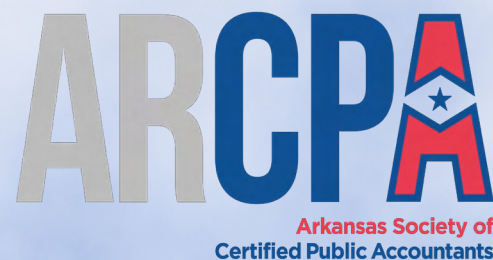


THE NATURAL STATE OF ACCOUNTING



Issue 9/September 2021

**ARCPA Student Career Fair
(Meet The Firms), Sept 22**

**41st Annual Industry,
Commerce & Banking
Conference, Sept 23-24**



Arkansas Society of
Certified Public Accountants

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Introducing the
Knowledge Hub
from the
Arkansas Society of CPAs

ARCPAHub.org

The Knowledge Hub consists of vendor-sponsored content designed to be helpful in your organization.



VIRTUAL ANNUAL MEMBERS MEETING and FREE 1-Hour CPE

Thursday, August 26, 2021, 12:00 Noon

(Members Only)

12:00 p.m. – Recognition of 2020 Award Winners

12:15 p.m. – 2022 Slate of Officers and Directors and Membership Approval of Bylaws Revision

12:30 p.m. – 1:30 p.m. – Free 1 Hour CPE - Top HR Trends, Are Your Clients Prepared and Aware?

Course description:

The new reality of work today would be unimaginable to most of us even 5 years ago. Everything is different. The workforce, the tools, the laws, the workplace — and companies that don't focus on these stunning shifts can find themselves quickly left behind. We're looking at what's new: the who, what, when, how, where, and even why. There are critical trends to know about — and we'll help you pinpoint the best game plan for getting ahead of them.

By helping clients recognize and address these areas, you can elevate your position to be more consultative — rather than transactional — and continue to strengthen your relationships with them.

Objectives:

- **Expanded workforce:** Discuss how to optimize gig workers and new working arrangements to make teams even stronger (Include talk about tech for WFH and gig workers)
- **Diversity and inclusion:** Highlight ways to access the best talent by improving diversity and inclusion
- **Self-service:** Describe how to set up the best self-service tools that today and tomorrow's workforce thrives on
- **State of the art interviewing:** Identify strategies to attract, recruit, and hire the cream of the crop
- **Health and wellness:** Discuss how to revitalize the workplace culture by taking a modern approach to health and wellness.

Presented by Victoria Whittaker, HR consultant with Paychex, Inc. She has 4 years of experience with the company and over 6 years of Human Resources experience. She has a Master's degree in Organizational Human Relations from OU, a Diversity and Development Certification from OU, her PHR certification through HRCI, and her SHRM-CP certification through the Society for Human Resource Management.

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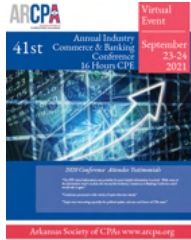


REGISTER TODAY

**Membership vote by regular Society CPA members only*

ARCPA 2021 Conferences & CPE Events

Industry, Commerce & Banking Conference



September 23-24, 2021

Virtual Event
CPE Hours: 16

[Register Now](#)

Member Fees:

\$275 Early Fee
\$305 Standard Fee

Non-member Fees:

\$375 Early Fee
\$405 Standard Fee

(early fee expires 9/09/21)

Two-Day Federal Tax Update: Individuals, Corporations & Partnerships

October 28-29, 2021

Virtual Event
CPE Hours: 16

[Register Now](#)

Member Fees:

\$420 Early Fee
\$450 Standard Fee

Non-member Fees:

\$520 Early Fee
\$550 Standard Fee

(early fee expires 10/14/21)

Arkansas Federal Tax Institute

November 4-5, 2021

Virtual Event
CPE Hours: 16

[Register Now](#)

Member Fees:

\$220 Early Fee
\$250 Standard Fee

Non-member Fees:

\$320 Early Fee
\$350 Standard Fee

(early fee expires 10/21/21)

EQUIP Conference

November 10, 2021

Virtual Event
CPE Hours: 4

[Register Now](#)

Registration Fee: \$50

Fraud Conference

November 11, 2021

Virtual Event
CPE Hours: 8

[Register Now](#)

Member Fees:

\$225 Early Fee
\$255 Standard Fee

Non-member Fees:

\$325 Early Fee
\$355 Standard Fee

(early fee expires 10/28/21)

Agriculture Conference

November 17, 2021

Virtual Event
CPE Hours: 8

[Register Now](#)

Member Fees:

\$250 Early Fee
\$280 Standard Fee

Non-member Fees:

\$350 Early Fee
\$380 Standard Fee

(early fee expires 11/03/21)

September-November Seminars

Date	Course Title (Acronym) of Study	Field CPE	Hours	Location	Early Bird Fee	Standard Fee
SEPTEMBER						
30	Advanced Controller and CFO Skills (ACCS)	OT	8	VIRTUAL-ONLY	Member \$245** Non-member \$345**	Member \$275** Non-member \$375**
OCTOBER						
19	What Fraud Schemes Exist in Your Organization (FSEO)	AA	8	HYBRID	Member \$245** Non-member \$345**	Member \$275** Non-member \$375**
21	Social Security and Medicare: Planning for You and Your Clients (SSRB)	TX	8	VIRTUAL-ONLY	Member \$245 Non-member \$345	Member \$275 Non-member \$375
25	Leases: Mastering the New FASB Requirements (LEAS)	AA	8	VIRTUAL-ONLY	Member \$245** Non-member \$345**	Member \$275** Non-member \$375**
25	Be the Best - Today and in the Future Series (CFOS1)	AA:2	8	VIRTUAL-ONLY	Member \$265**	Member \$295**
26	Revenue Recognition: Mastering the New FASB Requirements (INRR)	AA	8	VIRTUAL-ONLY	Member \$245** Non-member \$345**	Member \$275** Non-member \$375**
26	Developing Credibility - Inside and Outside the Organization Series (CFOS2)	AA:2 OT:6	8	VIRTUAL-ONLY	Member \$265 Non-member \$365	Member \$295 Non-member \$395
28-29	Two-Day Federal Tax Update (FTU-2DY)	TX	16	VIRTUAL-ONLY	Member \$390 Non-member \$490	Member \$450 Non-member \$550
NOVEMBER						
2	Accounting and Auditing Update (8:30am-12:00pm) (CL4AUAA)	AA	4	VIRTUAL-ONLY	Member \$165 Non-member \$215	Member \$175 Non-member \$255
2	Conducting a Remote Audit (1:00pm-4:30pm) (CL4REMA)	AA	4	VIRTUAL-ONLY	Member \$165 Non-member \$215	Member \$175 Non-member \$255
8	The Most Critical Challenges in Not-for-profit Accounting Today (8:30am-12:00pm) (CNA4)	AA/GOV	4	VIRTUAL-ONLY	Member \$165 Non-member \$215	Member \$175 Non-member \$255
8	Government and Nonprofit Frauds and Controls to Stop Them (1:00pm-4:30pm) (FCS4)	AA/GOV	4	VIRTUAL-ONLY	Member \$165 Non-member \$215	Member \$175 Non-member \$255
9	Hottest Tax Topics for 2021 (HOT)	TX	8	VIRTUAL-ONLY	Member \$245** Non-member \$345**	Member \$275** Non-member \$375**
9	Compilations, Reviews, and Preparations: Engagement Performance and Annual Update (CRAU)	AA	8	VIRTUAL-ONLY	Member \$245 Non-member \$345	Member \$275 Non-member \$375
15	Annual Tax Update: Corporations and Pass-Through Entities (ATCP)	TX	8	VIRTUAL-ONLY	Member \$245** Non-member \$345**	Member \$275** Non-member \$375**

All courses begin at 8:30 a.m. and end at 4:30 p.m. unless otherwise noted. ** AICPA members may deduct \$30 from AICPA courses (4 hour courses N/A).

November-December Seminars

CONFERENCES AND EVENTS

Date	Course Title (Acronym) of Study	Field CPE	Hours	Location	Early Bird Fee	Standard Fee
NOVEMBER <i>(continued)</i>						
15	Estate and Life Planning Issues for the Middle-Income Client (PMIC)	TX	8	VIRTUAL-ONLY	Member \$245 Non-member \$345	Member \$275 Non-member \$375
16	Fiduciary Income Tax Returns – Form 1041 Workshop with Filled-in Forms (1041)	TX	8	VIRTUAL-ONLY	Member \$245 Non-member \$345	Member \$275 Non-member \$375
18	This Year's Top Tax and Financial-Planning Ideas (8:30am-12:00pm) (IEF4)	TX	4	VIRTUAL-ONLY	Member \$165 Non-member \$215	Member \$175 Non-member \$225
18	Required Minimum Distributions: Compliance and Planning (1:00pm-4:30pm) (RMD4)	TX	4	VIRTUAL-ONLY	Member \$165 Non-member \$215	Member \$175 Non-member \$225
18	Annual Update for Accountants and Auditors (AUAA)	AA	8	HYBRID	Member \$245** Non-member \$345**	Member \$275** Non-member \$375**
19	Not-for-Profit Accounting and Auditing Update (NAU)	AA/GOV	8	VIRTUAL-ONLY	Member \$245** Non-member \$345**	Member \$275** Non-member \$375**
19	AICPA's Annual Federal Tax Update (PTU)	TX	8	HYBRID	Member \$245** Non-member \$345**	Member \$275** Non-member \$375**
30	U.S. GAAP: Review for Business & Industry and Public Accounting (FASBI)	AA	8	VIRTUAL-ONLY	Member \$245** Non-member \$345**	Member \$275** Non-member \$375**
30	The Complete Guide to Payroll Taxes and 1099 Issues (CGPT)	TX	8	VIRTUAL-ONLY	Member \$245 Non-member \$345	Member \$275 Non-member \$375
DECEMBER						
1	Professional Ethics Overview (8:30am-12:00pm) (PEO)	ET	4	HYBRID	Member \$165 Non-member \$215	Member \$175 Non-member \$225
1	Risk Management (1:00pm-4:30pm) (RM)	ET	4	HYBRID	Member \$165 Non-member \$215	Member \$175 Non-member \$225
6	2021 FASB and AICPA Update (FAU)	AA	8	VIRTUAL-ONLY	Member \$245 Non-member \$345	Member \$275 Non-member \$375
6	Annual Tax Update: Individuals and Sole Proprietors (TSUI)	TX	8	VIRTUAL-ONLY	Member \$245** Non-member \$345**	Member \$275** Non-member \$375**
7	Compilation and Review Practice Guide (CRP)	AA	8	VIRTUAL-ONLY	Member \$245 Non-member \$345	Member \$275 Non-member \$375
8	Disclosure - The Key to Financial Statements (DKFS)	AA	8	VIRTUAL-ONLY	Member \$245 Non-member \$345	Member \$275 Non-member \$375
9	Reviewing Pass-Through Tax Returns: What Are You Missing? (RPTR)	TX	8	VIRTUAL-ONLY	Member \$245** Non-member \$345**	Member \$275** Non-member \$375**

*All courses begin at 8:30 a.m. and end at 4:30 p.m. unless otherwise noted. ** AICPA members may deduct \$30 from AICPA courses (4 hour courses N/A).*

December Seminars

CONFERENCES AND EVENTS

Date	Course Title (Acronym) of Study	Field CPE	Hours	Location	Early Bird Fee	Standard Fee
DECEMBER <i>(continued)</i>						
9	Critical Business Risks - Identifying Your Blind Spots (8:30am-12:00pm) (CL4CBRU)	OT	4	VIRTUAL-ONLY	Member \$165 Non-member \$215	Member \$175 Non-member \$225
9	Ethics and Professional Conduct: Updates and Practical Application (1:00pm-4:30pm) (CL4GRE)	ET	4	VIRTUAL-ONLY	Member \$165 Non-member \$215	Member \$175 Non-member \$225
10	Estate & Trust Primer (TSE.ETP)	TX	8	VIRTUAL-ONLY	Member \$245** Non-member \$345**	Member \$275** Non-member \$375**
13	The Best Individual Income Tax Update Course by Surgent (BITU)	TX	8	VIRTUAL-ONLY	Member \$245 Non-member \$345	Member \$275 Non-member \$375
13	Numbers Rule the World Series (CFOS5)	AA:2 ET: 2 OT: 4	8	VIRTUAL-ONLY	Member \$265 Non-member \$365 Non-member \$345**	Member \$295 Non-member \$395 Non-member \$375**

*All courses begin at 8:30 a.m. and end at 4:30 p.m. unless otherwise noted. ** AICPA members may deduct \$30 from AICPA courses (4 hour courses N/A).*

FIELD OF STUDY KEY:

AA: Accounting & Auditing
ET: Ethics (General)
GOV/AA: Governmental Accounting & Auditing

OT: Other
TX: Taxation



41st Annual
Industry, Commerce
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16 Hours CPE

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Virtual Only | September 23-24, 2021

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.

The following discount is applied when three or more people from the same firm/company register for the same conference:

Industry, Commerce & Banking Conference:	\$25 off / person
Two-Day Federal Tax Update:	\$50 off / person
Tax Institute:	\$25 off / person
EQUIP Conference:	\$10 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

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

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:

☐ MasterCard ☐ Visa ☐ American Express

FAX: (501)664-8320

PHONE: (501)664-8739 or

WEB SITE: www.arcpa.org

(800)482-8739 in Arkansas

Card # _____ Expiration Date _____

Signature _____

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

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

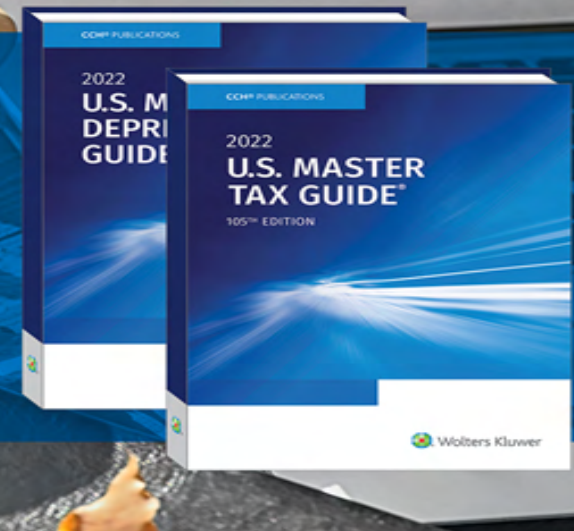


ARCPA Members save big on CPE! Members can save \$50 on four-hour CPE, \$100 on eight-hour CPE, and \$200 on sixteen-hour CPE.

FALL Early Bird Special

For a limited-time select Wolters Kluwer's best-selling CCH® Publications are up to **30% off!**

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Title	Est. Pub. Date	Media Issue #	List Price	Discounted Price	
USMasterTaxGuide® (2022)	Dec. 2021	10028606-0010	\$169.00	\$119.00	**Special Price
IncomeTaxRegulations (Winter 2022)	Dec.2021	10031534-0017	\$375.00	\$262.50	
InternalRevenueCode:Income,Estate,Gift,Employment&ExciseTaxes(Winter 2022)	Dec.2021	10031535-0021	\$269.00	\$188.30	
USMasterDepreciation Guide(2022)	Dec. 2021	10009802-0013	\$279.00	\$195.30	
Guidebook to California Taxes (2022)	Dec.2021	10073129-0003	\$199.00	\$139.30	
Guidebookto Florida Taxes(2022)	Dec.2021	10034375-0012	\$199.00	\$139.30	
GuidebooktoIllinois Taxes (2022)	Dec.2021	10032952-0012	\$199.00	\$139.30	
GuidebooktoNewJerseyTaxes (2022)	Dec.2021	10032693-0014	\$199.00	\$139.30	
GuidebooktoNewYork Taxes (2022)	Nov.2021	10032692-0012	\$199.00	\$139.30	
Guidebook to Pennsylvania Taxes (2022)	Dec.2021	10034365-0012	\$199.00	\$139.30	
GuidebooktoTexas Taxes (2022)	Dec.2021	10033913-0012	\$199.00	\$139.30	
State Tax Handbook (2022)	Dec.2021	10034384-0013	\$199.00	\$139.30	
Global Master Tax and Business Guide (2022)	Sept. 2021	10040452-0006	\$549.00	\$384.30	

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Welcome New Society Members!

MEMBER NEWS

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

RACHELLE CALINE, Honest Buck Accounting, Seattle, WA, Northwest Chapter

LAURA GILLENWATER, HORNE LLP, Conway, Central Chapter

TOSHA PECHOSKI, BKD LLP, Little Rock, Central Chapter

CLAYON RIDING, Janus Henderson Investors, Denver CO, Out of State

JORDAN WATFORD, Landmark PLC, Fort Smith, Western Chapter

Associate Member

THOMAS SILVESTRI, BKD LLP, Rogers, Northwest Chapter

ORDER YOUR ARCPA BACKPACK TODAY!

\$80



Show your support of ARCPA with a new backpack! This TSA-friendly 17" computer backpack allows you to keep your laptop inside the pack and fully protected, with a mesh computer viewing window that keeps your computer in full view without having to remove it during TSA security checks. Multiple, large-capacity, organizer storage compartments keep everything organized and easy to find.

Limited Quantity Available

Order your backpack today by emailing
Marsha Moffitt at mmoffitt@arcpa.org.

HoganTaylor LLP Announces Promotions

HoganTaylor LLP, one of the largest business advisory and public accounting firms in Oklahoma and Arkansas, is pleased to announce the following promotions, which went into effect July 1, 2021:



Casey Ball, CPA

Casey Ball, Senior Manager, Tax, Little Rock. Ball joined the Firm in 2018. He earned a Bachelor of Science in Industrial Engineering and a Master of Accountancy from the University of Arkansas.



Corey Rupert, CPA

Corey Rupert, Senior, Tax, Little Rock. Rupert joined the Firm 2019. She earned a Bachelor of Business Administration in Accounting from Harding University.

About HoganTaylor

HoganTaylor LLP is one of the largest business advisory and public accounting firms in Oklahoma and Arkansas. The Firm has more than 300 employees and provides tax, assurance, risk, business advisory, accounting, technology and many specialty and industry-focused services. HoganTaylor is an independent member firm of PrimeGlobal, one of the five largest associations of independent accounting firms in the world. Learn more at hogantaylor.com.

****Have you recently changed jobs, earned a new certificate, been promoted, received special recognition, made a presentation to a civic group, etc? Let the ARCPA know about it! Send a note or press release to rharris@arcpa.org or simply pick up your phone and give us a call, (800) 482-8739.****

A screenshot of the ARCPA Marketplace website. The header includes the ARCPA logo and navigation links: Home, About Us, Log In, Become a Member, CART \$0, Contact Us, and a search bar. Below the header is a menu with links: My ARCPA, CPE & Events, News & Resources, Marketplace, and Students. The main content area is titled "Jobs & Internships" and features a search bar with the text "Search by Keyword(s)", a "Category" dropdown menu, and a "Submit" button. Below the search bar, a job listing is displayed for "Tax and Audit Staff - All Levels", dated April 21, 2021, with a category of "General Jobs", type of "Full Time", and locations of "Fort Smith, Little Rock, Rogers, Russellville".

Check out ARCPA Marketplace for the Latest Classified Ads and Job Postings.

On the Marketplace, you can view listings or create your own listing! 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 1 business day).

For more information, www.arcpa.org then Click on Marketplace.



CONSTRUCTION
FINANCIAL
MANAGEMENT
ASSOCIATION

ARKANSAS

MONDAY, SEPTEMBER 27, 2021

5:00–7:00 P.M.

CFMA MEET & GREET

Join us for a chance to network with industry peers at
CFMA's First Arkansas Social!

We are currently looking for members to join the upcoming
Arkansas Chapter.

This event is free so pass along the invite to anyone you think
may be interested in hearing about what CFMA has to offer.

The Construction Financial Management Association (CFMA) is a non-profit organization
dedicated to serving the educational needs of today's construction financial professionals.

CFMA has the members with the EXPERIENCE, EXPERTISE and ADVICE to help you!

Light Appetizers & Drinks Sponsored by:

BALDWIN & SHELL
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CLICK HERE TO REGISTER

Event Cost:

CFMA Members & Non-Members:
FREE

Event Location:

**Baldwin & Shell
Construction Company**
1000 West Capitol Avenue
Little Rock, AR 72201

Event Questions:

For more information email
Cathy Wasner at
cwasner@cfma.org or
visit www.cfma.org

Looking for Top Talent?



Find them at ARCPA Student Career Fair (Meet the Firms)

Wednesday, September 22, 2021

2:00 pm to 6:00 pm (by appointment)

Virtual only

Arkansas Society of CPAs will host this fall's Student Career Fair (meet the firms) as a virtual event using the Career Fair Plus virtual platform.

The event will be **open to the first 20 firms** that sign up. The cost to attend is \$100. Since the event will be held on a paid platform, we are charging a nominal fee per firm.

Firm/business registration will include: A virtual booth(s) to meet students, student resumes, firm or company profile listing, and attendance for up to four representatives/recruiters.

Career Fair Plus utilizes meeting schedules, so each recruiter at a virtual booth can schedule their meetings based on their availability (anytime between 2:00 and 6:00 pm) in 10-minute increments, and students will sign up for a time slot to discuss their resume. (Based on ten-minute increments, each recruiter may have up to five appointments per hour).

Recruiters may present information to the students during the appointment time, such as a short introduction, and mention any openings or internships offered. Recruiters can utilize available notetaking and rating features for their interactions with students.

Public accounting firms of all sizes, corporations, and state and federal government agencies who are seeking future accounting staff or accounting interns are encouraged to sign up for this event. Scout out the best and brightest students and let them know why they should consider coming to work for you! Post bachelors and junior and senior-level accounting majors at Arkansas' four-year public and private colleges and universities will be invited to attend the virtual event to learn more about your organization.

Register by **no later than September 9, 2021**, so that we can finalize arrangements, and Career Fair Plus can create your virtual booth.

To sign up: <https://fs17.formsite.com/arcpa/form19/index.html>

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Anton Janik

529 Plan, Bring on Tax Savings

By Noah W. Styles, CPA Summer 2021

Jason is an expert welder. Matthew is the plumber you need to call. You need a CPA like Hannah. What do these people have in common? They all are educated professionals in their respective fields. If there is a child or grandbaby in your life that has college or trade school on the horizon there is a tax-incentivized account worth considering.

Most Americans, anytime the word tax savings is thrown out by a Certified Public Accountant (CPA), everyone in the room draws a collective bated breath to see what is on the table when it comes to tax breaks. Exhale, the tax-favored account we will look at today is the 529 Plan. It falls under the IRS header of Qualified Tuition Programs (QTPs). Originally passed as part of the Small Business Job Protection Act of 1996¹, 529 Plans are named after section 529 of the Internal Revenue Code. Prepaid tuition programs and Contribution programs are the two types of 529 Plans. We will focus on contribution programs, as they are much more flexible.

In the following paragraphs, we will uncover the benefits of a 529 Plan. We will do this from two perspectives: first, we will slide our Federal tax eyeglasses on our nose and see what the 529 Plan looks like, and second, we will remove our Federal tax spectacles and place them on the table, and pick up our Arkansas tax glasses to see what benefits are reaped on the state level. In 7 minutes hence, you will be the 529 expert in your family. More importantly, you will know if a 529 Plan makes sense for your family. We will use the Smith family for examples throughout this article. The Smith family is comprised of Josiah and Abigail, who have three kids Hannah, Jason, and Matthew. Josiah's parents are Mr. and Mrs. Smith, and Abigail's parents are Mr. and Mrs. Johnson.

Federal Tax Perspective

From the 10,000 foot perspective, a 529 account is essentially an investment account that uses post-tax dollars, grows tax free, and is withdrawn tax free, if used for Qualified Higher Education Expenses. When you hear "post-tax" dollars, think cash already in your pocket, or money in your checking account. These monies have already been taxed, thus the term "post-

tax". There is no AGI limit on the person contributing to the 529 account. For example, if Grandpa and Grandma Johnson made \$270,002 a year, they would be eligible to contribute to the 529 Plan. Wondering where the \$270,002 a year came from? In 2019, the US Census Bureau deemed \$270,002 per year as the threshold for the top 5% of household incomes in America². Also, there is no maximum contribution per year. Listen, did you hear that? That is the sound of tax savings! Of note, contributions are subject to gift tax rules. So, if Abigail's parents don't want to complete a gift tax return for 2021, they should limit the amount of the gift to \$30,000 (\$15,000 from Grandfather Johnson, and \$15,000 from Grandmother Johnson) to Hannah, Jason, and Matthew for a total of \$90,000.

There is a maximum on the Federal level on total amount in the account. The definition is "can't be more than the amount necessary to provide for the qualified education expenses of the beneficiary."³ This is extremely broad, to receive a more exact dollar amount, one will have to look at the individual state in which the 529 Plan is set up. Later, we will look at the maximum amount at which Arkansas stops allowing contributions.

Qualified Higher Education Expenses have a very specific definition found in IRS Publication 970⁴. We will take a moment to cover this list, as these are very important, and the largest benefit of the 529 Plan. Principal and growth is withdrawn tax-free when used for the below:

Tuition and fees, books, supplies, and equipment for the actual classes. For example, if Hannah has an Intermediate Accounting Class, the cost of the class, required textbooks, pens, pencils, and if a certain type of calculator is required, it is also included.

Expenses for special needs services needed by a special needs beneficiary. Note, the expenses for special needs services must be incurred in connection with enrollment or attendance at an eligible college or trade school.

1 H.R.3448 - 104th Congress (1995-1996): Small Business Job Protection Act of 1996 | [Congress.gov](https://www.congress.gov/bills/104/3448) | Library of Congress

2 Historical Income Tables: Households ([census.gov](https://www.census.gov/hist/tables/))

3 Publication 970 (2020), Tax Benefits for Education | Internal Revenue Service ([irs.gov](https://www.irs.gov))

4 Publication 970 (2020), Tax Benefits for Education | Internal Revenue Service ([irs.gov](https://www.irs.gov))

529 Plan, Bring on Tax Savings *(continued)*

By Noah W. Styles, CPA Summer 2021

Room and board expenses. Note, the student must be enrolled at least half-time, as determined by the school. For example, if James University says that in the Accounting program, 16 hours is a full-time student, then Hannah would have to be enrolled in at least 8 hours for the room and board to qualify. Room and board expenses qualify up to the greater of allowance for room and board as determined by the school, or the actual amount charged if the student is residing in housing owned or operated by the school. For example, if Hannah lives on campus, the room and board expenses could be withdrawn from the 529 Plan tax free. If however Jason decides to live at home during welding school, the amount for room and board expenses as determined by the welding school could still be withdrawn out of the account with no taxes!

Computer or peripheral equipment encompasses certain computer software, internet access, and related services. Note, the primary use of the computer, equipment, and internet must be for school purposes, video games are not included.

Student Loans and interest not to exceed \$10,000. This amount is over the lifetime of the beneficiary. For example, Matthew, the beneficiary of a 529 Plan has \$23,000 of student loan debt. He can use up to \$10,000 out of the 529 Plan to pay off student loan debt. This \$10,000 could also be used to pay on a sibling's student loan debt, if Matthew didn't want or need to use it on his student loan debt.

Elementary and Secondary Education expenses with a maximum of \$10,000. This means up to \$10,000 could be used out of the 529 account for private or public school K-12 tuition over the lifetime of the beneficiary.

Ok, we have looked at the definition of a 529 Plan, and how it can be used. Many people ask: "Is it worth the trouble?" That is a decision you get to make. Let us look at an example. Mr. and Mrs. Smith (Josiah's parents) decide to contribute \$20,000 into a 529 Plan for Hannah their eldest Grandchild, Mr. and Mrs. Johnson contribute \$30,000 into the same 529 Plan, and Josiah and Abigail contribute \$10,000 to the same plan. The total of these contributions come to \$60,000. Note, the amount

could be higher or lower, a positive of the 529 is that contribution amounts are pretty flexible. If this amount is contributed when Hannah is 2 years old, and it grows at a fairly safe rate of 6% by the time she is 18 years old, the \$60,000 will have grown to \$156,327. You can run your own calculations on about any investment calculator to manipulate the data. I have used this one ⁵. So, in this case, the principle was contributed and 16 years later, at a 6% growth rate with no additional contributions, the amount in the account is \$156,327, less the principle of \$60,000, totaling \$96,327 of growth. If this money was outside of the account, it would be subject to capital gains, and possibly the net investment income tax as well. So, \$96,327 times 23.8% of tax gives us a tax bill of \$22,926. So, the tax savings on this 529 example is over \$20,000.

To continue the above example, if the \$156,327 is not fully used by Hannah, whatever amount is left can be changed to another beneficiary, a "member of family", which is defined in two places IRC 529(e)(2) ⁶ and in IRC 152(d)(2)(A) through (G) ⁷. By the way, you can't make this stuff up, the Internal Revenue Code as referenced above is section 152, subsection d, paragraph 2, subparagraphs A through G, with regards to the beneficiary: Child or a descendant of a child of the beneficiary, brother, sister, stepbrother, or stepsister of the beneficiary, father or mother or ancestor of either of the beneficiary, stepfather or stepmother of the beneficiary, son or daughter of a brother or sister of the beneficiary, brother or sister of the father or mother of the beneficiary, son-in-law, daughter-in-law, father-in-law, mother-in-law, brother-in-law, or sister-in-law of the beneficiary, foster child or adopted child, spouse of any of the above list, any first cousin of the beneficiary, and spouse of the beneficiary as well. Basically, every kin and their brother.

The above is actually a very nice perk of the 529 Plan, as if there is money left over, the beneficiary can be changed to a good sized list of people. In the alternative, the money can be distributed to the beneficiary at any point, and is taxed at the beneficiary's tax rate, plus a 10% additional tax. Ok, we have definitely gotten our money out of those Federal tax glasses; so, take them off, stand up, take a deep breath, stretch, and reach for those Arkansas tax spectacles.

⁵ <https://www.ramseysolutions.com/retirement/investment-calculator>

⁶ <https://codes.findlaw.com/us/title-26-internal-revenue-code/26-usc-sect-529.html>

⁷ https://irc.bloombergtax.com/public/uscode/doc/irc/section_152

529 Plan, Bring on Tax Savings *(continued)*

By Noah W. Styles, CPA Summer 2021

Tax Savings

Arkansas Tax Perspective

Arkansas has a couple of unique benefits to its 529 Plan. First, an Arkansas 529 can be used at any qualified institution of higher education, and it is not restricted to the state's borders. For example, if Matthew wanted to attend plumbing school in MO, he could use his Arkansas 529 to pay for it.

A huge perk of the Arkansas 529 Plan is the Arkansas state income tax deduction for contributions. Up to a \$5,000 contribution per taxpayer (\$10,000 contribution for Mr. and Mrs. Smith) per tax year will reduce the income subject to tax in the state of Arkansas. Now, this is a set amount of \$5,000 per taxpayer, it does not matter what the total gift is in the tax year. The maximum amount eligible for deduction is \$5,000 per taxpayer. Note, amounts in excess of \$5,000 per taxpayer maybe carried forward for the next 4 tax years. For example, if Josiah and Abigail decide to contribute \$15,000 for 20XX into an Arkansas 529 Plan, they would be allowed a \$10,000 deduction, and would receive a \$5,000 deduction in the following year.

Contributions to an out of state 529 plan are allowed a deduction up to \$3,000 per year per taxpayer. For example, Mr. and Mrs. Johnson live in Arkansas, but they have a couple of grandchildren that live in Mississippi, and the grandchildren have a 529 Plan in Mississippi. Mr. and Mrs. Johnson can contribute up to \$6,000 to the out of state plan, but that is all they would get benefit for. Of note, rollover contributions up to \$7,500 per taxpayer (\$15,000 per married couple) are deductible for Arkansas state income tax, if rolled from another state plan. For example, if Mr. and Mrs. Smith (Josiah's parents) had a 529 in Tennessee, and wanted to roll it to Arkansas, they would get up to a \$15,000 deduction on their AR state income taxes.

There is no maximum contribution, nor account value in an Arkansas 529 Plan. However, once the total balances for one designated beneficiary reaches \$366,000, no more contributions are allowed. If the above couple of paragraphs have not answered all your questions on Arkansas 529 Plans, visit here.⁸ Once an Arkansas 529 has been setup, one can choose how the funds are invested. Wow, congratulations, we have defeated the 529 Plan deep dive.

Ultimately, these plans are fairly simple to setup. If you are interested in more, please read the footnotes for this write up, as they include tons of information! If there are any questions about the tax ramifications, I encourage you to reach out to your CPA. Whenever Uncle Sam encourages a certain behavior, and it fits your family, you might as well reap the tax benefits.

Noah Styles is a tax accountant with Frost PLLC in Little Rock. He is a member of the Arkansas Society of CPAs. He currently serves as Vice Chair of the Emerging CPAs Committee. He is also an active member of the Taxation, Federal Tax Institute, Professional Ethics, and Strategic Planning Committees.



If you are interested in submitting a column or feature to The Natural State of Accounting monthly newsletter, please submit to membership@arcpa.org.

⁸ <https://www.arkansas529.org/home/manage-accounts/forms.html>

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Share Questions, Comments or Concerns

On Wednesday, October 20, the ARCPA Taxation Committee will host the annual meetings with the Internal Revenue Service and Arkansas Department of Finance and Administration. During these meetings key personnel from both agencies will address issues and concerns.

ARCPA members are encouraged to submit agenda items, favorable comments, problem areas, concerns or issues for discussion at these upcoming meetings.

To submit your feedback for discussion at these meetings, complete the questionnaire by **Friday, September 3**, available online here: www.surveymonkey.com/r/VXLQXBN

Submit your questions, comments and concerns to the IRS & DFA by **Friday, September 3**.

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IRS & DFA Liaison Meetings (Virtual) Wednesday, October 20

IRS: 8:30 a.m. - 12:00 Noon

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The survey closes on **August 31st**. Take the survey now www.aicpapcpsmapsurvey.com

The graphic features the AICPA logo on the left. To the right, there is a stylized line graph with several data points labeled with numbers: 22.18, 18.87, 24.18, 18.75, 25.81, and 32.28. The text 'Quick questions. Deep understanding.' is written in a light blue font. Below this, it says 'The 2021 PCPS/CPA.com National MAP survey.' and 'Know how your firm fared compared to peers and leaders.' The background is a dark purple with a subtle pattern of question marks.



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We need leaders like you who can recognize the challenges and involve everyone in creating recruitment, retention, and professional development. We need leaders who understand change and are capable of implementing new strategies to guide the team through tumultuous times - leaders who are focused on future issues now in order to make sure that we're in good shape for tomorrow. It is our responsibility to identify and develop our accounting students & Emerging CPAs into becoming the next leaders in our organizations, communities, and the CPA Profession.

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2. Register your volunteer activity plans with us.
3. Receive a FREE ARCPA Day of Service t-shirt upon registering! T-shirts are free to ARCPA members while supplies last, and can be purchased by non-members at a nominal fee.
4. On November 12th, wear your t-shirt and be sure to take photos of your activity and send them to us; or share them on social media using **#ARCPAvolunteer**, or **#ARCPADayofService** so we can showcase your volunteerism on our website and Facebook page.

ARCPA members will receive a FREE t-shirt when signing up by October 1st or while supplies last. Non-members may purchase a shirt for \$10 each, if ordered by October 1st or while supplies last, by calling Robin Harris at (501) 664-8739 to order.

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Rapid change, uncertainty to remain hallmarks of profession, say AICPA leaders

By Danielle Lee, Managing Editor for Accounting Today



The key tactic for CPA firms moving forward, and what successfully guided many of them through the pandemic, is strategic prioritization, according to a panel of American Institute of CPAs and CPA.com leaders who led the keynote session on July 28, 2021, at the 2021 AICPA Engage conference.

The conference was hosted in Las Vegas and virtually July 27-29. AICPA chair and panelist Bill Pirolli shared a story of speaking with a firm leader this past year who was overwhelmed with her workload. “It was difficult there in that critical period — everything we were doing was critical to clients.”

He advised her to prioritize — focus on Paycheck Protection Program loans and other pandemic-related advisory work over tax returns because “if you miss a PPP or RIF opportunity, that money is gone forever.”

The same advice went for accounting firms internally, as the pandemic challenged the profession just as much as any other, but all the keynote speakers agreed that accountants not only rose to that challenge but even thrived during the crisis.

“When I say we were ready, that’s a statement for the entire profession,” said AICPA CEO Barry Melancon in the session’s opening comments. “The profession, what we’ve been through — I want to take a moment to pause and think of the incredible impact the men and women in our profession have had during the most incredible time in any of our lifetimes.”

Melancon’s fellow panelists, including CPA.com president and CEO Erik Asgeirsson, echoed his sentiment. “What a defining moment this past year has been,” said Asgeirsson. “We look on this now, the lessons learned — there were a lot of lessons learned this past year.”

The keynote speakers outlined those takeaways and also offered their own priority list of the issues and trends accountants must address today and into the future.

REGULATORY UNCERTAINTY

First, Melancon addressed the legislative uncertainty of a new administration and the continued impact of COVID-19.

“You’re seeing a lot in the news about infrastructure and tax increases, and clients want answers,” he said. “Anyone who professes to give exact answers on that is not really paying attention.”

Despite the confusion, Melancon offered a few predictions, explaining that three pieces of legislation will determine the future tax landscape: the infrastructure bill, for which a deal was reached at roughly the same time Melancon was making his remarks, budget resolution and budget reconciliation.

Relatedly, “the likelihood of tax legislation coming through is still relatively high, but not high in the short term,” he continued, adding that he expected a tax bill closer to the end of the year, and based on that timeframe, it would be less likely to include retroactivity.

Rapid change, uncertainty to remain hallmarks of profession, say

AICPA leaders *(continued)*

By Danielle Lee, Managing Editor for Accounting Today

The AICPA is also pushing for the Internal Revenue Service to institute a penalty relief system as one of a series of proposals it has in Washington, and which could solve one of the myriad problems Melancon outlined as currently facing the service. The AICPA has long advocated for a practitioner services division. While the IRS hasn't resisted that proposal, Melancon noted a lack of funding, which has contributed to its "backlog of problems." In his estimation, these issues have "gotten to a crisis point."

He urged the audience to keep reaching out to their representatives in Congress to share their stories in hope of getting the necessary funding to fix these technical issues.

Additionally, Melancon explained that integrated reporting will become more prominent in the U.S., with finance reports part of a larger environmental, social and governance analysis. He advised the audience to follow the outcome of talks during the United Nations COP26 climate change summit in Glasgow in November for some of the guidance the U.S. will likely follow in the near future.

"Finally, we'll see a much different regulatory environment," he predicted. "The PCAOB is much more aggressive about enforcement of regulations. The attitude, the criticism of the profession, will be much different in the next four years in Washington compared to the last four years."

Influencing the profession's reputation is what is happening overseas, explained Sue Coffey, CEO of public accounting at the Association of International Certified Professional Accountants, who explained complexity will remain a top issue for businesses: "And that's where we come in. Throw in a global environment, and that's creating more complexity — everything is interconnected. I'm reminded of some monitoring we're doing in the U.K. and EU with some Enron-like business failures. The impact of audit reform in Europe is cascading to here. We are in for a couple of challenging years. The good news is clients expect us to sort through all that complexity, which is what we're really good at."

A NEW TALENT SEARCH

Pirolli referenced the AICPA's CPA Horizons 2025 report, launched in 2010 to look ahead at what the profession would look like in 2025, though in his estimation, "I think

we got there two years ago." In it, "the core purpose listed was making sense of a changing and complex world. I don't think anyone does that better than a CPA. It's what we've been doing [and during the pandemic] we deepened our client relationships."

While the panelists repeatedly applauded the work of accountants over the past year, a hurdle remains in communicating this good work with the rest of the world — and most urgently, future prospective accountants.

Melancon shared data that effectively shows the current U.S. economy at full employment, but "people are leaving jobs at huge rates we've never seen before, for many reasons — and not just at your firm."

Influencing this talent shortage is the fact that the starting salaries for accountants have declined, while the entry-level pay for other business degrees have surpassed them. In the long run, Melancon explained, accountants will make more money, but that lower initial pay offer is repelling good CPA candidates. In the two years prior to COVID, he explained, hiring from college campuses was down 31%. "The total hiring didn't decline, but different skill sets were hired, not accounting graduates."

To help wage this war for talent, the AICPA is focusing on a younger demographic.

"There is a shift of attention to high schools," Melancon shared. "The decisions of careers for this generation is much earlier than other generations. We are working with state societies for effective programs for every state. We need to be in every high school in the future."

Additionally, the AICPA continued to add to its CPA Evolution initiative, a joint effort with the National Association of State Boards of Accountancy to transform the CPA licensure model to recognize the new skill sets required of accountants.

Relatedly, Coffey announced the plan to launch the new CPA Exam in early 2024. The new exam will better align with the new "T-shaped" model of the accounting professional, which requires a wide skill set and deep knowledge and technological expertise.

Beyond attracting people to the profession, the panelists agreed the pandemic taught many firms how to better retain their people, by encouraging empathy.

Rapid change, uncertainty to remain hallmarks of profession, say AICPA leaders *(continued)*

By Danielle Lee, Managing Editor for Accounting Today

"In a matter of hours, we were all sent home," Coffey said of March 2020. "We had to care for sick and elderly parents, and for children. We had to become teachers and had to have empathy for coworkers. We are a relationship profession. Managing that is different remotely."

RAPID CHANGE

Helping in that transition was the technology many firms already had in place, and the stragglers in technology adoption were forced to implement.

"COVID propelled the profession forward in adoption by five to 10 years," Coffey explained. "Those in the cloud in the beginning fared better in the pandemic. It allowed them the ability to quickly collaborate with clients. The pandemic really did set us up really well for the future technology with even more of a significant impact — artificial intelligence and machine learning. You cannot think of technology as a cost, but as a strategic investment."

All panelists agreed the profession has come a long way in technological savvy, but there is still ground to gain.

"I can't think of an opportunity or challenge in the future that won't include technology," Pirolli commented. "But to Sue's point, you need a plan."

The plan for many firms in recent years has been embracing client accounting services, as Asgeirsson shared that the median growth rate for CAS practices is 20%, setting "the stage for so much opportunity." Additionally, he predicted that related fractional CFO services will become another hot service area for firms.

Asgeirsson and Coffey also mentioned that the Dynamic Audit Solution they have been working on in partnership with CaseWare International is nearing launch. The data-driven, technology-enabled audit solution is expected to be offered in a beta version to a handful of firms this fall, with the larger commercial product's anticipated release to come after next year's busy season.

New models

Accountants relied on their business ecosystem during the crisis as they were forced to advise their clients in new ways and areas, and they should expect to keep leveraging that network, said Asgeirsson.

"The ecosystem is a competitive advantage," he explained. "There is a lot of give and take, and over the past year was a lot of give and take."

Firms should also look to businesses in this ecosystem for inspiration to better refine their own business models, and to offer that advice as a service to their clients, said Melancon. "Most small and medium-sized enterprises sat down and said, what, truly, is my business model. Corporations do this, and it's an area where we have the opportunity to step in."



AICPA president and CEO Barry Melancon speaking at Engage 2021

Additionally, Melancon reported more firms are experimenting with new pricing models, including the subscription-based pricing popular in other industries.

These trends are among many for accounting firms to consider, and just a few of the myriad presented during the Engage keynote. That made the advice for accounting leaders to strategically prioritize their goals even more essential — especially given all the changes the panel expects to continue rippling through the profession.

"We are now in a world reimagined, a world forever different from the profession prior to COVID," Melancon said. "You've heard me say we won't recognize the profession in five years... The change is going to be phenomenal going forward."

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