

## Volunteer for ARCPA Day of Service

**ARCPA Day of Service**  
**Friday, November 17, 2023**

Join us as we give back to our communities!



ARCPA Day of Service allows CPA members and their colleagues, staff, and accounting students around the state to participate in a public service activity on that date (or other date they choose). The event emphasizes that CPAs are involved in their profession as well as their communities.

Join with ARCPA and the rest of your profession on Friday, November 17 and make a difference! You can choose ANY volunteer activity you want! Some ideas include helping out at an animal shelter, assembling care packages for deployed troops, or cleaning up a neighborhood park. The volunteer options are endless. For a list of possible volunteer opportunities, or to learn more: <https://www.arcpa.org/volunteer>

Any college or university student clubs or groups wishing to participate or collaborate with a CPA firm for this event can contact Robin Harris at Arkansas Society of CPAs to sign up, [rharris@arcpa.org](mailto:rharris@arcpa.org).

## ARCPA Offering Mock CPA Exam Hosted by Surgent

**Mock CPA Exam**  
**Thursday, November 9, 2023**  
**1:00 p.m. CST**

Are you truly ready to pass the CPA Exam? Have you studied enough? Are you focusing on the right material? There is only one way to find out, give it a try! **Take the Surgent Mock Exam on Thursday, November 9, 2023.**

Students and non-certified Associate members are invited to participate in a live 4-hour mock CPA Exam (virtual) workshop hosted by the Arkansas Society of CPAs and Surgent CPA Review. This unique opportunity will allow you to experience what it is like to sit for any CPA Exam section as you immerse yourself in questions pulled from the actual CPA Exam Blueprints. Plus, you will receive your own personalized ReadySCORE (an accurate measurement of your actual exam score) as well as a detailed report showing your areas of strength and weakness for that section.

The event is free, but advanced registration is required; the information provided will be sent to Surgent to set up your simulation on Surgent's software. Don't go into exam day unprepared. Find out if you are ready - sign up today! This will be a virtual event.

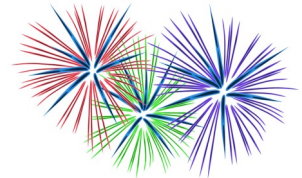
To Register:  
[www.arcpa.org/become-a-cpa/mock-cpa-exam](http://www.arcpa.org/become-a-cpa/mock-cpa-exam)

For questions, contact Robin Harris at ARCPA (501) 664-8739, or email [rharris@arcpa.org](mailto:rharris@arcpa.org)

Sign up soon!



Fall 2023



### Inside this issue:

Meet the Members	2
CPA Review Discounts	3
Conference Discounts	3
Top 99 Places to be an Accountant	4
BAP Students Annual Meeting	4



### Jacob Fair

Meet Jacob Fair. Jacob is a Senior Vice President and Assistant General Counsel for Simmons Bank. He is a dual-licensed attorney and CPA.



Jacob Fair is a graduate of the University of Arkansas and the University of Arkansas at Little Rock's Bowen School of Law (magna cum laude), where he served editor-in-chief of the Law Review. He was included in the 2021 and 2022 editions of the "Best Lawyers: Ones to Watch in America," is a member of the Bowen School of Law Alumni Board and is a graduate of Leadership Arkansas Class XV.

### Tell us about yourself

Prior to joining Simmons Bank, I practiced law at Wright, Lindsey & Jennings, LLP law firm for approximately seven years focusing on a mix of commercial litigation and transactional work including specialized tax work.

I joined Simmons Bank to lead a group that oversees litigation across the entire footprint of the bank along with being the dedicated legal partner for certain areas of the bank including loan operations, commercial lending, compliance matters, BSA, and fraud, among other areas.

### On a personal note

My wife and I have one daughter, Emily, and are expecting a baby boy in February 2024. We also have a dog named Bear and spend most of our spare time with family and friends including weekends on Greers Ferry Lake and cheering on the Hogs.

### Suggestions or Advice on CPA Exam

Consistency is key. Start studying early and stay committed throughout the entire process. It is a marathon and not a sprint. It is important to stay balanced and allow yourself some time away from studying especially on the weekends!

## ARCPA President and Staff

### Chair

Rocky Goodman

### Executive Director / CEO

Marsha A. Moffitt

### Director of Finance and Technology

Zhengyu "Lee" Li

### Director of Education

Stephanie Tanner

### Director of Public Relations and

Communications  
Robin E. Harris

### Director of Membership and Marketing

Whitney Mayo

### Education Assistant

Jordyn Major

### Krista Ferguson, CPA

Krista Ferguson. She is a Tax Manager for Landmark CPAs in Little Rock. Ferguson has been a member of the ARCPA since 2014. She is a native of North Little Rock and an alumna of Hendrix College.

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

I first had my CPA license in California, where I worked right after graduation. When I moved back to Arkansas, my first experience with the ARCPA was going to one of the annual CPE and fish fry events. I remember talking to a lot of local CPAs and really enjoyed networking with everyone. This is what led me to want to be more involved with the ARCPA.

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

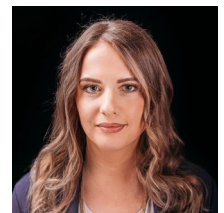
I love anything art related- drawing, painting, creating art in just about any medium. I assisted with founding and opening Central Arkansas Montessori in North Little Rock. Keeping Montessori education in our community is incredibly important to me and I assist there with volunteer work and as a member of the board.

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

Study and take the exam shortly after graduation. I know taking a break sounds nice to most, but it is absolutely worth completing while you are still in that routine of setting aside time to study.

### Why did you become a CPA?

I have always enjoyed math and economics, but it wasn't until I had my first accounting courses in college that I decided to pursue accounting as my major. I actually was an art major prior to changing! I knew accounting was a steady, dependable career field but that getting my CPA license would open far more opportunities. I did not know exactly what my future looked like at the time, but I knew if I wanted to be a partner at a public accounting firm, CFO for a private business, or even an entrepreneur, that becoming a CPA was an important step to achieving those goals.



## Connect With ARCPA on Social Media



[www.facebook.com/arcpafans/](http://www.facebook.com/arcpafans/)



<https://twitter.com/ARSocietyofcpas>



[www.linkedin.com/company/arcpa](http://www.linkedin.com/company/arcpa)



Review us on Google  
Arkansas Society of CPAs

## Student Conferences Discounts

Student members may attend ARCPA conferences for just \$15! (we're not kidding!) Meet and network with professionals and prospective future employers at any of these ARCPA events for \$15 each:

- End of Busy Season CPE & Fish Fry
  - Industry Commerce & Banking Conference
  - Equip Conference
  - Fraud Conference
  - Agriculture Conference
  - AR Federal Tax Institute
- Call ARCPA to register: (501) 664-8739 or (800) 482-8739.

## Becker CPA Review

Arkansas Society of CPAs associate or student members can receive a discount on the Becker Professional CPA Review for the full 4-part review course. Save \$300 off of the full 4-part review of either Live, Online, or self study review course format. Becker CPA Review classes correspond with the exam testing windows that you select.

For more information on this member service, or to access ARCPA preferred pricing with Becker, ARCPA members should visit the partner page <https://www.becker.com/arcpaPP>.

## Surgent CPA Review

Surgent CPA Review can help students prepare for the CPA Exam—during or after their undergraduate or graduate education. The 100% online course utilizes a state-of-the-art adaptive learning platform that shortens study time and improves retention allowing students to prepare and pass faster! Enrollment includes access to 350+ 20 minute-or-less video lectures, a test bank of over 7,700 multiple-choice questions, over 400 simulations, customized study guides, and unlimited practice exams.

ARCPA members receive a 35% discount on the Surgent CPA exam review course! These state-of-the-art online lectures provide a customized study program, access that doesn't expire, and a pass guarantee with every course. Studying with Surgent means less stress for you—and a faster path to passing the CPA Exam. Learn more: [www.surgentcpareview.com/partners/arkansas-society-of-cpas/](http://www.surgentcpareview.com/partners/arkansas-society-of-cpas/)

## Wiley CPA Review

As an ARCPA member, you are entitled to a 20% discount on all Wiley CPAexcel products, including the popular Wiley CPAexcel Platinum Course featuring Bite-sized Lessons and 12,000 AICPA CPA Exam practice questions.

To redeem the 20% discount, visit [www.wileycpaexcel.com](http://www.wileycpaexcel.com) or call 888-884-5669 to order. Enter code ASCPA at checkout.

## UWorld Roger CPA Review

ARCPA members save 20% off the Unlimited access course! Prepare to pass the CPA Exam with exceptional course materials that make difficult concepts easy to understand. Proven with a 91% pass rate, we proudly serve the accounting profession's top educators, employers and professional organizations to ensure success for future CPAs.

Learn more, at <https://accounting.uworld.com/cpa-review/lp/partner-organizations/>

## CPA Review Courses



## Become A Student Member Today! Membership is Free

Join Arkansas Society of CPAs (ARCPA) for free. Apply Online: <https://www.arcpa.org/join>

## Forbes Advisor Ranks Top 99 Places to be an Accountant

Have you thought about the best places to start your accounting career. You may have thought about what type of firm or employer where you would like to work, but you might also think about in what city you wish to work.

The Bureau of Labor Standards expects employment for accountants and auditors overall to grow an average of 4% between 2022 and 2032 — but in ten cities, it's expected to grow between 10% and a whopping 33%. The cities are primarily ranked based on the number of CPA offices, the number of tax prep offices, and the number of other accounting establishments per 1,000 businesses, based on Census Bureau data.

With work available in every geographic region and economic sector, accountants across the U.S. enjoy steady demand and a strong job outlook. However, certain metro areas stand out as some of the best destinations for accountants. Whether you're pursuing an online accounting degree or you've already graduated, you may be wondering which cities offer the best prospects for your accounting career. Read the full article to explore the 99 best places in the U.S. (including Little Rock) for accountants to develop their careers.

<https://www.forbes.com/advisor/education/top-cities-for-accountants/>

Keep reading to learn about the state of the accounting profession in the U.S. and discover detailed information about the top five metro areas for this versatile occupation.

Source: Forbes Advisor  
By Ilana Hamilton, Contributor



Image source Getty



### Arkansas Society of CPAs

11300 Executive Center Drive  
Little Rock, Arkansas 72211  
501.664.8739  
800.482.8739 in Arkansas  
Fax: 501.664.8320  
Email: [rharris@arcpa.org](mailto:rharris@arcpa.org)

## Arkansas Students Attend BAP Annual Meeting

In August, students from UA Little Rock, UA -Fayetteville, and UCA traveled to Las Vegas, Nevada, for the Beta Alpha Psi annual meeting. Beta Alpha Psi (BAP) is an honor organization for financial information students and professionals with over 300 chapters internationally. The organization promotes academic excellence, professional development, and responsible practices. During the meeting, students networked, provided community service, attended professional development meetings, and participated in competitions.

Arkansas students and advisors Cynthia Taylor (UALR), Tom Hayes (UA-Fayetteville), and Connie McKnight (UCA) also attended and enjoyed a networking social and meal sponsored by the Arkansas Society of CPAs. Students learned about the benefits of ARCPA membership. After dinner, the students enjoyed seeing Cirque du Soleil's The Beatles Love Show.

### Special Recognition at the Annual Meeting

BAP recognized UALR as a distinguished chapter.

BAP recognized UA-Fayetteville as a superior chapter.

Students Jenna Elliot and Madison Kunz competed in Project Run With It, a real-world consulting project. Madison and her team won in the Opportunity Village, Case A category.

BAP recognized UCA as a gold chapter, representing the top 5% of all BAP Chapters.

Student Jane Nim competed in Project Run With It, a real-world consulting project.



Visit us on the web!

[www.arcpa.org](http://www.arcpa.org)