

April/May 2021

# FORUM

TXCPA Houston

Connection

Community

*The Value of  
Membership*

Professional  
Excellence

Advocacy



**Darrell Groves,**  
**CPA, CFE, CGMA**  
*President*

## from the desk of \_\_\_\_\_

As we are nearing the close of our fiscal year that ends on May 31, I am reminded of how life has truly changed as we enter our second year of an ongoing pandemic. We certainly regret the loss of life and lingering health impairments experienced by some in our communities, but we remain hopeful for a brighter future with several vaccines being administered worldwide. As an organization, we navigated the uncertainties with patience, determination, and innovation that has allowed us to remain connected with our members. With that in mind, I am looking forward to renewing my membership for the upcoming fiscal year, no matter what external changes may arise.

TXCPA Houston exists to support its members in their professional endeavors and to promote the value and high standards of Houston area CPAs. Our vision is to empower members to lead and succeed. Our guiding principles are as follows:

- Building Leaders;
- Connecting Members & Resources;
- Organizational Flexibility; and
- Leverage & Lead Technology

Ensuring member success, growing member engagement, and increasing member satisfaction are key goals for the successful implementation of our strategic plan. We will use those three goals when developing our annual operational plan that will assist in the implementation of our strategic plan. This operational plan will help track our efforts and hold ourselves accountable for the delivery of value and services that drive your unique membership experience and increase the return on your membership investment.

Our strategic goals for 2021 through 2024 are to:

- **Community:** Build a community of diverse members to represent an ever-changing profession.
- **Connection:** Provide members with opportunities and resources to connect, serve and lead.
- **Professional Excellence:** Provide resources to assist members in the achievement of professional and personal success.

With all that said, we cannot accomplish a thing unless our members continue to get engaged to activate their membership. That is where the value of this association awaits your discovery. There will be many opportunities in April and May, whether it be through CPE events, Membership Mixers, or Tuesday Talks, your presence is desired and much appreciated. So stay informed and register.



**Mark Allen, CAE**  
*Executive Director*

## from the desk of \_\_\_\_\_

TXCPA Houston members of a certain age may remember a tag line that American Express used throughout the 1980s—"Membership has its privileges." Television ads showed special people getting into special jams, then miraculously getting out of said jams merely by flashing their credit cards. Admittedly, an American Express card carried more clout in the days before they opened more new accounts than greasy spoons hand out toothpicks. Card-carrying members were part of an exclusive organization that looked after their customers' specific interests. Arguably, American Express may have relaxed its focus on a select group of customers over the past few years, while strong organizations like TXCPA Houston have become even more laser-focused on their members' needs.

Perhaps TXCPA Houston's tag line should be, "Membership gives you superpowers!" A little over the top, you say? Perhaps not. Consider core benefits of belonging to the Houston Chapter: **Superpower #1:** Access the experience and advice of thousands of CPAs as a trusted colleague; **Superpower #2:** Constantly monitor legislative and regulatory actions that threaten CPAs—even when you're not paying attention--and advocate sensible solutions with a voice that's louder than any individual professional can ever achieve; **Superpower #3:** Acquire information from subject matter experts who specialize in knowledge that would take you far too much time to learn on your own; and **Superpower#4:** Educate young people about accounting as a lucrative career choice to ensure you have a highly-qualified workforce well into the future.

A potential fifth Superpower is the development of your and/or your staff's leadership abilities. TXCPA Houston's nearly 30 committees and task forces offer many opportunities to flex that leadership muscle in a safe, nurturing environment. Those who give back to their profession through service to their community and colleagues often reap the most valuable rewards from their memberships.

If you're already engaged with TXCPA Houston, thank you! If not, I invite you to check out a few committees that align with your interests and see which ones fit best. Feel free to contact me at [mallen@houstoncpa.org](mailto:mallen@houstoncpa.org) or Carol Spencer, Membership Manager, at [cspencer@houstoncpa.org](mailto:cspencer@houstoncpa.org) for ideas for how you can get more involved. By doing so, you'll be likely to develop life-long friendships that will make you a stronger professional. After all, isn't friendship the ultimate Superpower?

# TXCPA HOUSTON

## TXCPA Houston

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# Contents

## Preparing For The Unexpected Sickness, Death, Or Emergency

By Steve VanNostrand, CFP®

When it comes to planning for the unexpected – emergencies, incapacity, and death, many people are ill-prepared for what's to come. Learn what you need to know to prepare for unexpected downturns.

6

## How Smart Business Owners Power Through A Recession

By Stephen King, CPA, CGMA

Learn 5 steps business leaders should take to help navigate economic downturn, mitigate organizational risks, and build resiliency during a recession.

9

## The Value Of Membership

By Melinda Bentley, CAE

TXCPA membership has its advantages! Your membership provides tremendous value by giving you vital connections and access to resources, information, education, and more.

13

## It Was A Very Good Year

By Carol Spencer

Through the upside-down year of change, membership in TXCPA/ TXCPA Houston offered significant benefits, to aid you, your clients, your business, and your profession.

14

## Uncover Your NEW TXCPA Houston Benefits

By Kristie Ondracek, CPA, CGMA

Discover the benefits and opportunities to engage with TXCPA Houston to increase your return on your due's investment.

15

## Newly Improved 2021 Spring Accounting Expo - May 17-21

By John Foster, CPA

Take advantage of the NEWLY improved Virtual 2021 Spring Accounting Expo featuring 20+ CPE hours spread over 5 days! Daily Q&A with speakers, network opportunities for attendees, and topics focused on the future of accounting.

16

## Chapter News

Upcoming CPE events, TXCPA Exchange, and more!

18

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# *HELPING YOUR CLIENTS PLAN FOR 2021*

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# Preparing For The Unexpected Sickness, Death, Or Emergency

By Steve VanNostrand, CFP®

Many of us go to great lengths to protect ourselves, our family and friends, and those things we value most in life. We also do our best to budget, save money, invest wisely, and plan for retirement. Yet when it comes to planning for the unexpected – emergencies, incapacity, and death, many people are ill-prepared for what's to come. Although there are a variety of reasons why we don't better prepare for these types of events, the truth is that having a plan for them is critical.

Here are some topics to consider around "planning for the unexpected" and recommendations on what to do and when.

## General Emergency Preparedness (Resource For Reference: <https://www.ready.gov/plan>)

Make a plan today! Your family/friends may not be together when disaster strikes, so it is important to know which types of disasters could affect your area. Know how you'll contact each other and reconnect if separated. Establish an emergency meeting place that's familiar and easy to find.

1. Discuss the questions below with your family, friends, or household to start your emergency plan.
  - How will I receive emergency alerts and warnings?
  - What is my shelter plan and evacuation route?
  - What is my family/household communication plan (consider texts as they tend to work better)?
  - What government agencies should I check with to ensure I am up to date on important information (CDC, EPA, CEPPPO, FBI, FEMA, NDPO, NRC, Office of Homeland Security, etc.)?
2. After discussing these questions, address the specifics of your circumstances. This includes:
  - Out of town contacts who can offer support
  - Emergency meeting places and access to each (depending on the emergency)
  - Different ages, abilities, disabilities, medical and dietary needs of household members
  - Pets or service animal requirements
3. Complete/document your emergency plan.
4. Practice your emergency plan regularly.



## Incapacity And Illness Preparedness

Incapacity often arises due to long-term diseases like Alzheimer's or dementia but can also temporarily occur during a short-term illness, medical procedure, or accident. If you do not have an incapacity plan, your loved ones may have to scramble to get legal permission to take care of your financial and medical affairs. This could involve unnecessary time, money, and effort to accomplish. Also, remember that incapacity can occur at any age, so getting a plan in place now is crucial!

1. Consider the various legal documents you need to have in place to protect against incapacity:
  - Durable Power of Attorney for Finances and Medical Power of Attorney
  - Health Care Proxy
  - Advance Directive / Living Will / Do Not Resuscitate
  - HIPAA Authorization
  - Revocable Living Trust (if applicable)
2. As you prepare to execute your incapacity plan, think through the following questions:



- What important matters need to be addressed and who should be responsible for them?
- Do I want the same person responsible for both financial and medical needs?
- Is the person I've chosen willing, able, and available, and knowledgeable enough to step in?
- Have I prepared this person so that they can step in when needed?
- Have I simplified and organized my affairs enough to avoid burdening my loved ones?

3. Although it is important to know what should be done and who should do it, executing the legal documents to cover your incapacity needs are most important. Some websites are helpful; however, consulting with an experienced estate planning attorney works best.
4. Once you sign off on your incapacity documents, make sure to do the following:
  - Make and distribute copies to loved ones and properly store originals (hard and virtual).
  - Discuss needs and important topics with those individuals you've selected to care for you and your finances. Update them as needed AND the plan as life changes or laws change.

## Estate Planning

Estate and incapacity planning is a broad topic and can get very complicated depending on each person's situation. Because of this fact, we'll focus on a few key considerations and action items. Remember, estate planning is for everyone!

1. Your estate consists of everything you own: your home, car, other real estates, checking and savings accounts, investments, life insurance, personal possessions, and businesses. No matter how large or how modest, everyone has an estate. To ensure that your wishes are carried out, you need to provide instructions indicating to whom you want to receive something of yours, what you want them to receive, and when they should receive it. You want all of this to happen with the least amount paid in taxes, legal fees, and court costs.

2. At your death, if you die without a valid estate plan, any assets owned in your individual name and without a beneficiary designation or other governing contract will be distributed according to your state's intestacy laws, typically through a probate proceeding.
3. An estate plan begins with a will or a living trust. A will directs how assets titled in your name and without a beneficiary designation or other governing contract will be distributed, but it does not avoid probate. A living trust is a legal document that allows you to determine how your assets will be managed upon your death or incapacity and can help you avoid the cost and time associated with the probate process.
4. Generally speaking, assets pass to beneficiaries through any combination of:
  - Operation of law (account title or ownership)
  - By contract (beneficiary designations, payable on death, and transfer on death)
  - Will
  - Trust terms
  - Intestate laws (dying without a will means the state makes decisions for you)
5. Questions to consider when building your estate plan include:

- What people and organizations do I want to include in my estate plan?
- What assets do I want to pass along to loved ones and organizations?
- What are the tax consequences to each beneficiary?
- Who do I want to manage my estate? Are they willing and able to do so?
- How complicated is my estate? Can it be simplified?
- Do I have minor children and what are their needs? Who will care for them?
- Do I have a child with special needs that warrants planning?
- Do I have a complicated business or other assets that need to be addressed before I pass?

6. Once you've worked through the above questions, begin working with an elder law and/or estate planning attorney to draft and execute/sign your documents.
7. Once you sign your estate planning documents, make sure to do the following:
  - Make and distribute copies to loved ones and properly store originals (hard and virtual).
  - Discuss needs and important topics with those individuals you've selected to manage your estate. Update them as needed.
  - Periodically review and update your plan as life changes or laws change.



As Senior Financial Advisor, Steve VanNostrand, CFP® works directly with clients, addressing their financial planning needs. He also oversees client relationships and assists other team members with more complex financial advisory issues. Prior to joining [Goodman Financial](#), Steve was a wealth management advisor at TIAA for five years. Before that, he spent six years at Chase Bank and Bank of America in both branch management and client relationship management roles. He has over 11 years of experience in the financial services industry.

*Photos for article provided by Goodman Financial Corporation*



# How Smart Business Owners Power Through A Recession

By Stephen King, CPA, CGMA



Photo by JMEclusives from Pixabay

Every business has been affected by the pandemic in one way or another. Regardless of the industry or specific situations, there are certain actions organizations can take to become stronger.

It's important to adapt to the changes both tactfully and strategically. Here are 5 steps business leaders should take to help navigate economic downturn, mitigate organizational risks, and build resiliency during a recession.

## Step 1: Get The Right Mindset

Now more than ever, it's important to get the data you need at your fingertips to make smarter decisions. Oftentimes, business owners react on their gut and make detrimental decisions they can't pull themselves out of. This is the worst thing you can do in a time of financial turmoil.

The first data point to look at is your break-even point to calculate how different scenarios might play out financially. We recommend you determine your break-even in three cases: the best case, the mid-case, and the worst case. This is a simple financial calculation that helps you stress test your business model:

$$\text{Fixed Costs \$} / \text{Gross Profit \%} = \text{Break Even \$}$$

A break-even analysis creates a clear snapshot of your financials and helps you see how much revenue you need to bring in to not dip into reserves.

With this information, you will know how much additional revenue, increased margins, or fixed cost cuts you need to make.

## Step 2: Be Vigilant About Cash Flow

Businesses fail for 3 reasons: cash flow, cash flow, and cash flow.

The difference between the companies that survive a recession and those that don't? Focusing on cash flow. Without a real sense of your cash flow, you cannot move forward. Start with a cash flow forecast - your projected sources and uses of cash, then revisit cash flow best practices. A 13-week cash flow forecast will help you be better prepared and more equipped to make decisions in the future. Another way to help improve cash flow is to hone in on your collections strategy. Collections are often the last thing anyone wants to do- especially in a time of a financial crisis. However, outstanding balances can seriously impact cash flow and hold your business back. By improving billing processes and adopting collections best practices for your business, you can improve the likelihood that you will get paid on time, or even in advance.

Follow the three F's of Collections guideline to help with your collection practices:

**Firm:** Never end a call without a confirmed date.

**Focused:** Overcome objections and be prepared with answers.

**Friendly:** Kindness goes a long way.

Finally, automate as much as possible. Automating accounts receivable, accounts payable, and collections will enable more precise cash management and increase the availability of funds. If you use QuickBooks® Online you can integrate the Funding Gates™ app, a receivable management system, to automate your collection process. For example, [GrowthForce](#) uses Funding Gates to set up automatic collection reminders according to our collection policy.

### Step 3: Cut Costs The Right Way

The next step is to separate your expenses into above the line vs. below the line costs.

Your above the line costs are the costs that are making you income. These are the direct costs that your customer directly pays for. There are only two parts of above-the-line costs:

**Direct Labor:** Labor that earns you income and what you bill the customer for, and

**Direct Materials:** The equipment, material, or supplies you need to have to buy to finish the job.

Everything else is below the line.

Below-the-line costs are not part of your core competencies but still contribute to your business's success. They can typically be organized under eight categories: rent, accounting, legal, sales, marketing, facilities, IT, and HR. When making cuts, you want to look at these costs first.

Review below the line costs with a fine-toothed comb. These are items that were nice to have but were not vital in keeping your company alive. Ask yourself- "is that activity necessary?" If not, it's time to cut it. Simple solutions can go a long way to make a difference.

Another cost-effective solution is to consider outsourcing non-competencies. For example, outsourcing bookkeeping functions typically cost 30-40% less than an in-house bookkeeper. Many businesses are transitioning to outsourced accounting services as a way to cut back on costs and an efficient alternative to in-house accounting.



Photo by Canva

### Step 4: Review How People Drive Profit

With emotions running high, it is important to make tough decisions the smart way with actionable financial insights.

One important note to keep in mind: People Drive Profits. The CGMA found that 68% of a company's value stems directly from the people in the organization. When you look at employees as expenses, you will be blinded to numbers on the payroll.

To understand who your most valuable people are, and how many you can afford to keep, you will need to look at your management reports. Use a job profitability report to see profitability at both the employee and team levels. Studying this will show you your highest performers, and who is contributing most to your company's profitability.

Can you afford layoffs? The cost of turnover is more than you think. One major mistake most business owners make during a recession is loading up on the layoffs. Re-hiring and re-training once the dust has settled are costly. For example, replacing an entry-level, non-skilled employee can cost up to 50% of the employee's annual salary. For a supervisor's position, the turnover cost could soar up to 150% of the annual salary. If cuts need to be made, instead consider asking employees to take an equal hit.

### Step 5: Get On Offense

The most successful leaders know that for a business to be prosperous, you need an aligned financial management strategy and human capital strategy. Even the best financial management strategies will fall short if the right people aren't in place to execute them.

It starts at the top: leaders that view their employees as an expense instead of an invaluable, profit-contributing asset do not see the big picture. Employees with a clear line of sight and specific goals understand how their objectives directly affect their team, department, and the overall company goals. This is the concept of cascading goals - assigning smaller (but related) goals to departments, teams, and individuals that all contribute to achieving the overall operational goals.

When a company lacks an effective human capital strategy, it also tends to lack fulfilled, driven, and motivated employees. As a result, employees are less productive overall (therefore, less profitable),

and the business risks include experiencing high employee turnover rates.

When you have a good financial management strategy that includes actionable financial insights, you will be able to use your management reports to see the ROI. This will help inform your decision-making to drive better results.

Use this time to invest in training, identify efficiencies, and enhance products. Now is the time to dive in and find the value of what you are offering. Prioritize getting your systems more automated, and your people more aligned with your goals. This is how business owners will come out of a recession stronger.



Stephen King, CPA, CGMA, brings a unique combination of vision, foresight, and experience to help small businesses run better, grow faster, and make more money. He is President and CEO of GrowthForce, one of the nation's largest cloud-based accounting service providers. A highly energetic and motivational business leader, entrepreneur, and speaker, Steve has a passion for helping businesses and nonprofits reach their growth potential. His ability to visualize the future of accounting and assemble a highly qualified and motivated team has led [GrowthForce](#) to become one of the nation's largest cloud-based bookkeeping, accounting, and controller service providers.

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Department of the Treasury Internal Revenue Service (99) For calendar year 2020, or other tax year beginning , 2020, and ending , 21

Part I		Part II Individual Income Tax	
1 Your name <i>Jess</i>		4 Estimate of total tax liability for 2020 . . . . . \$	
Address <i>26742</i>		5 Total 2020 payments . . . . .	
City, town <i>Missio</i>	State <i>CA</i> ZIP code <i>92692</i>	6 <b>Balance due.</b> Subtract line 5 from line 4 (see instructions) . . . . .	
2 Your social security number <i>354-79</i>	Individual's social security number	7 Amount you're paying (see instructions) . . . ▶	
For Privacy Act Notice, see page 4.		8 Check here if you're "out of the country" and a U.S. citizen or resident (see instructions) . . . . . ▶	<input type="checkbox"/>
Act Notice, see page 4.		9 Check here if you file Form 1040NR or 1040NR-EZ and didn't receive wages as an employee subject to U.S. income tax withholding . . . . . ▶	<input type="checkbox"/>

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# The Value Of Membership

By Melinda Bentley, CAE



TXCPA membership has its advantages! Your membership provides tremendous value by giving you vital connections and access to resources, information, education, and more. We're here to serve with and for you representing the collective voice of 28,000 members.

As the largest association of accounting and finance professionals in Texas, TXCPA is well positioned to protect and promote the value of your CPA license. We're here to stand watch over potential changes in licensing requirements and to be a strong voice for the profession when influencing policy and regulation. From our beginnings in 1915 to now, TXCPA is the leading advocate for CPAs in Texas.

Active engagement in the Society and TXCPA Houston can lead to leadership opportunities and open doors to relationships that are invaluable at every stage of

your career. Involvement is key to helping you maximize your benefits. With a statewide presence and strong local chapters like TXCPA Houston, members are connecting across the state and in their communities.

You can give back to your community and help grow this diverse and dynamic profession. TXCPA Houston has fantastic service opportunities for your community that can help show the public how much the profession cares. In addition, there are many opportunities to connect with students of all levels to tell your story about becoming a CPA, the benefits an accounting career provides, and the benefits of being involved in this inclusive community.

Your membership also gives you access to various communications and resources to stay up-to-date on critical professional issues. TXCPA Exchange provides an online forum where you can reach out

to other members for professional advice, insight, and opportunities to network. Where else can you tap into the knowledge and experience of 28,000 colleagues who are committed to helping one another?

The Society's website and TXCPA Houston's site both have a wealth of information right at your fingertips. Social media channels provide quick, short, and timely updates. Be sure to follow the Society and TXCPA Houston on Facebook, LinkedIn, Twitter, and Instagram.

You're part of an ever-changing profession, which creates a need for continuous learning. The Society and TXCPA Houston offer a host of education programs that help you develop personally and in your career. Take advantage of your member discount on thousands of CPE offerings to help you achieve your professional development goals or get up-to-speed on the latest issues. And with our online learning opportunities, you can learn about a new topic whenever and wherever you need to as we navigate the pandemic environment.

We're here to assist and support you with all that lies ahead in 2021 and beyond. Your membership is your connection to important resources and CPAs across the state who generously support each other and your profession.



Melinda Bentley, CAE.  
TXCPA Director,  
Membership, Marketing and  
Communications

# It Was A Very Good Year

By Carol Spencer

Thank you! You had a choice in 2020 and you decided that your membership in TXCPA/TXCPA Houston would bring you significant benefits, to aid you, your clients, your business, and your profession in what became an upside-down year of change.

Fifty years ago, the Kingston Trio recorded "It Was a Very Good Year." Some might equate the title to 2020, based on your perspective and individual situation. Is there a one size fits all? If that did exist, what a dreary life it would be.

You frequently hear about the benefits you receive as a member – are they just words or do they really make a difference for you? We want to know WHY you are a member.

## Reasons For Being A TXCPA Houston Member:

- a professional should belong to and support their membership association
- your firm pays your dues
- you want to give back to your profession and community
- you support TXCPA's advocacy measures to protect your professional license
- you can obtain quality continuing education at low cost
- other reasons

Let us know – email [chapter@houstoncpa.org](mailto:chapter@houstoncpa.org) and share your reasons for calling yourself a proud TXCPA Houston member.

As a current member, you will receive your TXCPA annual dues invoice, either via email or by mail in late April. Watch your email the week of April 19 for your personalized link to confirm your 2021-2022 membership and dues payment.

2020 was a difficult time for everyone. For many, the pain, frustration, and worry are not over in 2021. Remember, TXCPA Houston is here for you.

If you have questions about your membership or want to obtain membership information for an employee, contact Membership Manager Carol Spencer at [cspencer@houstoncpa.org](mailto:cspencer@houstoncpa.org).

## Y-O-U-N-G Professionals Committee Hosts B-I-N-G-O Fundraiser!

The Young Professionals group invites you to be a participant in our bingo fundraiser on **Tuesday, May 4, 2021**, from 7:00 – 8:30 p.m. to raise funds for TXCPA Houston Foundation accounting scholarships. As committee members, our time is limited; in a few short months, there will be new members. **How** can we encourage others to be involved in the Young Professionals group? **Why** should they be involved?

Each of us have different reasons for being involved, but we all agree on one: community. We want to be a part of something greater than ourselves – we want to develop relationships. That is why we are focusing on scholarships for today's students and tomorrow's young professionals. So, please join us for a fun evening of digital Bingo as we raise funds for a cause that goes beyond just this evening.

Not into bingo? How about golf? Stay tuned for information on some terrific prizes (golf, golf, and more) and how you can join the fun!



# Uncover Your NEW TXCPA Houston Benefits!

By Kristie Ondracek, CPA, CGMA

## What Have You Been Missing?

As a member of TXCPA Houston, you have access to a lot of information and opportunities. We are always striving to get you a high return on your investments, but there is something you need to do – you need to “cash in” on these benefits. In the past year, we have added several virtual events that you may not realize exist. You still have access to events that TXCPA Houston is known for including the conferences, member happy hour, morning buzz, and committee meetings but they went virtual. You have several opportunities to be engaged with TXCPA Houston and increase your return on your due’s investment.

## Things That We Have Added To The List Of Benefits Include:

- FREE Friday webinars – since April 2020, TXCPA Houston has offered several educational webinars on Friday. These have included leadership skills, business tools, and technical subject matters. We know education is a priority, especially in your birthday month.
- Excel Series -- in September 2020, members participated in a Houston Chapter exclusive 5-week Excel series in which fellow members lead the virtual Zoom class and helped members heighten their Excel skills.
- Student Auxiliary hosted continuing education events in the fall and provided CPE hours. Also FREE.

Within 10 months, members had the opportunity to receive over 30 hours of FREE CPE. This provides you with nearly all the hours you need annually. And, TXCPA Houston will continue to do this.

Were you one of the members who registered and received the FREE CPE? I sure hope so.

If you were not aware of how to check for upcoming events, [click here](#).



If that website address looks different to you, you are right. In December, TXCPA Houston changed its website address to [www.txcpahouston.cpa](http://www.txcpahouston.cpa).

When you arrive at TXCPA Houston's website, you will see on the right-hand side, **Upcoming Events**. This lists the first 3 scheduled events. Click on “**CLICK HERE TO VIEW ALL EVENTS**,” and you will get the list of all events, including the free webinars, seminars, conferences, and charity events being hosted by your local TXCPA Houston chapter.

While you are on TXCPA Houston's website, look around. We continue to add information to keep you informed and provide greater membership value. We hope you will join us and make the most of your membership and not miss out on FREE CPE and the knowledge subject matter experts have compiled for you.

## Follow TXCPA Houston On Social Media:

- [Facebook - TXCPAHouston](#)
- [Instagram - @TXCPAHouston](#)
- [LinkedIn - company/houston-cpa-society](#)
- [Twitter - @TXCPAHouston](#)

Please share your ideas and stories with us. You can reach us at [chapter@houstoncpa.org](mailto:chapter@houstoncpa.org). If you want to know more about the staff, please visit the **About: Contact the Chapter** on the website. We want to hear from you. We are here to serve you!

# BECOME A MEMBER TODAY

Visit [www.tx.cpa/membership/become-a-member](http://www.tx.cpa/membership/become-a-member)

JOIN TODAY



# Newly Improved 2021 Spring Accounting Expo - May 17 - 21, 2021

By John E. Foster, CPA

To improve the Virtual 2021 Spring Accounting Expo, we have taken the 20+ CPE hours and spread them over 5 days for your viewing. We believe this enhanced format, and a greater variety of courses and instructors offered will provide you with an optimal experience in 2021.

Another feature of the 2021 Expo is a daily Q&A with the speakers. A favorite part of this annual conference is catching up with old friends. Attendees can visit breakout rooms, ask questions of the speakers, and visit with one another.

## Some Of Your Favorite Speakers Are Back For The 2021 Expo:

- Steve Tillinger will have 4 hours of Tax Update.
- Steve Goodman is back with "Financial Planning 101."

- Chuck Cummings will be speaking on "Leadership That Counts."
- Tim Phillips will teach on "Negotiation Skills You Need to Get What You Want."

## Other Timely Topics At This Year's Spring Accounting Expo Are:

- IT Security
- 5G
- Banking – SBA
- One Note Best Practices
- Teams (Microsoft) and Zoom
- Marketing and Business Development
- Fostering a Diverse & Inclusive Organization

The cost of the 2021 Spring Accounting Expo is \$450 for Chapter Members and \$550 for Non-Members. You can watch the courses in the manner of your choosing that best fits your

schedule. Technical assistance will be available from 8:00 a.m. to 5:00 p.m. during the week. The live Q&A and networking will start at 4:00 p.m. each afternoon BYOB.

In 2020, the planning committee had to pivot quickly to provide a virtual conference in May, and this past year we have looked at ways to improve the conference and bring back some of the dynamics of our live Expo. We believe this new viewing format and live Q&A greatly enhances the 2021 Spring Accounting Expo and offers both convenience and enjoyment for the attendee.

[Click here](#) and register for the best and most diverse CPE event offered in the State.



John E. Foster, CPA  
Spring Accounting Expo Chair

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From left: Shelitha Smodic, Susan Wedelich, Leah Bennett, Jason Caras, Karla Dominguez

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### Let's Start a Conversation

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Join accountants and financial decision-makers on May 17-21, 2021, for a NEW five-day virtual webcast focused on the future of accounting. Whether you're a seasoned CPA or new to the field, the 2021 Spring Accounting Expo provides an excellent opportunity to learn, broaden your perspective on accounting developments, and network with fellow CPAs.

## Create Your Own Schedule At TXCPA Houston's New Spring Accounting Expo!

- You'll have five days of 24/7 ON DEMAND access to as many or as few sessions as you want (technical assistance is available from 8:00 a.m. to 5:00 p.m.). Earn 20+ CPEs at times convenient to you!
- Join breakout sessions led by speakers focusing on Leadership Skills, Management Skills, Technical Skills, and more!
- Explore the virtual Sponsor Hall where you can learn more about solutions from our event sponsors and professional development opportunities from TXCPA Houston.
- Enjoy daily live Q&A sessions with our speakers and network with expo attendees. The live Q&A and Networking will start at 4:00 p.m. each afternoon. BYOB!

**Date:** May 17 - 21, 2021

**Location:** Virtual Webcast

**Session Times:** 8 a.m. - 5 p.m. (Central Time)

**CPE Hours:** 20+ hours

**Prerequisite:** None

**Level of Instruction:** Update/Overview

**Pricing:** Member/Non-CPA or other chapter member: \$450

Non Member: \$550

## Trending Topics

- Tax Updates
- Management Accounting
- Financial Planning 101
- Leadership That Counts
- Bootstrapping a Data Monitoring Program in Your Organization
- Fostering a Diverse & Inclusive Organization

## Sessions Led By Dyanmic Speakers Like:



Stephen King, CPA, CGMA



Danielle Supkis Cheek, CPA, CFE, CVA



Steven J. Tillinger, CPA

**REGISTER TODAY:** [www.txcpahouston.cpa](http://www.txcpahouston.cpa) or 713-622-7733

# Chapter News



Mark your calendars for these upcoming conferences! Register at [www.txcpahouston.cpa](http://www.txcpahouston.cpa).

## Spring Accounting Expo

May 17-21, 2021

Virtual Webcast

Design your own conference with a new virtual format giving you 24/7 on-demand access to 20+ CPEs over five days! Learn up-to-date information on technical topics, plus interact with speakers, sponsors and colleagues during daily live Q&A sessions.

## CPE By The Sea

June 17-18, 2021

Virtual Webcast

Gain valuable insights on topical issues ranging from solving tough accounting challenges to managing your workload.

## Financial Reporting Symposium

August 19, 2021 *(Dependent on COVID-19 travel restrictions)*

The Post Oak Hotel

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

## Energy Conference

August 26, 2021

Omni West Houston

Seasoned energy professionals and executives address current issues affecting energy industries as well as accounting processes.

## CFO/Controllers Conference

September 22, 2021

Houston Marriott Sugar Land

This one-day conference provides financial leaders of small to mid-size companies with updates and information to keep them on top of accounting changes and trends.

## Road To Retirement Workshop And Personal Financial Planning Conference

October 26-27, 2021

TXCPA Houston Training Facility

This two-day event provides participants with valuable knowledge for better financial decisions in every financial stage of life.

Email [cpe@houstoncpa.org](mailto:cpe@houstoncpa.org) to learn more.

## SPONSORSHIP OPPORTUNITIES

CPAs play an integral role in their companies' important decision-making processes. Becoming a sponsor is a great way to engage these influential accounting professionals. There are many upcoming events for you to take advantage of.

Sponsorship benefits vary and levels start at \$500. If you are interested in becoming a sponsor for an upcoming event, contact TXCPA Houston at [cpe@houstoncpa.org](mailto:cpe@houstoncpa.org).

Thank you to corporate sponsors for making 2020 possible!

### THANK YOU TO OUR CORPORATE PARTNERS



# Chapter News

## CPE CLASSES, SEMINARS & CONFERENCES

Register at [www.txcpahouston.cpa](http://www.txcpahouston.cpa)

Date	Course	Hours
04/09/2021	<a href="#">Critical Thinking with Matt Plummer, Zarvana</a>	1 hour
04/21/2021	<a href="#">Intro to FVS with Matt Davis</a>	1 hour
04/23/2021	<a href="#">Unlock the Power of Outlook Email with Gabrielle Baumeyer</a>	1 hour
04/23/2021	<a href="#">Ethics: It's a Matter of Choice</a>	4 hours
04/28/2021	<a href="#">What You Need to Know When Businesses Sue One Another</a>	1 hour
05/05/2021	<a href="#">Business Valuation for Partnership Dissolution</a>	1 hour
05/12/2021	<a href="#">Business Valuation for Exit Planning for CPAs</a>	1 hour
05/17-21/2021	<a href="#">TXCPA Houston 2021 Spring Accounting Expo</a>	22 hours
05/20/2021	<a href="#">Northwest Roundtable</a>	3 hours
05/28/2021	<a href="#">Ethics: It's a Matter of Choice</a>	4 hours

NOTE: Classes will remain virtual until further notice.

## FACEBOOK LIVE SERIES

Tune in at [www.facebook.com/TXCPAHouston](http://www.facebook.com/TXCPAHouston)

Date	Guest Speaker	Company
04/06/2021	<a href="#">Tina Greenbaum, LCSW</a>	Mastery Under Pressure, L.L.C
04/13/2021	<a href="#">Charlotte Jungen, CPA CFP®</a>	Goodman Financial Corporation
04/20/2021	<a href="#">Tammy Alvarez</a>	Coral Consulting Group
04/27/2021	<a href="#">John Foster, CPA</a>	Spring Accounting Expo Chair
05/04/2021	<a href="#">Wayne Hunter</a>	AvTek Solutions, Inc
05/11/2021	<a href="#">Chuck Cummings, CPA, CFE, CFE</a>	Fitts Roberts Kolkhorst & Co P.C.
05/25/2021	<a href="#">Chris Mathers, CPA</a>	CPE by the Sea Chair

Have you heard about your new Houston-exclusive member benefit? TXCPA Houston members now have access to a live discussion on most Tuesdays at **noon**. In 60 minutes or less, you'll stay informed about crucial professional issues, chapter happenings, and how local vendors can make your life easier and your business better. [Click here](#) to follow TXCPA Houston on Facebook.

# Chapter News



## Did You Know That Your Membership Provides Access To The Expertise Of Over 7,000 TXCPA Houston Member CPAs?

As a TXCPA Houston member, you have access to the Houston chapter member directory. Search for a specific member or a roster of all Houston Chapter members.

### To Access The Directory:

- Log-in at [tx.cpa](http://tx.cpa)
- At the top Menu bar – select Exchange
- TXCPA Exchange – select Member Directory

You may also access your member profile to apply privacy settings to control the information others see on your profile. In the privacy settings, you may update specific fields including Email Preferences, RSS Feeds, Community Notifications, or Discussion Signature.

### Update Your Roster Information 24/7:

From the TXCPA Exchange:

- Select Profile from the top of the page
- My Account
- Privacy settings

While you're in the TXCPA Exchange, take a few moments and update your profile, including areas such as your Bio, Areas of Expertise, Education, Accreditation, Job History, and CPE Interests. You may also import your information from your LinkedIn® profile. If you wish, you may request to be excluded from the directory and community rosters.

### Gain Access To Member-To-Member Advice

TXCPA Exchange is a great place to get advice and feedback from fellow TXCPA members on a variety of topics related to accounting, audit, tax, software recommendations, careers, and more!

There are currently three communities within Exchange: CPA Practice Management, Nonprofit Accounting, and Tax Issues. Members are encouraged to join these communities to start conversations and discussions on related topics.

Do you have a question about TXCPA Exchange, accessing the member directory, or updating your profile? Contact Membership Manager Carol Spencer, [cspencer@houstoncpa.org](mailto:cspencer@houstoncpa.org) for assistance.



# Chapter News

## 2021 Accounting Scholarship Application Is Now Available

For current accounting majors – 2021 Accounting Scholarship Application is now available!

Applications are reviewed for a minimum GPA of 3.25 in accounting and 3.0 overall, U.S. Citizenship or green card holder, and financial need. Applicants must file an Application of Intent with the Texas State Board of Public Accountancy and have declared accounting as the major. Other criteria apply – see the application for details.

Eligible applicants should be a full-time student at a local TXCPA Houston membership area university:

- Houston Baptist University
- Prairie View A & M University
- Rice University
- Sam Houston State University
- Texas Southern University
- University of Houston
- University of Houston – Clear Lake
- University of Houston – Downtown
- University of St. Thomas

Scholarships of \$500 are available for accounting students in the local educational systems of Houston Community College or Lone Star College.

[Click here to download the 2021 accounting scholarship application!](#)

Application packets must be received by TXCPA Houston by **April 30**.

Contact Membership Manager Carol Spencer at [cspencer@houstoncpa.org](mailto:cspencer@houstoncpa.org) for more information.



**JOIN TODAY FOR FREE AT**  
[www.tx.cpa](http://www.tx.cpa)

TXCPA Student Affiliate members benefit from:

- » Local networking events and service opportunities in our 20 local chapters
- » Access to TXCPA Exchange, an exclusive members-only online forum for questions, knowledge sharing and opportunities to connect with Texas CPAs
- » Access to an online searchable member directory of our 28,000 members
- » Scholarship opportunities with TXCPA and our local chapters
- » Discounts on CPA Exam prep courses
- » Free job seeker profile on the TXCPA Career Center and access to internship postings
- » And more!

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# Classifieds

## **Let Accounting Practice Sales, the largest marketer of CPA practices in North America, assist you.**

We understand your concerns and respect your confidentiality. Contact us for a FREE, no-obligation valuation of your firm. Buyers, for additional information on any of the listings below, contact us by email [Holmes@APS.net](mailto:Holmes@APS.net), by phone (888) 847-1040 or visit our website [www.APS.net](http://www.APS.net).

Featured Practices for Sale (gross revenues shown):

- League City Area CPA \$1.8MM
- North Houston CPA \$1.7MM
- Gulf Coast Area Tax \$1.6MM
- West Houston CPA \$1.1MM
- North Houston CPA \$423K
- NW Houston CPA \$412K
- SE Texas CPA \$283K

### **Galleria-Uptown Houston Sub-lease Available**

Galleria-Uptown Houston area accounting firm with 1-5 offices available for sub-lease. Potential to customize space. Approximately 750 sq feet. Located in a Class A building on Augusta Dr. near Westheimer. Contact Kim Banker 713-298-7123 or [kbanker@duffkitchel.com](mailto:kbanker@duffkitchel.com) to inquire.

### **Share Office Suite - Upper Kirby**

Share an office suite with other professionals with an unfurnished private office. For more information: visit [drpeterc.wixsite.com/website-1](http://drpeterc.wixsite.com/website-1) or email [drpeterc@gmail.com](mailto:drpeterc@gmail.com).

## **Looking For A New Opportunity?**

### **Visit The TXCPA Houston Career Center To Find The Job That's Right For You!**

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

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

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

[Click here](#) to visit the TXCPA Houston Career Center and start posting jobs or searching for jobs today!



## Information and opportunities relevant to you!

Name: \_\_\_\_\_

Business: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Get involved with TXCPA Houston by serving on committees important to you. Please check your top three committee(s) based on interest.

### CPE Related Committees

Quality control and oversight of Society CPE

- \_\_\_\_\_ CFO/Controllers Conference
- \_\_\_\_\_ CPE by the Sea
- \_\_\_\_\_ Tax Expo

### Membership Related Committees

Work on Society image enhancement, career awareness and member services

- \_\_\_\_\_ Membership Development
- \_\_\_\_\_ Young Professionals

### Industry/Other Committees

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

- \_\_\_\_\_ Business & Industry
- \_\_\_\_\_ Energy
- \_\_\_\_\_ Healthcare

### Professional Services Committees

Plan topics, serve as on-site coordinators for CPE

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

### Charity/Civic Related Committees

Sponsor community and organization events

- \_\_\_\_\_ Accounting Scholarship Endowment
- \_\_\_\_\_ Accounting Scholarships
- \_\_\_\_\_ CPAs Helping Schools/  
Accounting Career Education
- \_\_\_\_\_ CPA-PAC
- \_\_\_\_\_ Public Affairs
- \_\_\_\_\_ Scholarship Extravaganza

## Thank you for signing up!

Your active participation will provide: current topic updates, professional development, networking opportunities ... and more!

You will be placed on the distribution list for each chosen committee. Committee meeting dates vary from monthly to quarterly. Please email this form to [chapter@houstoncpa.org](mailto:chapter@houstoncpa.org) or complete the form [online here](#).

# TXCPA HOUSTON

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