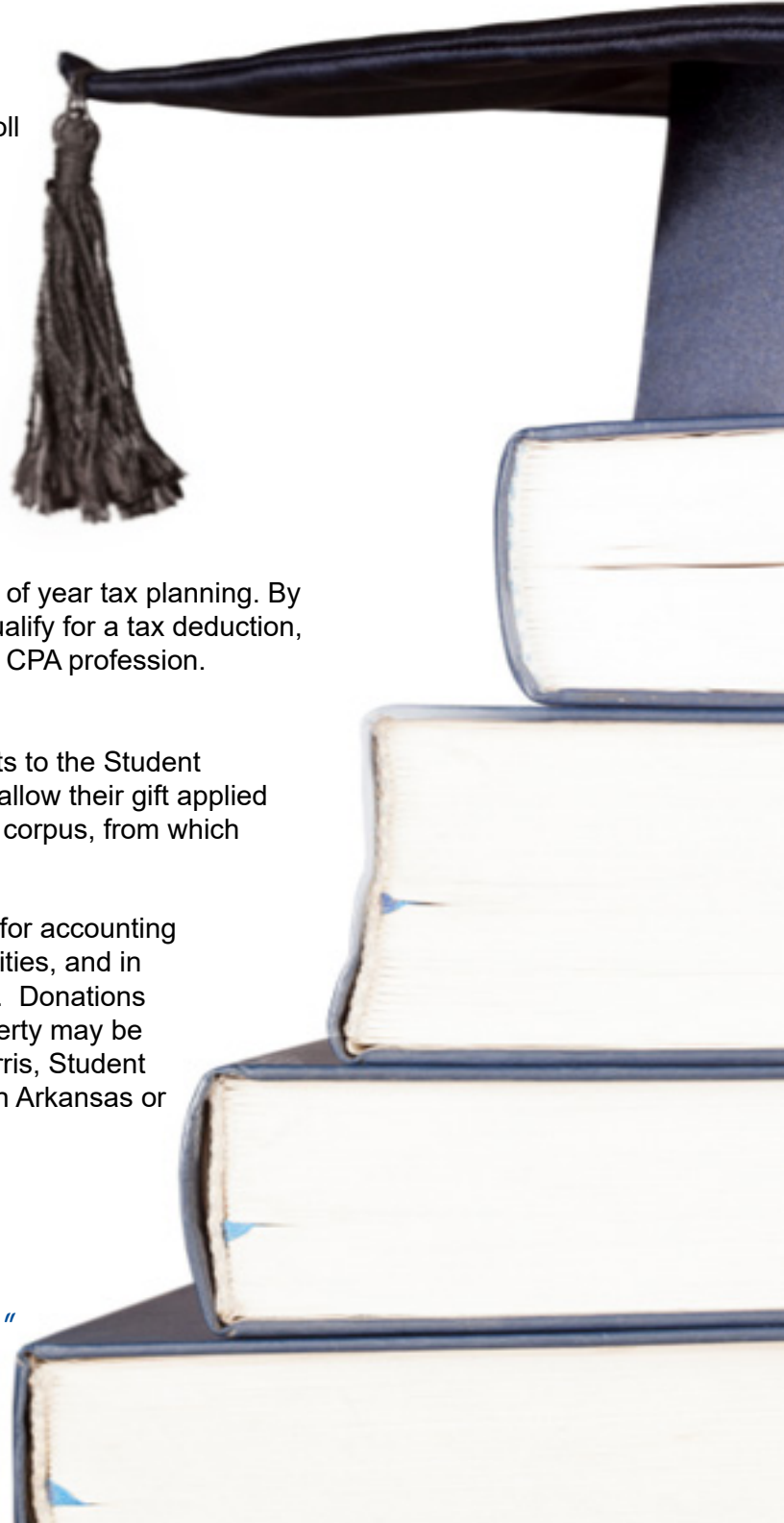
Please include the Student Education Fund during your end of year tax planning. By donating to the Student Education Fund, you will not only qualify for a tax deduction, but you will be making a wise investment in the future of the CPA profession.

### About the Student Education Fund

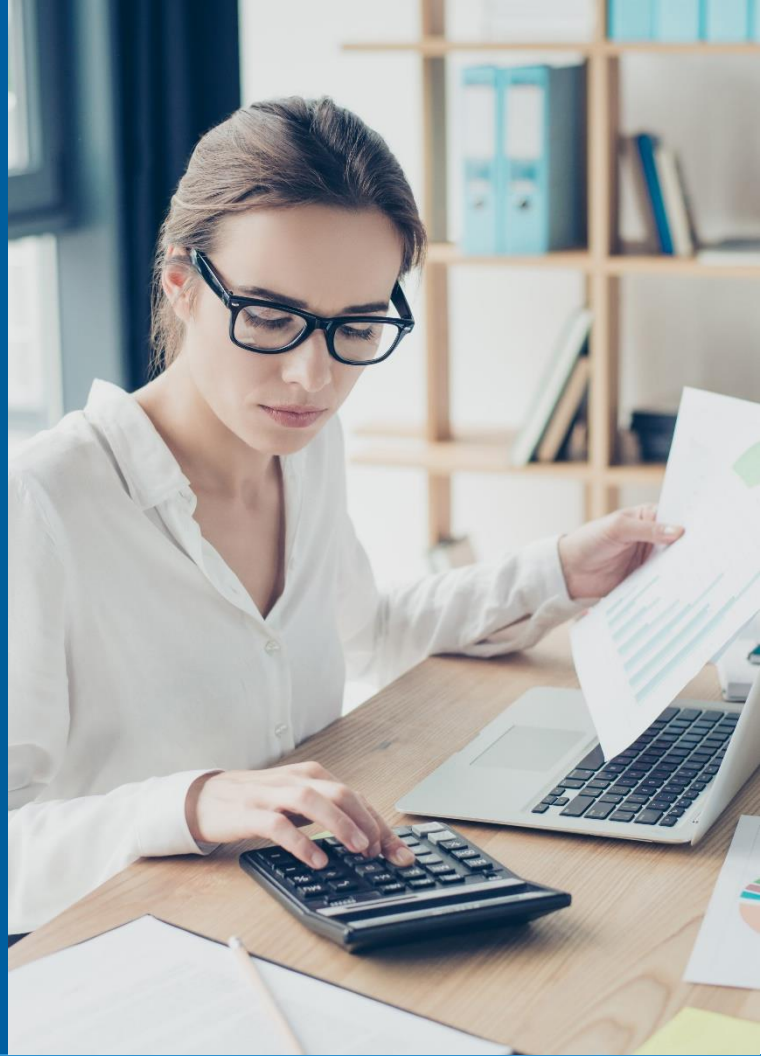
The Student Education Fund is a non-profit 501(c) 3 and gifts to the Student Education Fund are tax-deductible. Donors may choose to allow their gift applied toward the next scholarship awards or added to a perpetual corpus, from which awards are granted based on the annual interest earned.

The ARCPA Student Education Fund provides scholarships for accounting students attending Arkansas' four-year colleges and universities, and in turn, helps sustain the pipeline to the accounting profession. Donations of any size are welcomed. Cash, securities, and other property may be contributed. For more information, please contact Robin Harris, Student Education Fund Liaison at 501-664-8739 or 800-482-8739 in Arkansas or visit <https://www.arcpa.org/about/student-education-fund>.

*"With the help of this scholarship achieving my goals is made easier. Thank you for this award and helping make it possible for me to go through college debt-free."  
-Tristan Porter*



# Focused on the Insurance Needs of Arkansas CPAs



At McGriff Insurance Services, we know you have a lot of decisions to make when it comes to your business. That's why we offer solutions tailored to the needs of professionals, including specialized group-rated insurance products available only to members of the Arkansas Society of Certified Public Accountants (ARCPA). As the endorsed insurance provider of the ARCPA for more than 20 years, our experienced advisors will listen and help you discover what's best for your business.

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Professional Liability | Business Owner's Policy | General Liability | Building | Business Personal Property  
Workers' Compensation | Disability | Business Overhead Expense

The ARCPA member spotlight recognizes emerging CPAs 35 and younger who have notable professional achievements, ARCPA accomplishments on the state or chapter level, community contributions and/or dedication to the CPA profession. If you would like to be featured in our member newsletter and social media pages, please contact us at [membership@arcpa.org](mailto:membership@arcpa.org).

## Meet William (Will) Wood, CPA



This month we are excited to spotlight one of our emerging CPA members, William (Will) Wood. Wood has been a member of the ARCPA since 2014. He is a partner for Wood and Wood, Ltd. He is a native of Magnolia, AR, and an alumnus of Ouachita Baptist University.

### **What is your favorite memory of your involvement with ARCPA?**

My favorite memory of involvement with the ARCPA would probably be the 100-year Anniversary dinner. It was nice to get to meet accountants from across the state, especially those that have a shared history with our firm. Hearing from Governor Hutchinson was nice, too.

### **What favorite activities/hobbies/volunteerism do you do in your spare time?**

This past year I've been President of the Magnolia Rotary Club which has taken up quite a bit of my spare time but has been a blast working with and getting to know fellow Rotarians from our club and across the state. When I'm not doing that, I'm volunteering at the Magnolia Arts Center, walking and playing with my dogs, traveling with my wife or taking pictures. What I really enjoy most however is just hanging out with friends and family, be it at our firm's weekly happy hour, a weekend crawfish boil, or online playing video games.

### **Best advice for students on taking the CPA Exam?**

Lock yourself away from distractions and find a comfortable place to study, if possible, without Internet.

### **Why did you become a CPA?**

Why not? I got my degree in accounting from OBU and becoming a CPA was the next logical step for me to take. I believe that it is the best path forward for any accountant to take as it opens far more doors than just having an accounting degree.

# Meet Kathryn Rogers, CPA



This month we are excited to spotlight one of our emerging CPA members, Kathryn Rogers. Rogers has been a member of the ARCPA since 2015. She is the Chief Financial & Administrative Officer for Independent Case Management Inc. She is a native of Little Rock, AR, and an alumna of The University of Arkansas Fayetteville.

## **What is your first experience or favorite memory of your involvement with ARCPA?**

I was able to start serving in a leadership capacity with ARCPA soon after becoming a member. My favorite memory is when I chaired the planning committee for the ARCPA Women's Leadership Summit and was able to gather speakers and leaders from across the state, from various industries and backgrounds, to come speak to our group. It was very empowering!

## **What favorite activities/hobbies/volunteerism do you do in your spare time?**

My two boys (age 5 and 2) take up most of my spare time right now. When I'm not at the tee ball field or soccer field, my hobby is photography. I own and operate a family photography business on the side.

## **Best advice for students about becoming a CPA, or taking the CPA Exam?**

Perseverance is key. Looking back, it is all about time and effort spent on studying for the exam. You have to be able to clear all other distractions and background-noise going on in your life, and truly dedicate yourself to studying and passing. From personal experience, failing a section of the CPA exam on the first attempt is humbling and devastating. But you have to jump right back in and hit the books harder for the next try. Time-management strategy is crucial if you're taking the exam while working at the same time. I remember very early mornings studying for the exam before walking into a 12-hour workday. Applying yourself 100% to studying is my best advice.

## **Why did you become a CPA?**

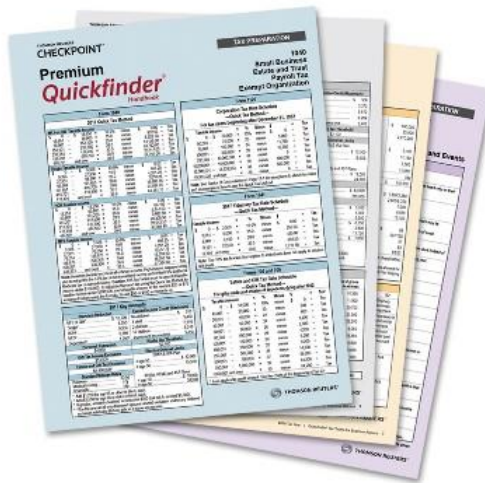
I became a CPA because I saw it as a way to open doors. I knew at the onset that I wasn't going to practice public accounting as a life-long profession. But, I wanted to gain valuable experience in the public accounting world, using my newly-earned CPA license, and see where it could take me. Through that public accounting experience, my passion for nonprofit work was born and I've been working in the nonprofit sector ever since.

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**\*Savings of up to 10% applies to new PPC/RIA Print orders placed by April 15, 2023. Savings promotion excludes Checkpoint, Quickfinder, and Checkpoint Learning CPE and may not be combined with any other offers.**





# Members on the move

## Joseph (Joe) Wheeler joins Garland and Greenwood CPAs and Advisors, PLLC



Garland & Greenwood CPAs and Advisors, PLLC is excited to announce the addition of Joe Wheeler to their firm. Joe joins G&G in a Director role who will work in both tax and A&A areas.

Joe has been in public accounting since graduating from UCA and most recently worked for another public

accounting firm in Jonesboro.

Joe serves on the Board of the ARCPA as well as the Food Bank of Northeast Arkansas. He is married with two children who keep them very busy. Joe will be leading Garland & Greenwood's newest office opening in Jonesboro.

Garland & Greenwood CPAs and Advisors, PLLC, headquartered in Little Rock, also has offices in Hot Springs, Conway, and Bentonville.

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## Justin Avery named Rock Region Metro CEO



Rock Region Metro Chief Financial Officer Justin Avery has been named as the agency's next CEO by the Metro Board of Directors. He has been serving as interim CEO following the departure of Charles Frazier who resigned from that role toward the end of 2021.

Avery has ten years of experience at Rock Region Metro. He served two years as a staff auditor at Craft, Veach & Company before joining Rock Region Metro. Avery graduated from Hendrix College with a master's degree in accounting, Avery is a certified public accountant. He is a graduate of the Leadership Greater Little Rock Class XXXIII and a member of numerous professional organizations including the American Institute of Certified Public Accountants, Government Finance Officers Association, Arkansas Government Finance Officers Association and Arkansas Society of Certified Public Accountants.

"After a nationwide search, we were delighted that Justin Avery has the innovation, leadership, transit knowledge and financial acumen needed to continue Rock Region Metro's current trajectory," said Erin Parker, Metro board director and personnel committee chairwoman.

Nicole Hart, Metro Board of Director chairwoman, added, "Justin is a proven leader who shares Rock Region Metro's commitment to excellence for all passengers. The board is confident Justin will realize the full potential of an equitable, reliable and cost-efficient transit system for all communities in Central Arkansas that depend on Metro."

Avery was one of three finalist candidates who completed a vetting process managed by consulting firm Baker Tilly US, LLP, and the Metro Board of Directors personnel committee. Finalists were selected among seven semi-finalists by the personnel committee last month and then interviewed in person May 19.

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## ARCPA MARKETPLACE

### ARCPA Marketplace has the Latest Listings

You can view classifieds and job postings or create your own! Options for posting a job or classified are 30, 60, or 90 days. All listings are subject to review by ARCPA staff and will become active once approved (usually within 2 business days).



**Check out postings like this one, at Neil Deininger & Company, for a Tax CPA.** Highly analytical and motivated CPA with 3-5 years of tax return preparation experience sought by small Little Rock law firm specializing in tax controversy. Firm represents clients with unique tax problems before the Federal (IRS) and State (DFA and DWS) taxing authorities. A strong familiarity with, and comprehensive knowledge of, the substantive tax law necessary for the preparation of income tax and payroll tax returns for individuals and entities is required. Significant education and training will be provided due to the niche practice of the firm.

Expected annual compensation once a level of expertise has been achieved in the range of \$130,000 to \$195,000; exact annual compensation may vary based on skills and experience. Benefits negotiable. Ideal candidate would be a CPA interested in pursuing a law degree while being employed. Please send resumes/cover letter to: [dfirm2015@gmail.com](mailto:dfirm2015@gmail.com)

View this full job listing and others under the Marketplace section at [www.arcpa.org](http://www.arcpa.org).

# 2022 ARCPA AWARDS

## Call for Nominations—by December 30



Each year the Arkansas Society of CPAs conducts an awards program to recognize and honor individual members' accomplishments in various areas of the accounting profession. ARCPA is now seeking nominations for its annual awards. Your input is needed to help us identify these exemplary leaders who may qualify to receive these awards. Nominations for the awards are accepted from the membership. Help us pay tribute to your fellow colleagues for their contributions to education, business and industry, or government, or who are active public service volunteers.

### **DISTINGUISHED ACHIEVEMENT IN ACCOUNTING EDUCATION**

This award recognizes full-time college accounting educators distinguished for excellence in teaching and for prominence in the accounting profession. The nominee should be a recently retired, or current accounting educator at a post-secondary educational institution.

### **OUTSTANDING CPA IN BUSINESS & INDUSTRY**

This award recognizes the achievements of CPAs who work in business and industry who have worked to blend information technology, financial decision making and progressive management techniques, helping his or her business move forward.

### **OUTSTANDING CPA IN GOVERNMENT**

This award recognizes the achievements of individual CPAs employed in federal, state, or local government. Through this award, the ARCPA recognizes an outstanding CPA who strives to promote the CPA designation as the premier professional credential for accounting, auditing and finance professionals in government.

### **OUTSTANDING EMERGING CPA**

This award recognizes a young CPA that is 40 years of age or younger, and/or that has passed the CPA Exam within the last ten years, who has made significant contributions to the accounting profession as well as the community at large. Service on at least one ARCPA committee is required. Exemplary leadership qualities and skills must be demonstrated, as well as volunteer service within the ARCPA, local chapter or community.

### **PUBLIC SERVICE AWARD**

This award recognizes CPAs who have distinguished themselves in public service activities at the local, regional, state or national level, and through this service have reflected credit upon the CPA profession.

### **PUBLIC SERVICE FOR FIRMS**

This award recognizes firms for their public service contributions on the local, state, or national level, to encourage more CPA firms to initiate or increase their community service activities, and reinforce the profession's reputation for commitment to public good.



### **2022 AWARD NOMINATION FORM**

**Name of Award:** \_\_\_\_\_  
\_\_\_\_\_

**Nominee:** \_\_\_\_\_

**Firm or Company of Nominee:** \_\_\_\_\_  
\_\_\_\_\_

**Your Name:** \_\_\_\_\_

**Your Phone Number:** \_\_\_\_\_

**Your Email:** \_\_\_\_\_

**Send to:**  
Arkansas Society of CPAs  
11300 Executive Center Drive  
Little Rock, AR 72211-4352  
Fax (501) 664-8320  
rharris@arcpa.org

or [Submit Online](#)

Once we receive the nomination, we will send instructions and a form for listing the nominee's various accomplishments.



# Marti Steel Selected for Outstanding CPA in Government Award



Martha (Marti) Steel has received the 2021 Arkansas Society of Certified Public Accountants (ARCPA) Outstanding CPA in Government Award. This award recognizes the achievements of individual CPAs in government service. In choosing the award winner, emphasis

is placed primarily on a candidate's contribution to the increased efficiency and effectiveness of their government organization and the growth and enhancement of the accounting profession.

Marti received her bachelor's in business administration from the University of Central Arkansas in 1987 and became a licensed CPA in 1990. Before starting work at ALA, Marti worked as a Revenue Agent with the Internal Revenue Service for four years. Marti has been employed with Arkansas Legislative Audit (ALA) since 1991 and has been instrumental in the following areas during her tenure with ALA.

She served for over six years as Deputy Legislative Auditor for counties and municipalities and over five years in a supervisor capacity. Marti has over 20 years of field audit experience, including auditing counties, cities, school districts, and higher education institutions. She is responsible for over 560 county and municipality audits. She leads a staff of over 160 auditors. Marti oversees the performance of audits and state compliance reports for 460 Arkansas municipalities, all 75 counties, and 28 prosecuting attorney offices and is involved in various special and investigative projects. Her guidance for ALA staff has been especially beneficial during the COVID-19 pandemic. Despite the challenges ALA faced, she led staff to complete their work more efficiently than ever and receive the best peer review in ALA's history.

Marti seeks opportunities through various local, state, and national organizations and has contributed to the following organizations:

- American Institute of CPAs
- Arkansas Society of CPAs
- Arkansas Government Finance Officers Association
- National State Auditors Association
- Arkansas Municipal League
- Association of Arkansas Counties

Marti has shared her expertise in best practices for county and municipality accounting with many organizations. She routinely speaks at training events for the Arkansas Municipal League, Association of Arkansas Counties, and Arkansas Government Finance Officers Association. She helps enhance the education of Arkansas Legislative Audit's local audit staff by participating in its annual continuing professional education seminar.

Marti strives to make a positive difference in government through her work at ALA. She approaches the profession's challenges enthusiastically and genuinely believes in improving state and local government. Marti works closely with the Arkansas Municipal League and Association of Counties to enhance local governments' accounting practices of public funds. Marti is willing to assist co-workers, the General Assembly, and the citizens of Arkansas.

ARCPA will formally recognize Marti Steel during the virtual Annual Business Meeting on August 16, 2022. Register online at [www.arcpa.org](http://www.arcpa.org) under Upcoming Events, or use the link below to sign up: <https://www.arcpa.org/cpe/catalog/031996ST:arcpa-annual-business-meeting-free-1hour-cpe>

Marti Steel will become the Arkansas nominee in the state-level category in consideration for the AICPA's Outstanding CPA in Government Award.



# Chance Locklear Chosen for Outstanding Emerging CPA Award

Chance Locklear, CPA, has been chosen for the Arkansas Society of Certified Public Accountants Outstanding Emerging CPA Award for 2021. The award recognizes an ARCPA member in good standing who is a new CPA who has passed the CPA Exam within the last ten years, or who is forty years or younger, who has made significant contributions to the Accounting Profession and the community at large. Nominees must also be a member of at least one ARCPA committee. Nominees for the award must demonstrate exemplary leadership qualities and skills. Volunteer service within the ARCPA, local CPA chapter, or the community is required.

Chance Locklear is a tax supervisor in the Fort Smith office of Landmark CPAs and has more than seven years of public accounting experience. Chance is a University of Arkansas Fort Smith (UAFS) graduate with a bachelor's degree in accounting and business administration. He earned his Certified Public Accountant license in 2019. Chance serves various clients, including small businesses. He was integral in assisting the firm's clients with Paycheck Protection Program (PPP) loans and other pandemic assistance programs. He has also been a resource for local banks as they have helped their customers navigate the PPP process.

During the COVID-19 pandemic, Chance took the lead in overseeing the firm's CARES Act task force, a team of staff that was in charge of keeping up with the ever-changing legislation related to the administration of various relief funds. He was also instrumental in assisting many clients in obtaining PPP loans and filing for loan forgiveness. Chance quickly became known in the financial community related to his abilities and knowledge of the new legislation and application process for PPP loans. Throughout the year, he had numerous banks and accounting firms calling him to assist their clients in completing their PPP loan applications. He became the firm's in-house pandemic assistance expert while keeping up with regular tax law

changes and legislation. Chance has a continued interest in leadership and personal and professional development.

Chance is a member of the AICPA and the Arkansas Society of CPAs and serves as the legislative representative for the Western Chapter of ARCPA. He is also involved in the community through the Western Council Legislative Committee and UAFS' mentorship program. He is also a member of Beta Alpha Psi and Beta Gamma Sigma, a youth leader at his church, and a volunteer coach. Chance was one of 25 participants recently selected for Leadership Fort Smith. Selection criteria for Leadership Fort Smith, a ten-month training program, include demonstrated leadership, potential leadership ability, and a commitment to the community.

Arkansas Society of CPAs will recognize Chance Locklear with an award during the Annual Business Meeting on August 16, 2022, at Noon on Zoom. To register for the event, go to [www.arcpa.org](http://www.arcpa.org) and Upcoming Events or use the link below to sign up: <https://www.arcpa.org/cpe/catalog/031996ST:arcpa-annual-business-meeting-free-1hour-cpe>





# Landmark PLC to Receive ARCPA Public Service for Firms Award

Landmark PLC will receive the Arkansas Society of CPAs Public Service Award for Firms for 2021 for its public service contributions. The award intends to encourage more CPA firms to initiate or increase their community activities, publicize those activities, and reinforce the profession’s reputation for commitment to the public. In evaluating nominees for this award, consideration is given to the firm’s size in relation to its contribution to the community it serves. Professional services related to accounting organizations are excluded and not considered.

In 2018, Beall Barclay & Company, PLC and the Little Rock office of Thomas & Thomas, LLP merged their practices to become Landmark PLC, Certified Public Accountants. In 2021, Monheit Frisch Group joined the Landmark CPAs team, expanding the firm’s reach into Arizona. Today, Landmark CPAs is one of Arkansas’s largest locally-owned CPA firms, with offices in Fort Smith, Little Rock, Rogers, and Russellville. In Arizona, offices are located in Surprise and Scottsdale. The firm serves clients throughout Arkansas, Oklahoma, Arizona, and the United States.

The firm has 19 members (partners) and 94 professional staff with varying degrees of experience—some spending their entire careers with the firm. The firm offers its partners, staff, and employees a team environment and strives to make a meaningful difference in improving local cities. Landmark CPAs has a long tradition of commitment to public service activities, including participating in community events and serving on national and state committees, task forces, and local boards. Landmark CPAs volunteers for many schools and non-profit agencies across Arkansas and eastern Oklahoma, contributing time and talent to serve and bring awareness to charitable needs.

Some of the firm’s most notable activities include continuing support of Partners in Education, United Way, and the Northwest Arkansas Foodbank.

Landmark is a Partner in Education with Bonneville Elementary School in Fort Smith, Arkansas, and Grace Hill Elementary School in Rogers, Arkansas. Landmark volunteers reach hundreds of students in the River Valley and Northwest Arkansas area by providing resources. The resources are dependent on each school’s needs and can vary from year to year. The firm supports the

students and staff by volunteering at school events like the 100 Day Celebration and Fall Carnival, hosting luncheons and receptions, and donating supplies. In Fort Smith, Landmark sponsors Bonneville’s fall art show. Students design artwork for the firm’s Christmas card, and employees of the firm select winners from each grade level. The winners receive ribbons and gift certificates honoring their accomplishments at a school-wide ceremony. The overall winner receives a trophy and \$100 in art supplies, and their artwork is featured on the firm’s annual Christmas card to its clients.

Landmark sponsors and participates in several activities throughout the year, with United Way being a premier campaign. Firm-wide activities throughout the year focus on having fun, raising donations, and learning about the various organizations that receive support from the United Way. Fundraisers held by the firm have included jean days, chili cook-offs, raffles, lunches, and much more. Year after year, Landmark CPAs is one of the top business supporters of the United Way. Each year, Landmark CPAs participates in a day of service for United Way. In 2021, the firm prepared over 50 casseroles for a local agency that feeds the homeless.

Landmark’s Rogers office team members donate their time and efforts to the Northwest Arkansas Foodbank. The firm conducts food drives each year for team members and their families to donate canned goods in support of the Foodbank. Team members not only collect food but also volunteer time to work at the Foodbank to help put food away or pack items.



*Pictured: Chris Cluck, Barbara Hambrick, Deana Infield, and Josh Masters.*



# Landmark PLC to Receive ARCPA Public Service for Firms Award *(continued)*

The firm’s Little Rock team is highly involved in civic and non-profit events across Central Arkansas through board membership, volunteerism, and fundraising. The Little Rock team members and staff are also active on the University of Central Arkansas campus and Chambers of Commerce and Rotary Clubs in Little Rock, North Little Rock, and Conway.

Landmark’s Russellville team is very involved in the local community. Russellville office staff are active on Arkansas Tech University’s campus, the Russellville Chamber of Commerce, and the local United Way Chapter.

Because the firm is active in local communities, its client base includes numerous non-profits. The firm provides in-kind services by way of Form 990 preparation, bookkeeping and consulting to various clients and organizations. Last year by early November 2021, the firm spent approximately 1,061 non-billable hours serving in volunteer and civic capacities. However, due to its staff’s generous nature, this is not an entirely accurate count. The COVID -19 pandemic has also affected the ability to volunteer.

In addition to various firm-wide projects throughout the year, many of the firm’s executives serve on boards for local non-profit organizations. Its team members offer financial support, volunteer work, and participation in events whenever possible. Below is a partial listing of organizations that Landmark CPAs proudly supports

- ACANSA Arts Festival
- Alzheimer’s Association
- American Heart Association
- Arkansas Economic Development Commission
- Arkansas Game and Fish Foundation
- Arkansas Tech and its College of Business and Foundation
- ARCPA Legislative Committee
- Bost
- Boy Scouts of America
- Cancer Support House
- CARTI Foundation
- Children’s Emergency Shelter

- Children’s Shelter of NWA
- Community Clearinghouse
- Conway Chamber of Commerce
- County Election Commission
- Downtown Little Rock Partnership
- Fort Smith Chamber of Commerce
- Girl Scouts
- Girl’s Inc.
- Girl’s Shelter
- Good Samaritan Clinic
- Hospital Advisory Boards
- Junior League
- Kiwanis Club
- Loving Choices
- Poteau Chamber of Commerce
- River Valley IT Professionals
- Rogers Lowell Chamber of Commerce
- Rogers Public Library Foundation
- Ronald McDonald House
- Rotary Clubs of cities including Fort Smith, Rogers, Little Rock, North Little Rock, and Conway
- Russellville Chamber of Commerce
- Single Parent Scholarship Fund of NWA
- The Call
- Union Rescue Mission
- United Way
- University of Arkansas Fort Smith, its College of Business, and the UAFS Foundation
- UAFS Mentorship Program
- University of Central Arkansas and its College of Business
- Worship leaders at various churches
- Youth baseball coaches for various teams
- Youth basketball coaches for various teams
- Youth soccer coaches for various teams

Arkansas Society of CPAs will recognize Landmark CPAs with an award during the Annual Business Meeting on August 16, 2022, at Noon on Zoom. To register for the event, go to [www.arcpa.org](http://www.arcpa.org) and Upcoming Events or use the link below to sign up: <https://www.arcpa.org/cpe/catalog/031996ST:arcpa-annual-business-meeting-free-1hour-cpe>

## The New State of Work: How Workplace Culture is Shifting and Why Your Organization Should Care

*Reprinted with permission from Indiana Society of CPAs*



The past few years have propelled workplace culture into ever-changing territory. But even before the pandemic, generational attitudes and emerging technologies were creating pressing conversations around how workplaces function.

“Right now we are feeling a heightened sense of ‘us versus them’ between organizations’ employees and senior leadership when it comes to things like working remotely or working in the office,” said Samantha Julka, president and founder of DORIS Research, a workplace research firm based in Indianapolis.

Firms that aren’t taking note of these tensions and considering cultural shifts to their organizations are at risk of falling behind—especially when it comes to competing for a currently shrinking talent pool of future CPA professionals. Are you prepared to move toward meeting their expectations?

### The New Office Space

There’s no way around it: the pandemic has created an awakening around whether the traditional office still has merit.

“The next five years will provide us with ample time to really dig in and prototype what the workplace of the future could be,” Julka said.

In general, employees are no longer seeing the physical space as the place where work happens, but instead a place for connection. Sure, it’s important to assess whether or not your team has access to the tech and supplies they need when working in house. But it’s also important to examine if your space is supporting a positive and productive culture. The more the space is conducive to creating connections and giving team members opportunity to collaborate and engage with each other—both professionally and personally—the more likely your team is

going to want to find themselves in the office.

But there’s no one-size-fits-all solution for all. “The organizations that succeed will do so by truly listening to the needs of all stakeholders involved,” Julka said. “Those that can show empathy and grace for both the needs of the organization and the needs of the people who make up the organization will achieve far greater success than their counterparts that want to battle over mandates.”

### The New Dress Code

Dress codes have been loosening gradually through the years, even in traditionally buttoned-up industries. But Zoom calls and Team communications over traditional face-to-face have loosened expectations even more. What does this mean for the new era of working in the office?

According to the Journal of Accountancy, HR professionals in firms across the country are getting more creative with approaches to dress codes. One of the most popular tactics is the “dress for your day” policy, giving flexibility to wear more casual attire—within reason—when employees aren’t handling client-facing tasks for the day, and more appropriate dress on days when meeting with clients. Most keep a back-up ensemble on-hand at the office for surprise meetings.

It’s also important to remember client dress codes are changing, as well. Reflecting their dress code in meetings is becoming increasingly acceptable and, for some clients, preferred.

### The New Work Schedule

When people have had a taste of flexibility, they’re not going to want to head back into the box.

“Over 80% of employees want a hybrid schedule and the sweet spot for coming into the office is merely one to two days a week,” said Lindsay Boccoardo.



## The New State of Work: How Workplace Culture is Shifting and Why Your Organization Should Care *(continued)*

*Reprinted with permission from Indiana Society of CPAs*

A desire for work schedule flexibility isn't new. The pandemic just pushed us to jump into a "group experiment" where we questioned our productivity without the office and, for many, the standard 9–5 schedule.

"We've known for a decade that millennials wanted flexibility in work life and location. Now the next generation in the workforce, Gen Z, can't imagine a world without it," Boccardo said.

Gen Z will continue to demand this flexibility, and the generations behind them are likely to expect it.

"They grew up with a desk's worth of work tools in their backpacks," Boccardo explained. They want to work not only where they want—"What does a desk really offer when my laptop can sit with me in my van by the beach?" Boccardo mused—but also when they want.

Schedule flexibility is a driving force of employee engagement, a crucial area for helping to address talent

pipeline concerns. According to a recent Inc. article: "Engaged employees are both more productive and more likely to stay with you for the long term. So giving the people who work for you the flexibility to be good spouses, good parents, good partners, and good friends—as well as good employees—will benefit both you and them."

While Gen Z and millennials, who are now approaching middle age and more likely to be juggling parenting responsibilities, are quick to embrace this flexibility, it might bring up mixed emotions for others.

"This can be uncomfortable for those of us who worked from an office for decades believing this was the only way. It can also be frustrating," Boccardo said, especially when coming to the realization working from home could have been happening for years prior to the pandemic.

The important thing to remember? "Technology has exponentially changed and there is a new way to work that's available to all of us," Boccardo said.

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# Firms are using the new .CPA domain to supercharge their online presence. Here's how.

*Reprinted with permission from AICPA*

Put a good idea in the hands of CPAs, and they'll find innovative ways to make it even better. That's exactly what's happening right now with the new .cpa web domain.

When .cpa was launched in fall of 2020, there were plenty of good reasons for firms to take notice. For starters, it's a practical way to enhance client trust – when clients see a firm with a .cpa domain they know it's a firm they can trust rather than some questionable fly-by-night operation. That's because only individually-licensed CPAs and licensed CPA firms can obtain a .cpa domain through a verification process managed by CPA.com, a subsidiary of the AICPA. There's also the issue of security: When firms adopt the .cpa domain, they're better able to protect firm and client data from phishing and other security threats, since top-level domains like .cpa are more resistant to fraud than the less-regulated, more commonly used .com.

And then there are the brand benefits. When it comes to using the .cpa domain to support their brand and marketing strategies, firms have been steadily innovating, creating new opportunities and advantages that weren't immediately obvious. As a result, in only a short time the profession has seen a host of new domain strategies take flight – and they're just getting started.

If you're wondering whether your firm should make the move to a .cpa domain, here are some domain-based brand strategies (in addition to the benefits of heightened security and trust) that your peers in the profession are already putting to work.

**"Let's use this as an opportunity to rebrand"**

Rebranding is perhaps the most obvious opportunity presented by the .cpa domain. If your firm feels tethered to a name or web address that it had outgrown, but couldn't find a better option in the overcrowded realm of .com domains, the .cpa domain allows the firm to start fresh. Stuck with JonesCPA.com even though Jones retired five years ago? This is a rare chance to get the website address that fits the firm's present and future ambitions.

**"We need a shorter domain!"**

As the internet matured, all the good domains were quickly snatched up. If you wanted to own the JonesCPA.com address, it was probably already held by some other Jones CPA, or by a squatter who bought it in the hopes of selling

it at a higher price. This led to some very long domains that are virtually impossible for clients to remember. The .cpa domain offers the opportunity for firms to secure shorter, more memorable domains – a simple and effective boost to your brand and marketing efforts. That's why Texas-based DWG CPA jumped at the opportunity to secure the `dwg.cpa` url, which is easy for clients and prospects to remember and supports the firm's branding efforts.

"Over ten years ago, we secured `dwgcpatx.com` for our newly launched firm," said Managing Director Darrell Groves, CPA, CGMA. "But as our firm grew and matured over the years, it became clear that our domain name was just too long and hard to remember. When we thought about the value of marketing our firm, and of having a shorter url, it didn't take us long to decide we needed to make the move to a .cpa domain," he said.

**"Let's target specific markets with our domain"**

Specialization continues to grow in importance as a tool for firms to distinguish themselves from the competition and tap into a deep well of clients. For example, some firms focus on serving the restaurant industry, or manufacturers. Others specialize in certain types of services – taxes, SOC audits, or client accounting services (CAS), to name only a few. Some focus on segments such as startups. Some firms distinguish by geography and are looking to market themselves within specific towns, regions, or states. Many firms have already started to adopt domain names that reflect their specific niche, making it easier for clients to find them in online searches and reinforcing their commitment to specific markets. Acosta Tax & Advisory's `MiamiBeach.cpa` is one example of this hyper-targeted strategy in action, helping the firm appear prominently in the online search results of prospective clients looking for a CPA in the area. Another is `SOCAudit.cpa`. Guess what they specialize in?

Firms can even heighten the impact of these urls through a multiple domain strategy. By leveraging website redirects, they can advertise market-specific or geotargeted url's that stand out from the competition and then redirect web browsers to a primary website. This enables firms to have a primary website, such as `Cromer.cpa`, but to advertise catchy, branded domains such as `TaxGuru.cpa` or `BayArea.cpa`, while not having to manage multiple websites.

# Firms are using the new .CPA Action Items From The AFOT Survey

*Reprinted with permission from K2 Enterprises*

The Accounting Firm and Operation Technology (AFOT) survey has measured the use of technology by accounting firms for almost a decade. The most benefit comes from taking the survey and receiving the results at no charge. There are clear action items from the AFOT survey for this year. In fact, we started the survey to learn what was essential to decision-makers in accounting firms and what projects were likely to be of utmost importance in the coming year. Like the prior years, this year's AFOT survey helps show the way.

## The Most Important Action Items

Over the last decade, information technology has significantly impacted the job market and client service levels. Subsequently, technology invents new jobs, redefines old ones, or replaces them. As a result, technology sparked the digital transformation of businesses. As a result, technology touches practically every area of your firm and for your clients.

This AFOT is the eighth annual survey with sixty questions. We have longitudinal data with many of these questions included each year since the survey started. The results are statistically valid. While surveys have suffered some reputational damage for accuracy in the immediate past, our respondents typically help us see their future decisions based on the feedback.

The following areas are ones that firms expect action on soon:

### 1. Get a Trusted Consultant or Peer for Difficult Decisions

Making software decisions and security & risk management were leading issues. 19% cite security as the most significant technology issue faced. Further, outsourcing of labor from providers like Xpitax surfaced in our results. Joining an association like the Woodard Institute, CPAConnect, or a comparable group reduces risk.

### 2. Training is needed to maintain a competitive IT edge

Cloud technologies do not seem to be reducing complexity. Implementing technology requires more knowledge than ever before. While hosting providers have eased the complexity of maintaining legacy desktop applications like QuickBooks desktop and third-party add-ons, much focus is on SaaS offerings. Microsoft 365, QuickBooks Online, digital plumbing tools such as Zapier, and choosing the right technology stack has become a significant factor.

Sending leaders and technicians alike for training is seen as a competitive advantage for IT knowledge. 89% of practitioners do webinars as a CPE activity during the year.

### 3. Spend what is needed on IT

We were surprised to see the continued shift from developing an IT budget to spending what is needed on IT. 88% of respondents no longer have an IT budget, while 83% use two or more monitors. 74% use a secure portal to transfer or share files with clients. 47% now use hosted email by Microsoft 365 or Google Apps outside of the office. There are indications this trend is accelerating rapidly.

### 4. Workflow, work location, and qualified staff are top concerns

49% of our respondents faced communication and workflow challenges during the COVID-19 pandemic. 53% of our respondents spend 90% of their time working from the office. 32% cite recruiting as their top challenge in managing their firm. Recruiting seemed to be more of an issue for growing firms, and staff turnover is becoming an issue for many.

### 5. Zoom became a boom, and Teams closed the gap

Awareness of remote meeting tools went from 45.5% up to 81.8%. Zoom's market share went to 51.4%, with Teams going from around 0 to 13.9%. GoToMeeting usage dropped for the third straight year.

### Conclusion: Which Tech Right for You?

Above, we have listed the five AFOT survey results that will need your attention. Note that obtaining outside expertise and training are critical to success. Further, software selection, including the proper tool stack, cybersecurity, workflow, and portals, is essential. Hosting and SaaS have become dominant delivery vehicles to support communication. Finally, staffing and recruitment are often solved by outsourcing labor.

In short, if you want to work in the constantly evolving accounting field, you will need to maintain and improve your skills. While accounting is full of discoveries and opportunities, where you will never be bored and have a chance to make a difference, supporting our jobs with the tech field is needed, too. Above all, you will be right in the middle of growth and disruption, thanks to technology. In conclusion, it will require a lot of effort, but you will be successful if you are willing to adapt and learn.

## 5 Steps to Success as a Digital Nomad

*Reprinted with permission from K2 Enterprises*

Today, you don't need to stop working to travel the world. These 5 steps to success as a digital nomad give you tips on working from anywhere. You can travel indefinitely as a digital nomad by making money through remote work! You can stay in cozy accommodations and meet other adventurous friends along your journey. If you have decided you are part of the great resignation or the great retirement, you may want to explore the world through travel. Here's how to start remotely working to become a digital nomad.

### Start Your Remote Business

If you want to be able to work from anywhere with a Wi-Fi connection, you can either apply for fully remote jobs or launch your own online business! The latter option is typically a better choice for digital nomads, as this means you won't be beholden to an employer's schedule. You get to [experiment with ways to organize your time differently](#). No matter your skill set, you can start an online freelance business. For example, you could offer video editing services, become a freelance writer, or work as a web designer. If you have professional skills, you can provide accounting services, tax services, or run a full practice with [outsourcing](#) or [franchising](#) from organizations like BooXkeeping or [Wolters Kluwer](#).

You can set up a profile on an online job board to find your first clients. When potential clients come across your profile, they will consider your reviews, possible delivery times, and rates before hiring. You'll want to secure a few consistent clients before you leave so that you can enjoy a steady stream of income during your travels.

### Making Plans

Once your business is up and running and you've begun landing clients, it's time to start making official plans to kick off your nomadic journey. First, you'll need to save money to cover some of your initial costs, like flights and travel insurance. To save, [Budget Traveler recommends](#) cutting unnecessary expenses from your budget, like going out to eat and putting that money into a travel fund instead.

You'll also need to [decide on your first destination](#). Ideally, you'll want to find a city with a low cost of living, ample short-term rentals, a friendly ex-pat community, and plenty of fun things to do during your downtime!

### Find Tech-Friendly Rentals

You've chosen your first destination, your flights are booked, and you're itching to pack your bags and get moving—but

first, you need to [find suitable accommodations](#). Choosing tech-friendly rentals with a workspace, plenty of outlets, and fast Wi-Fi is key to [staying productive](#) while working remotely.

But how can you assess all these factors from afar? The Points Guy [recommends checking out reviews](#) from previous guests on booking websites and searching for keywords like "internet" or "Wi-Fi." You'll also want to look for accommodations close to other businesses, like coffee shops, so that you'll be able to work outside of your rental when you need a change of scenery.

### Communicate With Clients

Once you're traveling overseas, you'll likely be moving through different time zones. That's why it's so important to stay on top of client communications and be ready to [coordinate meetings and deadlines](#) with people on the other side of the world. When you need to schedule video meetings, choose times that will be convenient for you and your clients. Answer emails promptly, and make sure that you don't miss deadlines because of confusion over time zones!

### Network Locally

Even if you're traveling solo, you don't have to feel lonely on the road. Many digital nomads are looking for new friends and business [partners for freelance collaborations](#), so why not spend a little time networking? You could go to events at coworking spaces to meet new people and feel more connected with local ex-pat communities.

Becoming a digital nomad can be an exciting lifestyle change. These 5 steps to success as a digital nomad gave you tips on working from anywhere. You'll be able to explore new cultures while funding your travels through remote work. With these tips, your digital nomad dreams are within your reach!

You'll need to pay more attention to security and privacy on the road. To learn more about cybersecurity, consider one of our K2 [security](#) courses. In addition, we have a variety of security courses at our [K2 Technology Conferences](#). Sessions include [Security Risks And Solutions Roundtable](#), [Safeguarding Taxpayer Data – A Guide For Your Required Security Plan](#), [Implementing Data Loss Prevention For Better Security And Privacy](#), and more. You'll probably also want to brush up your skills on working with others with some of these [K2 collaboration courses](#).

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The laptop screen shows the ARCPA Knowledge Hub website with a navigation bar (My ARCPA, CPE & Events, News & Resources, Marketplace, Students) and a main section titled 'ARCPA Knowledge Hub' with a sign-up for news and updates. Below are three featured articles: 'Rethinking Your Clients' Spending', 'Fluxus Security Cybersecurity Brief for CPAs', and 'Pioneering Support Your Business Continuity Plan with ePayments'.