

March/April
2014

CPA VOICE

The Ohio Society of Certified Public Accountants

- 2 [New OSCPA vision: What you can expect](#)
- 3 [A little help here does a lot for accounting](#)
- 4 [Peer review faces change: are you prepared?](#)
- 16 [Executive Board nominees revealed](#)

“WE ALL SHOULD BE A PART OF THE EQUATION.”

Sherri Richardson, CPA
of Richardson & Associates in Cincinnati



HOW CAN ACCOUNTING BECOME MORE DIVERSE? 11

535 Metro Place South
Dublin, Ohio 43017

THE OHIO SOCIETY OF CPAS


At the heart of it all

Successful organizations are built on the shared values of an effective team – working together to advance its mission and goals. Recently, I’ve been hinting that big new things are in the works at The Ohio Society of CPAs. Our staff is excited to unveil some of these changes to you over the next few months.

At the core of this process is a shared vision for how we work together to create better experiences and outcomes

for you, our members. Our new OSCPA staff mission grew out of a series of staff-led work groups that explored different areas of our business. Their conclusions formed the basis for this series of value statements that have become the guiding principles by which we approach everything we do.

Our staff has embraced them and I’m confident you’ll see these values reflected in the products and services we develop and bring to market.

Is a strong mission and staff buy-in at the heart of your business?



Scott D. Wiley, CAE
President & CEO
The Ohio Society of CPAs

swiley@ohio-cpa.com
614.764.2727 x 305 (office)
614.546.9430 (cell)
Twitter: @ScottDWiley
LinkedIn: www.linkedin.com/in/scottwileycae

OUR MISSION IS DEMONSTRATED BY **WHAT WE SAY, WHAT WE DO AND HOW WE CONNECT WITH CPAS AS WE WORK TO CREATE POSITIVE OUTCOMES FOR OUR MEMBERS AND THE PROFESSION.**

AS TEAM MEMBERS OF THE OHIO SOCIETY OF CPAS, WE STRIVE TO CONTINUOUSLY:



A little means a lot when you give back to your profession



By Robert G. Zurich, CPA/ABV

I had the opportunity recently to attend a meeting of The Ohio CPA Foundation, and it was a great reminder to me of the important work of that organization.

The mission of the Foundation is strengthening the future of the accounting profession and improving the lives of all Ohioans by improving financial literacy, awareness of the CPA career and through diversity initiatives.

With your support, The Ohio CPA Foundation is fulfilling that mission and making a difference in our state.

Later in this issue of *CPA Voice*, you'll read about the importance of diversity and inclusion in accounting. As the communities where we live and work become increasingly diverse, so must the CPAs who serve these communities. The Foundation is supporting that effort through its Accounting Careers Awareness Program (ACAP-Ohio), and ASPIRE! Diversity in Accounting. These programs have shown hundreds of minority students the appeal of – and a path to – the accounting profession.

In a similar way, the FETCH! (Financial Education Teaches Children Healthy Habits®) program is teaching Ohio children about proper money management. FETCH! makes learning about money fun by bringing CPAs into the classroom to play a fun and interactive game.

Finally, The Ohio CPA Foundation is working diligently to ensure a healthy and vibrant future for the CPA profession through the Student Ambassador Program, High School Accounting Career Days and the College Scholarship Program. With baby boomers on the verge of exiting the workforce, as well as increasing competition for the best students, recruiting our next generation of CPAs is critical.

But it's important to note that this is your foundation. These are programs the Foundation board supports and OSCPA membership believes in.

Yet, only about 5% of OSCPA members support the foundation.

Are you among that 5%? If not, I urge you to consider it, and to give in an amount that is commensurate with your standing in the profession.

Just know that no amount is too small, and that to start, your participation is the most important thing.

We have all made our living in this profession. We should give to help the profession in the future and help new youth coming into it.

Robert G. Zurich, CPA/ABV with Barnes Wendling CPAs, Inc. in Sheffield Village, is The Ohio Society of CPAs 2013-2014 Chair of the Board.

Table of Contents

Accounting & Auditing

- 4 Peer review: A look into the future

Public Practice

- 6 Get a push to the next level with a career coach

Technology

- 8 Bitcoin: Cash for the future?

Feature

- 11 Ending stereotypes, engaging youth keys to better CPA diversity

OSCPA News

- 14 Expect learning, fun and great food at this May event
- 15 *CPA Voice* app available for tablets
- 16 Zaino nominated as chair-elect
- 18 Proposed bylaws changes address governance, ethics
- 20 Your membership matters!
- 21 Save on all your office needs with OSCPA's affinity partners
- 23 Members in Motion

The Ohio CPA Foundation

- 25 Help inspire tomorrow's CPAs: Support ACAP-Ohio

section editor: Laura Hay, CPA, CAE



By Laura Hay, CPA, CAE

Peer review was adopted in 1989 by the members of OSCPAs as a requirement of membership. As the program approaches its 25th anniversary, OSCPA leaders are taking a look at forces shaping the future of the peer review program as one of the profession's important pillars of self-regulation.

When peer review was initially adopted as a membership requirement by the AICPA and OSCPA, it was designed to be confidential, educational, remedial and non-punitive in nature. While important educational objectives continue to be met by peer review, its adoption as a firm registration requirement, regulatory pressures and a changing climate for business have increased the focus on upholding the profession's commitment

to maintaining professional competence and serving the public interest.

The OSCPA Executive Board recently appointed a task force to examine the future of the peer review program. Four of the forces discussed by the task force include **regulation, transparency, technology** and **adherence to professional standards**.

Regulation

The Accountancy Board of Ohio (ABO)

has often been recognized as a leader in the U.S. in the adoption and enforcement of model accountancy legislation and Ohio was one of the first states to adopt peer review as a firm registration requirement for firms providing attest services. OSCPA serves as the agent of the board in administering peer reviews, and the board works closely with OSCPA in ensuring the objectives are met.

The ABO is reviewing its peer review oversight and disciplinary processes to determine how it can most effectively and judiciously ensure that attest firms are complying with professional standards as evidenced by peer review results. In addition to more robust state oversight, as the program has matured, other regulators are beginning to ask for the profession's peer review information as a "gold standard" for competence.

"In some ways, you could say that the peer review program has become a victim of its own success," observed Glenn Roberts, CPA, principal, Clark, Schaefer, Hackett & Co. "The peer review program has been so successful at improving the quality of practice



TAKEAWAYS

The OSCPA Executive Board recently appointed a task force to examine the future of the peer review program. The task force anticipates that:

- ▶ A greater number of regulators will begin requesting peer review information as a requirement for conducting attest services in specialized areas.
- ▶ The program will face continued regulatory pressure for direct disclosure of results, and this

issue will need to be addressed again by the leadership and membership.

- ▶ The greatest impact of a change to electronic submission and delivery of peer review information will be felt in three to five years.

The task force supports ABO discussions of a minimum annual CPE requirement and CPE provider requirements, possibly including provider registration.

that regulators have accepted the profession's peer review results as a credible resource rather than having to develop their own inspection programs.”

AICPA task forces are considering potential enhancements to the peer review model to continue to strengthen the self-regulatory program's effectiveness and usefulness.

An important development in this area has occurred in employee benefit plan auditing. Having received some substandard employee benefit plan audits, the U.S. Department of Labor asked the logical question of why peer review had not detected more of these audit deficiencies. By providing information to the AICPA about which firms conducted such audits, it was found that while some had not yet been reviewed because of timing issues, others had omitted employee benefit plan audits from their peer review engagement summaries. Those firms are now being required to recall their reports and have the peer review performed again.

The OSCPA task force anticipates that a greater number of regulators will begin requesting peer review information as a requirement for conducting attest services in specialized areas.

Transparency

As the peer review program has evolved from its original educational intent to a regulatory source for disciplinary sanctions, the profession has faced increasing pressure to make the program results more public. Steps the AICPA has taken in response include:

- Amending the peer review report to make the results of the review more transparent.
- Posting peer review results on a restricted website for facilitated state board access unless a firm elects out of posting.
- Requiring certain peer review information be made publicly available for participation in AICPA audit quality centers.

Because of the confidential nature of the membership program, the state CPA societies administering the program may not share program results directly with state boards, but the state boards may require registered firms to submit their peer review results.

The OSCPA task force projects that the program will face continued regulatory pressure for direct disclosure of results, and that this issue will need to be addressed again by the leadership and membership.

Technology

The AICPA has been working on greater automation of the submission and delivery of peer review information. Some early steps in incorporating the peer review process in an electronic format include the MFC (Matters for Further Consideration) and FFC (Findings for Further Consideration) projects. By capturing these items in electronic format, the AICPA will be able to begin providing statistical analysis on common concerns and provide information firms can use to educate staff and avoid similar findings in the future.

“This process will enable the program to achieve greater internal transparency,” noted Roberts. “As we can more quickly identify problems and move to address them with education and communications, firms can respond more quickly to correct issues.”

The OSCPA task force predicts that the greatest impact of this change will be felt by reviewers within three to five years, as they begin completing forms and submitting work papers electronically.

Professional standards

There was an impression among task force members conducting peer reviews that the consumption of CPE is increasingly being directed toward compliance, rather than achieving competence in areas of practice conducted by the firm. Members observed that the quality and relevance

LEARNING OPPORTUNITIES

Employee Benefit Plan Audit Conference

April 25 | Columbus | Course #46084

Get first-hand news from nationally recognized speakers on the issues that are critical to employee benefit plan audits. Whether you are new to the practice or are ready for an advanced look at the issues, the Employee Benefit Plan Audit Conference will provide a comprehensive review of the latest regulatory information and compliance issues that are vital in a corporate environment.

of continuing professional education needs to be addressed, as well as firms establishing relationships with other professionals who specialize in areas where the firm has not yet achieved expertise.

“With the rate of change in professional standards,” Roberts said, “the small firm of the future is not going to be able to exist without some form of network or specialization.”

The OSCPA task force is supportive of current Accountancy Board of Ohio discussions regarding a minimum annual CPE requirement and CPE provider requirements, possibly including provider registration.

Peer review of the future

“Peer review is not going away, and will not get easier,” Roberts said. “However, it will remain an essential component of keeping our profession among the most trusted. The only decision we get to control is whether the profession remains self-regulated or is subjected to outside regulation – and that decision will be based on how seriously we – the reviewed firms and the reviewers – take our peer review responsibilities.”

Laura Hay, CPA, CAE is executive vice president of The Ohio Society of CPAs and staff liaison to the Accounting & Auditing Committee. She can be reached at lhay@ohio-cpa.com or 800.686.2727, ext. 322.

Get a push to the next level with a career coach

By Stacy Feiner, PsyD and
Michael Ferkovic, CPA

Every New Year, millions of Americans resolve to get fit and lose weight. Gym memberships skyrocket, and in early January finding a machine at your local club becomes difficult. But by February, a majority of those new memberships are going unused and the once long lines are back to normal.

Similarly for many businesses, a new year offers new hope to businesses looking for a fresh start. Budgets are new. Performance goals are fresh on the minds of management. The executive team has renewed focus on the strategic plan. But what can be done to get that resolution to stick, ensuring an executive's or owner's success? Finding a coach!

It is often said that "it is lonely at the top." But is it lonely by circumstance or by choice? In our experience, most business owners do not share their challenges with a coach. Yes, they might have a board or trusted professional advisors, but they do not

have a true sounding board for ideas, a raw and unrehearsed conversation that doesn't judge but rather pushes them to a new level of performance.

If you want peak performance this year, start by spending some time reflecting on what inspires you.

First decide your sport, and then find your coach. Maybe your career has been progressing at a fast clip, and now your progress feels stalled; getting to the next level takes something you haven't yet learned. Maybe you have all the technical skills or business acumen to exceed performance objectives, but your interpersonal skills aren't strong enough to inspire others to follow you. Perhaps you are expected to develop people in your department, but you simply don't know how to help others improve their performance.

As career coaches, our favorite clients are those who are performing at peak, knocking the cover off the ball and relentlessly pursuing a subtle tip that will make them even better. After all, Peyton Manning has six coaches, including one for running, one for stretching and even a sports psychologist. He is the best quarterback in the world, but he knows that he needs these resources to continue improving and evolving.

Second, do your calisthenics. Be ready to tell people you're looking for a coach.

We all know people are afraid to ask for help, so be prepared for people to give you a blank stare, a scrunched up nose or a frown. Educate these naïve souls that all the best athletes in the world have coaches and so do top executives. Tell them you have ambitions, aspirations and potential you want to tap. More likely however, you'll get people who think you're great, smart and way ahead of the curve. That's nice, but you are aiming for something more.

Third, do some research. Read some books. Watch some TED talks. Consider differing coaching philosophies. Next, use Google to compile a list of local coaches. Then, start to whittle that list down by talking to people in your professional circle. Ask your HR director. Ask someone who sits on your school board or a not-for-profit you donate time to. Perhaps your accounting firm does returns for a business coach. Or, call the career center at your alma mater. Relationships matter and a referral is a good starting point to building a trusting relationship with a coach.

Fourth, when you do get some names of reputable business coaches, make sure they have:

- Professional credentials: a licensed psychologist or a certified coach with the Coach Federation who has held leadership positions in business settings and a resume that reflects this.



TAKEAWAYS

- ▶ Hiring a coach can push an employee to a new level of performance.
- ▶ Coaching is most effective with a specific goal in mind. Determine an area for improvement before hiring a coach.
- ▶ Research is imperative in selecting the right coach. Ask for referrals, research coaching styles and make sure to check references.
- ▶ Most coaching relationships require at least a three-month commitment. Plan for the time investment before you sign on.

LEARNING OPPORTUNITIES

Cincinnati Spring CPE Conference

April 30 | Cincinnati | Course #46201

New regulations, new health care law and a competitive environment continues to be a strain on all businesses. Get the skills, knowledge and information you need to help your clients and stay ahead of your competition at the 2014 Cincinnati Spring CPE Conference. This year's conference is packed with information from the experts you know and the industry leaders you trust. Plus you'll also be able to network with your peers and satisfy your three-hour ethics requirements.

Repair Regulations

OSCPA On-Demand | Virtual |

Course #46115

Join Lynn Nichols, CPA for this on-demand course that will get you up to speed on the IRS' newly released Final Regulations. These regulations will require a reappraisal of the way in which taxpayers claim repair costs. Make sure you are informed of the changes to better serve your clients.

Ohio Sales and Use Tax: Trends, Developments and Planning Opportunities

OSCPA On-Demand | Virtual |

Course #46078

Get updated on some of the important trends taking place in state taxation. Join Steven Dimengo, CPA, J.D., as he provides an update of Ohio sales/use tax in the context of an overview. You will learn fundamental and advanced rules to minimize your Ohio sales/use tax liability.

Dr. Stacy Feiner is an adviser and coach at SS&G Parkland Consulting with a coaching methodology that appeals to business owners and corporate executives in various stages of the business cycle. For more than 15 years, Dr. Feiner has been helping business leaders take deliberate steps to improve their performance and advance their organizations.

Michael Ferkovic, CPA is member of the Turnaround Management Association's NextGen Cleveland chapter, and a 2014 Level II Candidate in the CFA Program. Michael is an associate at SS&G Parkland Consulting and works with clients to improve business efficiency, profitability and value.



- Published articles or books that articulate their philosophy.
- Public speaking experience.
- References you can call to verify the ROI of working with that coach.

Fifth, starting a coaching engagement is up to you. You can pay session-to-session, but most coaching needs some time to get traction. The industry usually contracts in three-month increments. You should have an assessment for setting goals, creating an action plan and benchmarking progress. Schedule regular in-person sessions with an agenda, but when phone is convenient, that works too.

Finally, stay the course. Dig deep. Push yourself. See opportunity, not fault. The most important investment you will ever make is in yourself! So as you move into your plan, will

your business still be hitting the gym 12 months from now, or will it remain in neutral? Find a coach, mentor, or peer group you respect to provide the counsel you need to ensure success. It does not need to be lonely at the top. The right coach can diagnose the mental blocks that might be holding you back from peak performance. Among all of the various initiatives and strategies for the year, a coach provides the necessary moments of reflection and insight that can catapult you to more advanced thinking and problem solving, more likely making Q2 feel like Jan. 1 – new and exciting with the energy to deliver year round. Because a coach stands with you as you navigate the challenges of your business, your focus doesn't get diluted. Coaching is a concentrated, intense, focused and demanding relationship that helps you build the mental fortitude to perform at your peak.



By Chris Jenkins, CAE, CISSP
OSCPA Chief Information Officer

No one knows the motivation behind Satoshi Nakamoto's creation of Bitcoin software and protocol, which the unknown pseudonymous inventor and author posted on Feb. 11, 2009 to the obscure message board for the Peer-to-Peer Foundation.

Satoshi — who was likely not Japanese and might have even been a group of people given “his” apparent breadth and depth of understanding in computer science and economics — merely remarked, “I’ve developed a new open source peer-to-peer e-cash system called Bitcoin. It’s completely decentralized, with no central server or trusted parties, because everything is based on crypto proof instead of trust. Give it a try, or take a look at the screenshots and design paper.”

Masked behind the simplicity of that wording was a bombshell that demanded the world take notice.

Instead of relying on a central bank to issue currency, the Bitcoin network operates using a secure peer-to-peer model, where every participant’s computer is an independently functioning component fully responsible for participating. The security of Bitcoin is based on strong cryptographic principles and difficult “proof of work” functions that make counterfeiting transactions or currency extremely hard (far harder than paper money). Bitcoin is deflationary; there will only ever be up to 21 million Bitcoins in circulation, and they are generated at a predictable, decreasing rate that is inversely proportional to the power of the network (i.e. the more ‘computers’ that are thrown at “mining” Bitcoins, the more slowly they can be had). However we should note that, as a fractional reserve currency, one Bitcoin is infinitely divisible. Currently, per standard, each Bitcoin is divisible into up to 100 million units (0.00000001 Bitcoin being one “Satoshi,” honorarily). Rather than sending money using bank accounts or credit card numbers, Bitcoin transactions are anonymous but public, indicating only that a certain amount of Bitcoin was sent from one meaningless cryptographic address to another. There is no central issuer of addresses or database to link them to any person’s identity.



TAKEAWAYS

- ▶ Bitcoin is an open-source peer-to-peer e-cash system created via an anonymous blog post on Feb. 11, 2009.
- ▶ Security is based on strong cryptographic principles and difficult “proof of work” functions that make counterfeiting transactions or currency harder than it is with paper money.
- ▶ There will only ever be up to 21 million Bitcoins in circulation, and as a fractional reserve currency, one Bitcoin is infinitely divisible.
- ▶ Transactions are anonymous but public. There is no central issuer of addresses or database to link them to any person’s identity.
- ▶ Bitcoin exhibits characteristics of a currency, a commodity and a payment processing mechanism.
- ▶ Bitcoin is causing headaches for potential regulators.
- ▶ In spite of the uncertainty, CPAs should be following news about Bitcoin because of the potential impact on taxes and the financial world.

Is Bitcoin a currency? Is it a commodity? Is it a payment processing mechanism? No one knows the answer with any certainty, and Bitcoin's multi-faceted nature is part of its intrigue. It exhibits characteristics of all of these items simultaneously, which — combined with its decentralized, peer-to-peer structure — has given lawmakers trying to regulate it a headache and users of it unsure if they are dealing with something that is like cash, an investment or some sort of payment network. It is all of these and none of these. It is the Internet's answer to money, with the anonymity and fungibility of cash, no points of control or failure, and instantaneous cheap transactions anywhere in the world. (And, as much as governments might want to, with no central authority, Bitcoin will remain as uncontrolled and unregulated as all peer-to-peer networks.)

Although the first Bitcoin transaction was 10,000 Bitcoin for a pizza, at the time of writing the value of one Bitcoin is trading for close to \$800 on its unregulated online exchanges. This underscores the increasing acceptance of Bitcoin as a legitimate financial instrument and its global recognition as a potential big-scale player in everything from portfolio diversification to extremely cheap (even free) financial transfers and transactions. Once famous only among the tech elite, Winklevoss twins (yes, of The Social Network fame), Richard Branson, and a few finance visionaries, Bitcoin is now known well enough that it can be used to buy everything from alpaca socks and homemade honey to Sacramento Kings merchandise, Gyft gift cards, anything on Overstock.com and multitudes of other vendors.

Where is Bitcoin headed next? No one can answer this question; any number of events, from the responses of governments to the stability of its markets, will affect the use, and usefulness, of the Bitcoin network.

Although it garnered some negative attention when the Drug Enforcement Administration shut down a website infamous for recreational drug purchases that operated exclusively using Bitcoin, the U.S. Financial Crimes Enforcement Network agrees that cash remains the biggest vehicle for criminal activities, and the Bitcoin network barely registered a blip upon said website's closure. Also, the recent collapse of the Mt. Gox exchange — which had been known in the Bitcoin community to be untrustworthy and insecure — isn't likely to have a long-term effect. Today, you can book a trip to space or buy a pair of socks with Bitcoin, but that doesn't mean that it has any inherent value. (After all, you once could do the equivalent with bags of salt.) Much like the U.S. dollar, the value of Bitcoin is based on the world's perception of its worth and how much someone is willing to pay for digital coinage (excepting the taxation requirement that conveys some guaranteed value to USD). Tomorrow, one Bitcoin might cost \$100,000. Or, \$1. (Such wild fluctuations are now unlikely however. It should also be noted that, as a fractional currency, there is no need to buy "one whole Bitcoin" any more than one needs to buy "one whole gold brick.")

With increasing acceptance from governments and large merchants, the safe bet is that Bitcoin will continue to be worth something, and so, control and regulation issues notwithstanding, we need to come to grips with what it is and figure out how we're going to treat it. Of particular importance to CPAs is its tax implications: For example, if someone buys 1 Bitcoin for \$500 and its value doubles to \$1000 before it is resold, was it a currency

To read more about Bitcoin, and learn how to obtain some for yourself, check out the following resources to start:

- The Bitcoin Foundation: <http://bitcoin.org/>
- We Use Coins: <http://www.weusecoins.com/>
- Bitcoin Magazine: <http://bitcoinmagazine.com/>

LEARNING OPPORTUNITIES

Social Media Best Practices

OSCP On-Demand | Virtual | Course #46006

Participating in social media is a very public activity. Whether you use social media personally or professionally, there are certain rules to abide by that you need to know. Join Kristen Vitartas, webmaster, The Ohio Society of CPAs as she helps you to feel more comfortable participating on Facebook, Twitter and LinkedIn, and teaches you how to use each safely and professionally.

valuation change or a capital gain? How are profits on the sale of Bitcoin to be reported? Will it incur a gift tax? Who is fiduciarily responsible for Bitcoin holdings? How else might the IRS define it? Can banks legally shut down accounts merely for having Bitcoin-related activity (as they have for some persons and companies)? All of these questions need to be answered, but we aren't really any closer than we ever have been to answering them.

No matter the final story for Bitcoin, its concepts and the subsequent questions that it raised will live on. The Internet has experienced the possibility of money freed from the shackles of regulation, centralized backing and international borders. The memory of the Internet is indefinite; the implications — both positive and negative — of Bitcoin are here to stay. Banks, governments, and credit card payment processors have good reasons to be scared. They have controlled the creation of economic value via its tacit and explicit usage, and suddenly they find some of that control leaking through their fingers. How they react to this change of events should be interesting, and could change the course of economics as we know it.

Chris Jenkins, CAE, CISSP is chief information officer for The Ohio Society of CPAs.

TECH TEST

How well do you know Google ?



Take this test and find out now!

Tech Test By J. Carlton Collins, CPA

1

Does Google keep a list of every search term you search for?

2

Does your Internet provider keep a list of every website site you visit?

3

How do you perform an advanced search in Google?

4

Which Google app enables you to track the location of a smartphone, and even capture its historical movements?

5

Can Google notify you in the future if certain subject content is published? If so, how?

Answers:
1. Yes. Google's stated policy is to keep a list of each search, including the search term and your computer's MAC address, for a period of 27 years.
2. Yes. For example, Comcast maintains a list of every web site you've visited, even accidentally, and that information can be accessed via subpoena.
3. Visit www.google.ca/advanced_search, and search date ranges, language, domain name, type of file format, reading level, Boolean searches, and more.
4. Latitude enables you to pinpoint the location of another person's phone on a Google map in quasi-real time.
5. Google Alerts can be set to notify you immediately via email in the event an article, news story, web page, blog, video, and discussion mentions your search term(s).

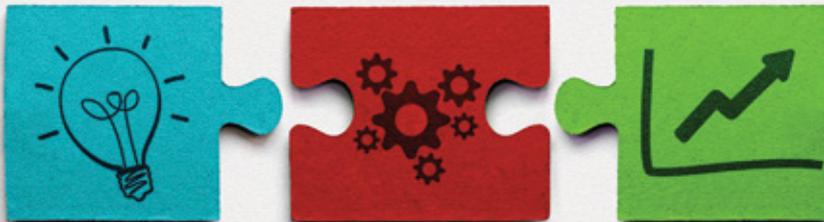
How did you do? To learn more about technology, OSCPA invites you to attend a technology course, conference or webinar; or get involved in a technology committee or interest group. Why not sign up today? Next month, how well do you know Internet Explorer?

(You can read Carlton's monthly technology column as it appears in the Journal of Accountancy here: www.CarltonCollins.com)



Discover. Share. Succeed.

OSCPA's 2014 Accounting Shows are the marquee educational events of the year and it all starts this spring in Dayton. Featuring the latest in tax, A&A, specialized knowledge and more from industry experts you trust, OSCPA's Accounting Shows will help you sharpen your skills and stay on top of key industry developments.



OHIO ACCOUNTING SHOWS

DAYTON

May 21 - 22
Sinclair Community College

CINCINNATI

September 16 - 17
Duke Energy Center

CLEVELAND

October 29 - 30
I-X Center to Cleveland

COLUMBUS

November 13 - 14
NorthPointe Hotel & Conference Center

For more information or to register, visit OSCPA's online Course Catalog at <https://store.ohioscpa.com> or call CPAnswers, your member service center, at 888.959.1212.

section editor: Gary Hunt



John Parns, CPA, left, Ted Johnson, CPA, CFE, CFF, center and Tim Grant, CPA, all of Parns & Co. in Columbus, said they have experienced both the challenges and opportunities of running a minority-owned business.

Ending stereotypes, engaging youth keys to better CPA diversity

By Gary Hunt

Breaking stereotypes about the accounting profession and engaging young people are the keys to getting more diversity in the profession, say minority owners of Ohio CPA firms.

John Parns, CPA managing officer at Parns & Co. in Columbus, said the business community today believes inclusion is good business.

“You need customers, and to have customers you need to have everyone participate in the economic success of this great country,” Parns said.

Still, the drive for inclusion hasn’t always been there, and accounting’s lack of diversity in comparison to other professions has proven to be much easier to study than change.

Changing stereotypes

Comedian (and former accountant) Jim Gaffigan tells a joke that speaks to the stereotype of accountants:

“When a black guy walks in the room, people think, ‘Wesley Snipes, Samuel Jackson,’” said Gaffigan, who is known for his fair complexion. “I walk in, people are like, ‘I gotta do my taxes...’”

Mark Twain said “humor is the good natured side of a truth.” And the truth in this case is that people sometimes are surprised – or worse – when they meet a CPA and learn he is black or she is a woman.

Ted Johnson, CPA, CFE, CFF partner at Parns & Co., said in the past he has seen “a panicked look on the face” of some potential clients, perhaps because he didn’t fit their mental image of what an accountant should look like.

“You get concerned you’re going to get feedback about that,” he said. “In reality, it has been a challenge.”

Sherri Richardson, CPA of Cincinnati said she has faced similar situations – especially early in her career.

“Sometimes I wasn’t chosen for jobs with certain clients because those clients didn’t want an African American accountant,” Richardson said.

She said she used that time to sow the seeds of her later success. Richardson has been in the profession for more than 25 years, the past seven as the managing partner of her own firm, Richardson & Associates.

“I had to stay behind sometimes and just make copies,” Richardson said. “But I learned a lot from that, because my dad said, ‘No matter whether you’re mopping the floor or making copies, there is something to be learned. So I paid close attention and chronicled my experience. I talked to partners, and I learned about maintaining a firm; how to organize it, and how to manage people, as well as the importance of client satisfaction.”

“People ask me how much has the industry changed since I started, and my response – and studies support – that change has been minuscule at

Continued on page **12** ▶

Continued from page 11 ►

best,” she said. “Large firms report it is difficult to find African American students willing and able to become CPAs, and with the few that they do find, retention is a problem.”

Parms said stereotypes persist, though he has seen an improvement over the years.

“I think part of it is people don’t see a lot of black or minority CPAs,” Parmis said. “For those people, the credibility may not always be there, but I think that’s changing. When I first started, that was much more of a challenge.

“If you dwell on those things it really doesn’t give you the frame of mind that you can be successful.”

Johnson said the best antidote has been good business results.

“The more our reputation has spread, the more people’s mindsets have changed. They want a firm who’s going to be there for them, provide professional services, and that is competent and experienced,” he said. “We fit all those criteria and then some.”

He said another point to consider – especially for young professionals – is that many people, no matter their circumstances, struggle to start their careers and fit in.

“When you talk to other people, we’ve all been through it,” Johnson said. “When I went to Coopers (& Lybrand), there were 200 professionals. Probably 150 of them looked at me with an expression of ‘What the heck is he doing here?’ And there were a few who saw I was great at what I did and gave me a chance.

“No matter your ethnicity, everybody runs into something because you’re going from a college into a huge organization.”

Richardson said her first job at Arthur Andersen was “a whole new world” for her.

“I had to learn to anticipate what other people would think and how to overcome their preconceived notions, as well as perfecting the things that I needed to within the accounting field to make it,” she said. “Notwithstanding my credentials, I always had to prove myself.

“And I was not alone. I was one of the first African Americans that they had hired – I think that I was number four. But I considered what I went through to be my lot, and I was privileged to have the opportunity to work at what was the top firm in the country.”

Advantages

Parms said in today’s business world, being known as a minority-owned firm is a positive.

“While I think we may have been cut off from certain opportunities just because of the color of our skin, there were also opportunities presented as well,” Parmis said. “So, we took advantage of the opportunities where we could and we discounted the challenges that may have been put in our way.”

Johnson said his firm has earned government business via contracts that encouraged minority service providers to bid. But merely getting those contracts was just the start.

“Smart people – like my partners – realized that is a temporary opportunity or a ramp to go to the next level,” Johnson said. “Through those mechanisms they were able

gain a foothold to provide services to the nonprofit community.”

The other side of that, Richardson said, is that sometimes people will make incorrect assumptions about her business.

“Some people will say, ‘You think you’re going to get something for nothing just because you’re female and we need more females in our spend,’” she said. “My response is, I’m a really good accountant. I have lots of experience. My team and I are really good at what we do.”

Her firm has a bevy of certifications – including Minority Business Enterprise (MBE), Women Business Enterprise (WBE) and Disadvantaged Business Enterprise (DBE) – yet, certifications account for only 4% of her business.

“The bottom line is, people do business with people they know and like, and they come back when they are satisfied with the service,” she said. “That means we are constantly networking and changing mindsets.”

Tim Grant, CPA, a partner at Parmis & Co., said his firm takes a similar approach.

“I don’t think we’re any different from any other organization trying to market,” he said. “We understand we’re a minority-owned business, but that’s not our marketing ploy. We go out there and compete with everybody else that’s providing the same types of services.”

How to get young people involved

As one of the founding members of the Columbus Chapter of the National Association of Black Accountants, Grant admits he’s “not sure what the answer is” when it comes to

increasing the number of minorities in the profession. He said one reason it hasn't changed is that young people still don't seem to understand the opportunities in accounting.

"When we have openings, we have the same challenges in finding qualified minority candidates – and we're a minority-owned firm," Grant said. "What we have to change is students' perception of the profession and how we let them know this is an area they ought to consider."

Richardson is trying to do just that as a volunteer at her alma mater, the University of Cincinnati. She said when she learned that fewer than five African Americans a year graduate from the University of Cincinnati's Carl H. Lindner College of Business, she thought she needed to get involved to "help people who look a little like me" become accountants.

In addition to her work at the University of Cincinnati, she is helping one of her clients by identifying and preparing underrepresented accounting interns. She said it's important to send them to the client – a large company in a small town – with a realistic view of what they will face, both as an accountant and as a minority.

"As a young professional, you need to be prepared to prove yourself, and for clients and even organizational leadership to question you, because they don't know who you are or what you are made of. If you sharpen your skills and work hard you can be successful in this field and earn an above average income. Everyone – every business – needs someone to account for and look after their resources, so opportunities are endless."

Some of the ideas for getting more minorities into the accounting profession

are simply about making it appealing to young people in general. That's not a simple thing to do, Johnson said.

"Other professions – be they doctors or lawyers – they've got a better marketing budget than we do," he said. "You've seen the TV shows: Grey's Anatomy, Boston Legal, LA Law. You don't see Grey's Audit, Boston Accounting or LA CPA. It just doesn't work.

"Accounting also is an industry where people don't understand what we do."

That's where personal interaction – through things such as OSCPA's FETCH! program – is so important.

"That puts a face to the profession and helps them realize it's not the face they thought," Johnson said. "It's actually all different types of faces, all with the main goal of integrity, quality and being able to provide service to whomever we're working with."

Parms said it's also important to understand the history of accounting in America.

"To become a CPA you had to have experience," he said.

"One of the major hindrances was that you had very capable African Americans who were trying to get into the profession, but no one would hire them. That has a legacy that has been a major aspect of why we have less participation."

It's important to help kids understand they can be CPAs, too – and they will like it when they get there.

"Sometimes people need to see success before they believe they can accomplish it," Parmis said.

"So, I think an absence of minorities in a particular area of our economy can have a chilling effect on others in that community who may want to pursue that area of endeavor."

Richardson said by opening the minds of girls and minorities to the possibility of accounting, the profession and society will benefit.

"What's missing is all of our children," she said. "There is a big chunk of profit and the workforce we're leaving out. We all should be a part of the equation, as an asset and not a liability."

let us **work harder** for you

100 million reasons to ask about our workers' compensation services

WORKING HARDER EDUCATION
RETRO RANGING RAINING
MEMBER EMPLOYMENT COMPENSATION
ALTERNATIVE RATING PROGRAMS SAFETY
THIRD PARTY ADMINISTRATOR
WORKERS' COMPENSATION
GROUP RETRO RETRO
RETURN TO WORK SETTLE
EDUCATION THIRD PARTY ADMIN
WORKERS' COMPENSATION SAFETY
ALTERNATIVE RATING
PROGRAMS GROUP RATING
WORKERS' RETRO SETTLE
HANDICAPS

By ensuring participation in alternative rating/
premium discount programs, cost containment
strategies and safety best practices, we
annually save our clients \$100 million in
workers' compensation premium paid.

Ask us how today!

(800) 825-6755 | WWW.COMPMGT.COM

compmanagement

Proud to partner with The Ohio Society of CPAs

OSCPA announces primary endorsements

The Ohio Society of CPAs has announced Ohio General Assembly endorsements for the May 6 primary election. Twenty incumbent candidates were endorsed, including 15 running for the Ohio House of Representatives and five candidates for the Ohio Senate.

“With the Ohio legislature facing so many decisions impacting Ohio CPAs and the businesses they serve, it’s important that we champion those candidates who support our goals,” said Barbara Benton, OSCPAs vice president of governmental affairs. “Having the right people at the table is especially important as we work to reform Ohio’s municipal tax system, drive economic growth and weigh in on Ohio tax policy.”

Endorsed Ohio Senate candidates are:

- Cliff Hite, R-Findlay
- Kevin Bacon, R-Worthington
- Bill Beagle, R-Tipp City

- Frank LaRose, R-Copley
- Scott Oelslager, R-North Canton

Endorsed Ohio House of Representatives candidates are:

- John Barnes, D-Cleveland
- Anne Gonzales, R-Westerville
- Stephanie Kunze, R-Hilliard
- Peter Stautberg, R-Cincinnati
- Barbara Sears, R-Sylvania
- Wes Retherford, R-Hamilton
- Margy Conditt, R-Liberty Township,
- Ron Maag, R-Lebanon
- Margaret Ann Ruhl, R-Mount Vernon
- Dave Hall, R-Millersburg
- Tim Schaffer, R-Lancaster
- Tony Burkley, R-Payne
- Dorothy Pelanda, R-Marysville
- Cliff Rosenberger, R-Clarksville
- Gary Scherer, CPA, R-Circleville

The Ohio Society of CPAs endorses candidates who have a strong record of support for issues of

concern to the CPA profession and the broader business community. Endorsements are made through a detailed, member-driven process that focuses on careful evaluation of a candidate’s voting record on key OSCPAs issues, working relationship with the CPA profession and answers to OSCPAs candidate questionnaire.

“Our goal with this process is to help Ohio CPAs identify those candidates who best represent the interests of CPA professionals and the businesses and clients they serve,” said Scott Wiley, president and CEO of The Ohio Society. “We are pleased to publicly recognize these pro-business candidates as they seek to continue their efforts at the Statehouse to make Ohio a better place in which to work, live and raise a family.”

Additional OSCPAs endorsements will be released after the May 6 election.

Expect CPE, fun & great food at Dayton Accounting Show

May 21 – 22
Sinclair Community College

Learn about the topics that matter most to your business in a lively and entertaining environment when the Dayton Accounting Show returns May 21 and 22.

Expect two days of intense learning and fun networking at the popular and convenient Sinclair Community College location – plus, you can plan to enjoy the popular Sinclair menu, which has drawn rave reviews from past attendees.

The Dayton Accounting Show also offers a slate of informative and entertaining speakers:

- Nationally known accounting and auditing expert Leah Donti, CPA, CMA, MBA, will be on hand to discuss the rise in financial statement fraud; developments from the Private Company Council; and the changes coming to leases.
- Tax expert Lynn Nichols, CPA of Nichols Patrick CPE Inc. returns to discuss the importance of an ethics-based tax practice.
- Dave Krebs, CPA, with his humorous and informative take on accounting.

OHIO ACCOUNTING SHOW SHOWS

- Jerry Hensley CNA, MCSE, on electronic security and mobile computing.
- Jerry Esselstein, CPA on hiring the right people.

This event offers you many opportunities to increase your knowledge of topics ranging from health care reform to ethics. You can attend a series of classes – or pick single sessions – in topics such as Tax & Tax Planning, Accounting & Auditing, Technology, Financial Planning, and Professional Standards. There’s also a special track on Practicing Aspects of Compilation and Review on day two.

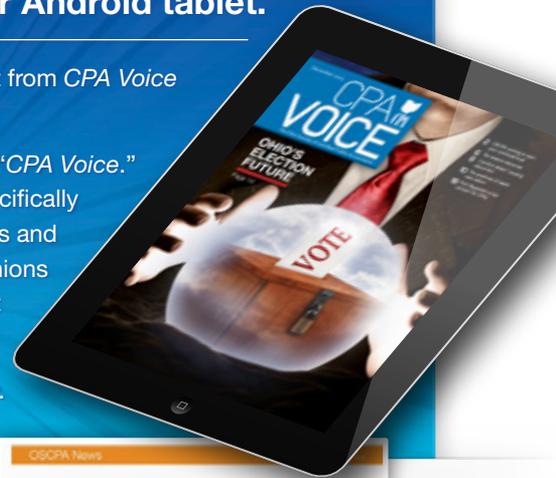
CPA Voice app available for tablets!

The free *CPA Voice* app is now available on your iPad or Android tablet.

Get all the in-depth stories of the Ohio accounting profession you've come to expect from *CPA Voice* on the go in an attractive, responsive format designed especially for your device.

From your tablet, go to the Apple app store or the Google Play Store and search for "CPA Voice." Download and install the app, and you can read *CPA Voice* in a format designed specifically for your device. You can navigate quickly, see graphics and slideshows, watch videos and use links that take you directly to more content. You can share content and your opinions via social media directly from the app. You can also set it to notify you when the next issue is available, so you won't miss a thing.

The *CPA Voice* app is free and available now in the Apple app store and Google Play.



Accounting & Auditing

Beware of third party verification requests

By Laura Mae CPA, CFE

CPAs need to be cautious about lender and regulator requests for certain guarantees, often referred to as "comfort letters," notes Sue Coffey, CPA, AICPA Senior Vice President - Public Practice and Global Alliances. Two blogs from Coffey on AICPA Insights have raised a number of questions from OSCPA members who are reporting an increase in requests for CPAs to assume this responsibility.

Business & Industry

Intended and unintended positive outcomes from the Affordable Care Act

By Rob Pierce

Unless you have been living under a rock, you have heard of the concerns surrounding the health care exchanges and www.healthcare.gov.

The news has covered policy cancellations affecting as many as 10 million Americans who are losing their policies because they are non-compliant with the Affordable Care Act (ACA) standards. Rate increases abound as a result of the ACA. This is growing because of the differences in current rating methodology compared to the new community rating approach. Community rating only looks at four factors to determine pricing:

- Geographic location
- Age
- Tobacco status
- Coverage tier

OSCPA News

CPAs report modest growth

CPAs remain relatively optimistic about organizational growth.

Certified public accountants who are leading Ohio's top accounting firms and businesses weighed in with their top business challenges in the annual OSCPA Ohio Business Poll.

Topping the list is the changing regulatory environment (35%), the economy (24%) and rising employee and benefit costs (25%). Despite their concerns, more than half of CPAs reported moderate optimism in business and hiring in 2013 compared to last year.

The Affordable Care Act

Despite the Affordable Care Act being a year closer to implementation, confusion and uncertainty about the law are keeping many organizations in a holding pattern on health care decisions. More organizations are still evaluating all options in 2013 (42%) than in 2012 (28%). Fewer respondents (9%) said their organization would eliminate health care coverage compared to 8% in 2012. Those planning to continue the same level of coverage remained unchanged (32%) while 13% will offer coverage at reduced benefit levels, up from 12% last year.

Revenues 2012 vs. 2013

Employment and Hiring Environment

OSCPA 2014
Spring CPE Conferences

One day, one convenient location and eight hours of quality CPE that will help you meet the tough challenges of the profession. These intensive, one-day events feature tracks covering the latest in tax, A&A, forensic accounting, fraud and much more.

For more information or to register, visit OSCPA's Store at <https://store.ohioscpa.com> or call **CPAanswers**, your member service center, at **888.959.1212**.

AT A CITY NEAR YOU

Cincinnati Spring CPE Conference
April 30 | Course # 46201

Youngstown CPE Day
May 14 | Course # 46365

Columbus Spring CPE Conference
May 15 | Course # 46342

Cleveland Spring CPE Conference
May 23 | Course #46375

Zaino nominated as chair elect

The Ohio Society of CPAs Nominating Committee has unanimously recommended Tom Zaino, CPA, JD as OSCPAs 2014-2015 chair-elect candidate for The Executive Board. If accepted by members, he will serve as chair of the Board for the 2015-2016 activity year.

He said among his priorities will be ensuring that the Society continues to monitor national and international

regulations and standards, and promoting the CPA designation.

“Fewer professionals are taking up the challenge of getting their CPA,” Zaino said. “The profession must find ways to ensure that students understand and see the value of earning their CPA.”

The chair-elect serves a three-year term on the Executive Board, one year each as chair-elect, chair and past chair.

See page 18 for details on the election process.



Tom Zaino, CPA, JD

Chair-elect nominee

Tom Zaino, CPA, JD Position

Columbus Managing Member, Zaino Hall & Farrin LLC, Columbus

Ohio Society activities

Executive Board (2008-2009); Tax Legislation Committee (2004-present); Mega Tax Conference Committee (2008-present); Tax Section Leadership (2006-2008); Thought Leaders (2008-present); Ohio Budget Advisory

Task Force (2009-2010); Legislative Key Contact (2008-present)

Community and personal activities

Ohio Chamber of Commerce, Member and Board of Directors (2005-present); State Racing Commission (2004-2011); Prevent Blindness Ohio, Board of Directors and Treasurer (2004-2011); Ohio Partnership for Excellence, Board of Directors (2007-2010); Governor's

Blue Ribbon Task Force for Financing Student Success (2003-2004); Committee to Study State and Local Taxes (Chair, 2002-2003); Federation of Tax Administrators, Washington, D.C. (Board of Trustees, 2002-2003); Ohio Delegation to the Implementing States Committee of the Streamlined Sales Tax Project; Midwest States Association of Tax Administrators (President, 1999 and Member, 1999-2003)

Vice Chair Finance

Robert Bosak, CPA



Position

Corporate Controller, Kaplan Trucking

Ohio Society activities

Accounting and Auditing Committee (2010-Present); Chair, Public Companies Sub-Committee (2010-Present); Council of Leaders (2010-Present)

Community and personal activities

Treasurer, Parma Ohio YMCA Adventure Guides (five years); Homeowners Board (seven years)

Executive Board nominees

Summer Cogar, CPA Position

Corporate Controller, Corporate Finance, RG Barry Corp., Pickerington

Ohio Society activities

Women's Initiative Committee (2012-current); Attracting New Members Task Force (2013-present)

Community and personal activities

United Way Women in Leadership Council Member; Women in the



Summer Cogar, CPA



Paul Etzler, CPA



Tim Michaels, CPA



Sandra Richtermeyer, CPA,
CMA, Ph.D



Eileen Sass, CPA



Owen Wyss, CPA

Footwear Industry Advisor, Two Ten Foundation, Columbus; Treasurer and Trustee of the Board, Wedgewood Park HOA, Powell

Paul Etzler, CPA

Position

Principal, Skoda Minotti CPAs, Mayfield Village

Ohio Society activities

Thought Leaders (2006-present); CPE Scheduling Committee (2001-2008); Cleveland Chapter Officers Committee, Chair (2002-2003); Foundation Development Committee (2013-present); Member Initiatives Advisory Council (2005-2006); Member Connections Advisory Council (2005-2008); Scholarship Day volunteer judge (2007-2008); Membership Services Advisory Council (2008-2013)

Community and personal activities

President, Lions International, Garrettsville Chapter; Treasurer, Mahoning Valley Mustangs / Angels of Easter Seals (Youngstown) division; Board of Trustees and Finance Committee member, Seeds of Literacy (Cleveland); Finance Committee, DDC Clinic, Center for Special Needs Children (Middlefield); Board Member, Women Making Moves (Cleveland Heights); President, Garrettsville Lions Club.

Tim Michaels, CPA

Position

Owner, TimeLess Consulting LLC, Dublin; Retired Partner, Deloitte

Ohio Society activities

Governmental Affairs Advisory Council (1992-1994); Thought Leaders (2000-2001); Ohio Budget Bill Task Force (2012)

Community and personal activities

First Bexley Bank, Board Member; The Catholic Foundation and The Columbus Foundation Professional Advisory Councils; Central Ohio Lung Association, Treasurer; The Columbus Jazz Arts Group, Finance Committee; I Know I Can, Treasurer; The Entrepreneurship Institute; Capital University Graduate Law Program CLE Planning Committee; Columbus Metropolitan Club, Treasurer; Rotary Club of Columbus and the Dublin AM Rotary; United Way Tocqueville Society; Kent State University Business Advisory Council; St. Brigid of Kildare, Finance Committee; The Estate Tax Planning Council of Columbus; The Society of Financial Service Professionals (SFSP)

Sandra Richtermeyer, CPA, CMA, Ph.D

Position

Professor of Accountancy and Associate Dean, Xavier University Williams College of Business, Cincinnati

Community and personal activities

President, Ohio Region of the American Accounting Association (AAA) (2013-2014); Member, GAO Green Book Advisory Council (2013-present); Board Member, Committee of Sponsoring Organizations of the

Treadway Commission (COSO) (2011-Present); Board Member, AAA Accounting Program Leaders Group (2012-Present); Global Chair, Institute of Management Accountants (2010-2011); Chair, IMA Foundation for Applied Research (2004-2006)

Eileen Sass, CPA

Position

Owner, Sass Accounting Services LLC, Copley

Ohio Society activities

Akron CPE Day Planning Committee (2008-present); Centennial Campaign General Appeal Committee (2008-2009); Northeast Ohio CPE Forum (2008); Ohio Accounting Show - Cleveland (2007-present); Member Benefit Committee (2012-present)

Community and personal activities

Intuit Accountant and Advisor Council (2010-2012); Fairlawn Area Chamber of Commerce Board of Directors (2013-2014); Richfield Chamber of Commerce Board of Directors (2013); National Advisor Network Akron Chapter Leader

Owen Wyss, CPA

Position

Business Controller, Sandvik Hyperion (formerly Diamond Innovations, Inc.), Worthington

Ohio Society activities

Educational Services Advisory Council (2011-present); Young CPA Columbus

Continued from page 17 ►

Region Chair (2010-2011); Young CPA Leadership Board (2009-2011, 2012-2013 Chair)

Community and personal activities

Treasurer, Juvenile Diabetes Research Foundation, Mid-Ohio Branch; Former president, Rotaract Club of Columbus

One Year Term:

Kathleen Hoover, CPA



Position

Partner, Corbets & Associates

Ohio Society activities

Centennial Campaign General Appeal Committee

(2008-2009); Peer Review Committee (2006-2009); Future of Peer Review Task Force (2013)

Community and personal activities

Treasurer, Commercial Real Estate Women (CREW) Cleveland Board

(1994-1998); Finance Chair, Laurel Lake Continuing Care Community Board (2003-Present); PMP Research Foundation Board Member (2008-2010)

Van Benschoten will take office as the 2014-2015 chair of the board

At the Society's Annual Meeting on June 17, Mark Van Benschoten, CPA, Principal, Rea & Associates, Inc., Dublin, will take office as the 2014-2015 chair of the board. Robert Zunich, CPA, ABV, Director, Barnes Wendling CPAs Inc., Sheffield Village, will continue as a member of the Executive Board serving as past chair.

Continuing Executive Board members are:

- Marie A. Brilmyer, CPA
- Margaret A. Gilmore, CPA
- Teresa S. Haught, CPA
- Kent D. Pummel, CPA, ABV, CVA
- Kendra P. Smith, CPA
- John J. Venturella, CPA

In accordance with the Society's bylaws, publication of the Nominating Committee report constitutes notification to the membership of the recommended slate of candidates for the 2014-2015 Executive Board.

The election procedures, specified in Article III, Section C of The Ohio Society bylaws, provide that members may

nominate additional candidates for state offices by submitting a petition bearing the signatures of not less than 3% of members eligible to vote on the first day of the fiscal year (491 members).

Member petitions must be received no later than 30 days after publication of the Nominating Committee report (April 14 deadline). A letter of consent from the candidate(s) being nominated must accompany petitions.

If valid petitions are received, a ballot will be mailed to all OSCPAs members. If no petitions are received by April 14, the candidates recommended by the Nominating Committee will be declared elected.

The members of the Nominating Committee are:

- Brendan P. Fitzgerald, CPA, Committee Chair
- Leman G. Beall, III, CPA
- James J. Carroll, CPA
- Daniel B. Clark, CPA
- Janice L. Culver, CPA
- Jennifer L. Fallows, CPA
- James D. Gottfried, CPA
- Ranjan Manoranjan, CPA
- James M. Miller, CPA
- Kathleen R. Mitts, CPA
- Alexis L. Swain, CPA
- Kirsten H. Thompson, CPA

Proposed bylaws changes address governance, ethics

The OSCPAs Executive Board voted unanimously Jan. 28 to submit a package of bylaws amendments to the membership for balloting at the OSCPAs Annual Meeting on June 17.

The amendments were recommended by a bylaws task force of the board, chaired by Mark Van Benschoten, CPA, OSCPAs chair-elect. The task force met throughout the fall and winter of 2013-2014 to review questions of OSCPAs governance, board responsibilities and membership requirements identified in an Executive Board planning retreat earlier in the year.

“Every good board spends some time on self-assessment,” Van Benschoten said. “In our discussions, the members identified a number of changes that would allow the board to remain nimble in effectively carrying out the priorities identified by the membership, while continuing to be representative of a dynamic and diverse profession.”

Revisions to the OSCPAs bylaws require a general membership vote. Complete text of the proposed bylaws changes and a frequently-asked-question document are available for member review at www.ohioscpa.com/bylaws.

Executive Board

The proposed amendments reduce the total number of Executive Board members from 17 to 15, and expand board terms from two years to three years.

“Board members were finding that their first year of service included a ramp-up period,” Van Benschoten said, “and that the experience gained allowed them to exert leadership more effectively in the second year. To provide for sufficient historical knowledge on the board, some directors were appointed to a second two-year term. The task force believed a three-year term provided for greater experience on the board, and greater opportunities for new candidates, as a second term would become the exception.”

The 15-member board provides consistency in the number of new board members elected annually, and allows for both new perspective and an advanced level of leadership experience to guide the organization into the future.

Officers and directors

Additional changes are proposed in the process of nominating officers and directors:

- The number of members on the nominating committee would become flexible (the process would not change).
- A requirement that a director be off the board for one year before being eligible to become chair-elect is removed.
- The process for removing an officer or director and reappointing a successor is clarified.

Membership categories

In recognition of shifts in population demographics since the initial criteria were adopted decades ago, the task force concluded that the requirement for OSCPA’s honorary lifetime membership of 25 years of service was outdated. The recommended criteria for lifetime membership retains the former age threshold of 70 years, but expands the consecutive years of membership requirement to 40 years.

Bylaws amendments

The task force recommended amending the process for changing the bylaws to be consistent with OSCPA’s process for board nominations. Bylaws changes approved by two-thirds of the Executive Board would be published to the membership, and adopted after 60 days unless written objections are received from 3% of the voting membership.

“The task force questioned whether the current model requiring a general membership ballot for uncontested changes was a best practice,” Van Benschoten noted. “If the process for nominations and elections is sufficiently representative of the membership, this was a good governance recommendation to keep the organization agile in responding to change.”

Code of Professional Conduct

OSCPA maintains a separate Code of Professional Conduct, which is a requirement of membership. Consequences of this structure include a compliance burden for members monitoring multiple ethics requirements (AICPA, OSCPA, and the state board) and rules being unintentionally inconsistent for periods of time until amendments are reviewed and adopted.

The task force recommended adoption of the AICPA Code of Professional Conduct as the rules of professional ethics for OSCPA members.

“We find that members most frequently refer to the AICPA Code as their go-to reference,” said Laura Hay, CPA, OSCPA Executive Vice President and staff liaison to the Professional Ethics Committee. “AICPA’s rule-making process provides for significant public exposure, and the OSCPA committee weighs in on those changes as they are introduced.”

Members are encouraged to read the full text of the proposed bylaws changes at www.ohioscpa.com/bylaws.

Your membership matters!

Dues statements coming to you May 1

Watch your mailbox – your 2014-2015 dues statement for membership renewal is coming soon. Membership offers you valuable benefits to make it easier to do your job and solve problems, including:

- **Connections** to the most influential people in the CPA profession.
- Additional **credibility** as a professional.
- Timely **news, resources and insights** on regulatory and legislative changes, standards updates and innovations that help you work smarter.
- **Professional development** programs and options that keeps you savvy and makes you an even more valuable asset to your company or clients/customers.
- **Savings** (both in time and money) on the things you already need.
- **Opportunities**, whether in person or online, to talk with other CPAs who face the same demands and challenges as you. Whether you're looking for professional advice, clients or a business partner, it is good to have friends in the business.

2014-2015 Membership Dues Schedule

CPA, Senior Management or Partner , Shareholder or senior management position in a public accounting firm, Sole Practitioner, or in a business/industry as an officer or other senior management position	\$490
CPA, non-senior management	\$325
Non-Resident Member (members who work and live outside Ohio)	\$160
Affiliate (not a CPA – students and emerging professionals excluded)	\$160
Emerging Professional (accounting professional who is one year or less removed from college and is not a CPA)	\$120
Retired CPA (work fewer than 20 hours per week or 1,000 hours per year)	\$120
Student Affiliate (attending college full or part time and not a CPA)	No Charge
Lifetime Member (OSCPA member for 25+ consecutive years and age 70+)	No Charge

Protect your credential and the CPA profession by renewing your membership today. Visit www.ohioscpa.com or call **CPAnswers**, your member service center, at **888.959.1212** to learn more about the benefits and value of membership or for assistance with your renewal.



2 hours of CPE per event

Live Events—
Coming in May and June

- ▶ Cincinnati, Cleveland (2 locations), Columbus, Akron, Dayton, Toledo
- ▶ 2-hour Issues Update webcast

More options to get insight and need-to-know updates on trends, business issues, professional standards and legislative issues OSCPAs is managing for you. Hosted by Scott Wiley, President and CEO

Watch your email for more information or visit <https://store.ohioscpa.com>

Save on all your office needs with OSCPAs affinity partners

Your OSCPAs membership provides you access to OSCPAs affinity partners who can save you serious money on all of your office needs.



UPS

OSCPAs members can now save up to 30% on express

shipping – a significant savings over leading competitors.

Save money and get the peace of mind that comes from using the carrier that delivers outstanding reliability, greater speed, more service and innovative technology. UPS guarantees delivery of more packages around the world than anyone, and delivers more packages overnight on time in the U.S. than any other carrier.

For details visit www.savewithups.com/ohioscpa/.



InterCall

Reduce your expenses and upgrade your client communications with audio conferencing rates as low as 3.9 cents per minute. You'll have worldwide access to your conference calls, and no minimum monthly charges or set up fees.

OSCPAs special member pricing includes access to Cisco WebEx™ and Microsoft Office® Live Meeting web conferencing platforms. Custom pricing and operator services are available for major events. For details visit www.intercall.com/affinity/statecpa.htm.



Sam's Club Plus® Membership

Receive a \$25 Sam's Club® Gift Card when you sign up for a new Sam's Club Plus® Membership or renew an existing Plus Membership by April 30, 2014.

Or, choose an Advantage or Business Membership and receive a \$10 Sam's Club Gift Card at sign-up.

To take advantage of this savings program:

- Download the membership flyer at www.ohioscpa.com/affinity-partners.
- Take this article in with your business card into your local Sam's Club.

Selling or Buying?

*You Don't Need to Have All the Answers
... You Just Need to Know Who to Ask!*

Accounting Practice Sales Can Help

• Valuation	• Confidentiality	• Marketing
• Consultation	• Buyer Screening	• Negotiations
• Due Diligence	• Deal Structure	• Financing

Put Our Years of Experience to Work for You

**ACCOUNTING
PRACTICE
SALES**

NORTH AMERICA'S LEADER IN PRACTICE SALES

1-800-CPA-SELL
1 - 8 0 0 - 2 7 2 - 7 3 5 5

Call for a FREE Valuation and Consultation

www.accountingpracticesales.com
Visit our website to view current listings

Get Certified.

**NATIONAL SOCIAL
SECURITY ADVISORS SM**

Increasing Advisor Value Through
Social Security Education

513-351-5707
PremierNSSA.com
NationalSocialSecurityAssociation.com

\$200 discount for OSCPAs members.
Enter promo code NSSA
when registering online.

SCAN
to see full
schedule of
classes.

**PREMIER
SOCIAL SECURITY CONSULTING, LLC**

Leaders in Social Security Consulting and Education

proud to be an Affinity Partner of the Ohio Society of CPAs.

THE ENHANCED CASH FLOW INSIGHTSM

FOR SEEING

quarter to quarter, year over year.



Now do even more with Cash Flow Insight powered by PNC CFO – an innovative online financial management experience.

- > Visualize your current and projected cash position, forecast and scenario plan
- > Reduce paperwork and streamline your firm's cash flow online
- > Manage and automate your invoicing and bill payments, all in one place
- > Sync your receivables and payables data with accounting software, including QuickBooks

Try it at no cost today.* Stop by any PNC branch, call a Cash Flow Insight Consultant at 855-762-2361 or go to pnc.com/cashflowinsight

for the achiever in youSM **PNC|CFOSM**
Cash Flow Optimized



QuickBooks[®] is a registered trademark of Intuit[®], Inc.

*Cash Flow Insight requires a PNC business checking account and enrollment in PNC Online Banking. Free trial offer valid for Cash Flow Insight and for additional tools (Receivables, Payables and Accounting Software Sync) for your current statement cycle period and two additional statement cycles. One free trial period per customer. For information on post-trial fees, how to un-enroll, a list of supported accounting software and other details, visit pnc.com/cashflowinsight. Monthly charges will apply unless you un-enroll. CFO: Cash Flow Optimized and Cash Flow Insight are service marks of The PNC Financial Services Group, Inc. ©2014 The PNC Financial Services Group, Inc. All rights reserved. PNC Bank, National Association. Member FDIC

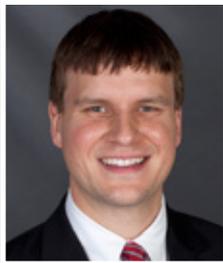
Members in Motion



Marie Brilmyer, CPA, M. Acc.



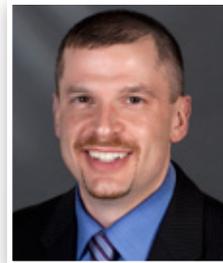
Chris Dean, CPA



John P. Krizansky, CPA



Matt Kaufman, CPA



Anthony S. LaNasa, CPA, CPE

AKRON

MARIE BRILMYER, CPA, M. ACC. has been promoted to director of assurance services at SS&G. She will oversee teams in performing audits, reviews and compilations.

B.J. DAVIS, CPA has been promoted to manager of assurance services at BCG & Co.

DEBORAH DEFER has become associate director at SS&G, in charge of SS&G's QuickBooks and financial accounting solutions team.

LEIF ERICKSON, CPA, MT has been promoted to director of tax services at SS&G. He will specialize in the area of taxation, including corporate and individual tax planning.

THOMAS FANTIN, CPA, CITP, SHARON KEENER, CPA, RHONDA MILLER, CPA, CITP and **BETH REHO, CPA** have been promoted to associate director positions in assurance services at SS&G.

MATT KLEMANN, has been promoted to senior associate in entrepreneurial services at BCG & Co.

THOMAS KOTICK, CPA, CFP has been promoted to director of tax services at SS&G, where he specializes in estate, gift, and fiduciary taxation compliance and consulting.

DAN LEFFLER, CPA has been promoted to supervisor of entrepreneurial services at BCG & Co.

KATIE MAYES, has been promoted to senior associate in assurance services at BCG & Co.

JEREMY MICHAEL, CPA has been promoted to senior manager of assurance at BCG & Co.

BRIAN RAKER, CPA has joined Cohen & Company CPAs as manager in the tax department.

TIM SPENCER, has been promoted to senior associate in tax services at BCG & Co.

CINCINNATI

JULIE KOMNICK, CPA has been promoted to associate director at SS&G. She will co-manage the office's tax practice.

CLEVELAND

MARK BATEY, CPA has been promoted to director of assurance services at SS&G where he also specializes in employee benefit audits.

TAMI BOLDER, CPA/ABV, ASA, MBA, DBA has become associate director at SS&G Parkland specializing in business valuation and litigation consulting services.

LAURA BOVE, CPA has been promoted to senior accountant at Howard, Wershbaile & Co.

HOWARD, WERSHBAILE & CO. and **DEIMLING, FORBES & ASSOCIATES** joined together Jan. 1. The combined firm will now rebrand to HW&Co. The companies said the combination will add depth to HW&Co's construction and real estate practice with Deimling Forbes' concentration in those industries that will build a stronger presence in Lake and Geauga counties.

DANIEL J. KAMINSKI, CPA has been promoted to manager at Howard, Wershbaile & Co.

JOHN P. KRIZANSKY, CPA has been promoted to principal at Howard, Wershbaile & Co.

PAMELA LEBOLD, CPA AND JON RUPLE, CPA have been promoted to shareholders at Maloney + Novotny LLC.

CHRISTINA LUANGRATH, SHAYNA RAJ, CPA, ANDREW P. SOMICH, BEN STUMPF, CPA and **BEN WHALLEY, CPA** have been promoted to senior accountant positions at Howard, Wershbaile & Co.

RUSSELL E. MAJKRZAK, CPA has been promoted to manager at Howard, Wershbaile & Co.

LISA PARENTE, CPA has joined Cohen & Company CPAs as staff accountant in accounting & audit department.

KATE PROTSENKO-BLAKE, CPA has been promoted to senior manager at Howard, Wershbaile & Co.

GEORGE TIMOTEO, JR., CPA has joined Howard, Wershbaile & Co. as senior manager.

NICOLE M. TRIMMER has joined Howard, Wershbaile & Co. as staff accountant.

WALTHALL, DRAKE & WALLACE have rebranded and changed their name to Walthall CPAs. The company said the change will allow a renewed focus on providing comprehensive assurance, tax, and business advisory services through all stages of life and business.

Members in Motion

Continued from page 23 ►

BEN WHALLEY, CPA has been promoted to senior accountant at Howard, Wershbale & Co.

ANDREW WHITEHAIR, CPA has joined Cohen & Company CPAs as director in the tax department.

RANDY T. WOLAN, CPA, CFE has been promoted to manager at Howard, Wershbale & Co.

COLUMBUS

CHRIS DEAN, CPA has been promoted to partner at GBQ Partners. He has been a member of the GBQ team for 13 years.

RYAN HECHT, CPA and **JEFF TUBAUGH, CPA** has been promoted to directors at SS&G. Hecht will manage client engagements with a strong emphasis in the restaurant, nonprofit,

wholesale and distribution, technology, and professional service industries, while Tombaugh's main concentration will be domestic tax.

MATT KAUFMAN, CPA has joined GBQ Partners as director in the tax department.

JORDAN L. KELLER, CPA has joined Howard, Wershbale & Co. as senior accountant.

ANTHONY S. LANASA, CPA, CPE has been promoted to principal at Howard, Wershbale & Co. LaNasa has also been awarded the globally preferred Certified Fraud Examiner (CFE) credential by the Association of Certified Fraud Examiners (ACFE), the world's largest anti-fraud organization.

SHELLEY MEYER, CPA has been promoted to manager at Howard, Wershbale & Co.

GRETA RZYMEK, CPA has joined Howard, Wershbale & Co. as senior manager.

SCOTT STEINEMAN, has joined Howard, Wershbale & Co. as staff accountant.

OWEN YODER, CPA has joined Howard, Wershbale & Co. as manager.

DAYTON

MELESSA BEHYMER, CPA has been promoted to senior manager at Brady Ware & Company.

YOUNGSTOWN

ALEX DAGER has joined Cohen & Company as staff accountant in the accounting and auditing department.

**Taking a deduction
without receipts?
That will never fly!**

**Donate to
Ohio History
on your state
tax return.**

[ohiohistory.org/
makehistory](http://ohiohistory.org/makehistory)





Help inspire tomorrow's CPAs: Support ACAP-Ohio

For many students, discovering what it means to be a CPA starts in high school with the Accounting Careers Awareness Program (ACAP-Ohio), an all-expenses-paid summer camp hosted at The Ohio State University's Fisher College of Business.

ACAP-Ohio exposes minority high school students to career opportunities in the accounting profession through the involvement of successful minority role models from the business community who mentor students and share their personal stories. Throughout the week, students attend interactive workshops, visit CPA firms and other Central Ohio businesses, participate in a case study competition, attend a college fair and compete for college scholarships.

ACAP-Ohio will take place June 8-13.

Diversity is critical to the future of the profession

The AICPA's 2013 Trends Report illustrates the need for continued focus and commitment to diversity initiatives. The most recent statistics show that only 4% of CPAs are African American and just 5% are Hispanic/Latino. Through a partnership with the Ohio chapters of the National Association of Black Accountants, ACAP-Ohio helps reach students in those underrepresented groups.

"Helping create a more diverse and inclusive CPA profession is important to The Ohio CPA Foundation and

OSCPA," said Karen West, executive director of the Foundation. "ACAP-Ohio is about creating awareness among students who may have never considered pursuing a career in accounting and, more importantly, getting them excited about it."

Each summer, ACAP-Ohio welcomes a class of 45 students. Throughout the week-long program, students not only learn about CPA career opportunities, but they also learn skills for college and career success such as resume writing, public speaking and dining etiquette.

"The students of ACAP are very high-level thinkers who made the conscious decision to attend the program," said Howard Patton, with JP Morgan Chase in Columbus. "Their effort during the week and enthusiasm for the field of accounting was awe inspiring. I can't wait to see them again this summer."

ACAP-Ohio needs your support

There are no financial barriers to apply for or attend ACAP-Ohio. This opens the doors to students who are interested in exploring accounting and business careers but might not

have the financial means to participate in an academic summer program.

Because ACAP-Ohio is offered free of charge to participating students, sponsorship support is critical. Contributions offset expenses such as the students' room and board on campus, transportation to tour locations, classroom supplies and networking activities.

West said it's not uncommon for sponsors to create relationships with ACAP students that lead to future internships at their firms.

Does your organization have a diversity initiative? Does your company support youth education or minority-focused programs? If you are interested in learning more about ACAP-Ohio sponsorship opportunities, contact Karen West at kwest@ohio-cpa.com or 800.686.2727 ext. 344. All contributions to support ACAP-Ohio are tax deductible through The Ohio CPA Foundation.

For more information about the ACAP-Ohio program or student application process visit www.FutureCPA.com.

No matter your location or the time of day, you can gain CPE credit. How? Through the self-assessment exam provided in every issue of *CPA Voice*. It's so convenient and portable you can take it anywhere and anytime. Simply answer the 12 required questions on page 27 based on content in *CPA Voice* and submit your answers to The Ohio Society of CPAs. Receive a grade of 70% or better and earn one hour of CPE credit in specialized knowledge.

Costs

Members \$20
Nonmembers \$40

Note: Exams remain available online for one year after publication.

Online Instructions

1. Go to www.ohioscpa.com. Log in to receive the member rate.
2. Click on "Publications."
3. Click on "Self-Assessment Exam." This will provide links to all active exams through the OSCPA Store.
4. Purchase the exam.
5. When you are ready to take the exam log in to the OSCPA Store and click "current registrations," click on "visit classroom," and then click "take quiz."
6. Be sure to print the automatic confirmation page for your records.

Print Instructions

1. Take the exam as an open-book test, recording your answers on the answer sheet by filling in the appropriate circle (pen or pencil is fine).
2. Then, fill out the registration information and payment information. Payment must be submitted with the exam. Please print clearly.
3. Mail this page, along with your payment, in an envelope to: **The Ohio Society of CPAs CPA Voice Exam, P.O. Box 1810, Dublin, OH 43017-7810**
4. Fax to **614.764.5880**.

Self-Assessment Exam Results

The Ohio Society sends results for print exam submissions via email if an email address is provided on the form. Respondents taking the exam online receive their results immediately. Respondents who pass with a grade of 70% or better receive one hour of CPE credit in specialized knowledge, as approved by the Accountancy Board of Ohio.

ANSWER SHEET

- | | | | | | | | | | |
|----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| 1. | (a) | (b) | (c) | (d) | 7. | (a) | (b) | (c) | (d) |
| 2. | (a) | (b) | (c) | (d) | 8. | (a) | (b) | (c) | (d) |
| 3. | (a) | (b) | (c) | (d) | 9. | (a) | (b) | (c) | (d) |
| 4. | (a) | (b) | (c) | (d) | 10. | (a) | (b) | (c) | (d) |
| 5. | (a) | (b) | (c) | (d) | 11. | (a) | (b) | (c) | (d) |
| 6. | (a) | (b) | (c) | (d) | 12. | (a) | (b) | (c) | (d) |

REGISTRATION INFORMATION

Full Name: _____

Member ID _____

(Your member ID is located in the upper left of the mailing label on the front cover)

Email: _____

Business Name: _____

Business Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____

PAYMENT INFORMATION

CHECK ENCLOSED: Make checks payable to The Ohio Society of CPAs

CREDIT CARD TYPE: PERSONAL CARD FIRM CARD

Visa MasterCard American Express Discover

Credit Card #: _____

Expiration Date: _____

Name on Card: _____

Are you . . . (check all that apply)

- Member of The Ohio Society of CPAs Nonmember
 Membership pending (Ohio Society) Other state society member

Peer review: A look into the future

- 1. When peer review was initially adopted as a membership requirement by the AICPA and OSCP, it was designed to be _____, educational, remedial and non-punitive in nature.**
 - A. insightful
 - B. affordable
 - C. confidential
 - D. of limited scope
- 2. What type of information does the OSCP task force anticipate regulators will request as a requirement for conducting attest services in specialized areas?**
 - A. Continuing education records for firm personnel performing such services.
 - B. Results of audits conducted by regulators related to such work.
 - C. Results of the firm's peer reviews related to such services.
 - D. A record of the number and types of specialized audits performed in the past.
- 3. Which of the following steps has the AICPA taken to make peer review outcomes more readily available to the public?**
 - A. Amending the peer review report to make the results of the review more transparent.
 - B. Posting peer review results on a restricted website for facilitated state board access unless a firm opts out of such posting.
 - C. Requiring that certain peer review information be made publicly available for participation in AICPA audit quality centers.
 - D. All of the above.
- 4. Some early steps in incorporating the peer review process in an electronic format include the _____ and FFC (Findings for Further Consideration) projects.**
 - A. MFC (Matters for Future Consideration)
 - B. MCC (Matters for Confidential Communication)
 - C. MDD (Communication of Material Deficiencies)
 - D. MFC (Matters for Further Consideration)
- 5. When will firms be most impacted by the expected changes in the electronic submission and delivery of peer review information?**
 - A. 5 to 10 years from now.
 - B. 3 to 5 years from now.
 - C. 1 to 2 years from now.
 - D. 4 to 6 years from now.

Get a push to the next level with a career coach

- 6. If you want peak performance for the year, what do you need to do to ensure success?**
 - A. Decide your sport (or your goals) and find your coach
 - B. Do your calisthenics (tell people you are looking for a coach)
 - C. Do research (identify the right coach for you)
 - D. All of the above
- 7. When is coaching most effective?**
 - A. When your mind is strong
 - B. When you take the first step to improvement
 - C. When you have a specific goal in mind
 - D. When you are about to start a new business
- 8. Most coaching relationships require at least a _____ commitment to be successful.**
 - A. Three month
 - B. One year
 - C. Three year
 - D. One month

Bitcoin: Cash for the future?

- 9. The Bitcoin network operates using a secure _____ model, where every participant's computer is an independently functioning component fully responsible for participating.**
 - A. Online
 - B. Peer to Peer
 - C. Social Network
 - D. Data board
- 10. The Bitcoin currency is deflationary; there will only be up to _____ Bitcoins in circulation at any one time.**
 - A. 21 million
 - B. 50 million
 - C. 10 million
 - D. 1 billion
- 11. The Bitcoin is the Internet's response to the need for:**
 - A. Unfettered competition
 - B. A universal currency unregulated by any government
 - C. Reduced transaction costs
 - D. Both B and C are correct
- 12. CPAs need to be aware of Bitcoin transactions because of their:**
 - A. Potential tax implications.
 - B. Potential financial reporting implications.
 - C. Profitability implications.
 - D. Regulatory implications.

Classified ads

Duffy + Duffy Cost Segregation Services

Duffy + Duffy provides engineering-based cost segregation studies to commercial building owners nationwide since 2002. Our team of CPAs and construction engineers use IRS guidelines to classify building costs into shorter depreciable life categories for income tax purposes, maximizing tax write-offs and improving cash flow for building owners.

For more information, please contact Dennis Duffy at **440.892.3339** or dduffy@costsegexperts.com

Avis – OSCPAs Affinity Partner

OSCPA and Avis have partnered to bring you special discounts and the highest levels of service on your next car rental. Use your OSCPAs Avis Worldwide Discount (AWD) number B655200 to save up to 25% every time you rent.

Visit Avis' Affinity Partner page to check out the coupons that are also available to OSCPAs members.

For rates and reservations, please call **800.633.3469** or enroll at www.avis.com/preferred today!

Fireproof – OSCPAs Affinity Partner

Fireproof is a full service information management company specializing in scanning paper files, online "cloud" storage, software solutions, storage, retrieval, destruction and disaster recovery.

Fireproof can help your organization comply with the federal mandates to help move through the electronic records system. We can scan your records to your system or ours for a cost effective price. No job is too small or large, offering day forward or back file conversion services.

Fireproof will give you choices and be a trusted partner with uncompromised integrity while keeping your information safe and secure, and there when you need it.

To learn more about how Fireproof can help your business, contact Karen Preston at **614.299.2122** or kypreston@fireproof.com

2014 EMPLOYEE BENEFIT PLAN AUDIT CONFERENCE



April 25, 2014 | Columbus
Course # 46084

Get the facts about important regulations governing employee benefit plans.

Whether you are new to the practice or want a deeper dive into the issues, this event delivers critical information for those who perform or supervise employee benefit plan audits. Review the latest AICPA standards, EBSA regulations, audit requirements and get answers to your questions.

For more information or to register, visit OSCPAs online Course Catalog at store.ohioscpa.com or call *CPAAnswers*, your member service center, at 888.959.1212.



Advertise

WITH YOUR
BUSINESS CARD AD

Strategic Relationships

www.ohioscpa.com/sales | sales@ohio-cpa.com | 800.686.2727

Advertisers Index

Accounting Practice Sales	21
Avis	28
CompManagement, Inc.	13
Duffy + Duffy Cost Segregation Services, Inc.	28
Fireproof Records Center	28
MDS CPA Review	32
Ohio Historical Society	24
PNC Bank	22
Premier Social Security Consulting	21
UnitedHealthONE	31

Knowing you need help is a good sign.

Knowing where to find
it is even better. Find it here!

Are you struggling with alcohol,
substance abuse, depression, or
stress, but don't know where to turn?

Call **800.939.5906** today.

You'll be connected to one of the volunteer members
of The Ohio Society of CPAs Concerned CPA Network.

They are fellow practitioners who have overcome
similar struggles or have assisted someone else in
addiction struggles. They care about helping CPAs,
exam candidates and accounting students get the
kind of assistance they received.

For more information on the Concerned CPA Network,
call 800.939.5906, or look under Membership
on www.ohioscpa.com.



**CONCERNED
CPA NETWORK**
The Ohio Society of CPAs
800.939.5906

ADVERTISE IN CPA VOICE



Advertising with The Ohio Society of CPAs
means having the opportunity to provide
great resources to 21,000 CPAs and
accounting professionals in Ohio. Build
valuable and rewarding relationships with
Ohio's business leaders.

Become an advertiser with
The Ohio Society of CPAs. Contact:
Strategic Relationships Specialists

Phone: 800.686.2727

Email: sales@ohio-cpa.com

www.ohioscpa.com/sales

374 new members and affiliates applied in December; 197 in January

The list of new members and affiliates is available on
The Ohio Society of CPAs' website at www.ohioscpa.com.

In memory of our friends and
colleagues:

Allen C. Uhrig
Hamilton

EDITORIAL ADVISORY COMMITTEE

CHAIR

Marie Brilmyer, CPA
SS&G, Akron

MEMBERS

Linda Cavanaugh, CPA
Dayton Power & Light Co, Dayton

Mark R. Davis, CPA
Plante & Moran PLLC, Cincinnati

Sharon L. Dehn, CPA
Medical Mutual of Ohio, Cleveland

David M. DiCillo, ABV, CPA
DiCillo & Associates, Inc., Broadview Heights

Adam L. Garn, CPA
Zaino Hall & Farrin LLC, Columbus

Shawn P. Hannegan, CPA
First Financial Bank, Cincinnati

W. Bruce Holt, CPA
UBS Financial Services, Columbus

Christina N. Klein, CPA, CGMA
KeyCorp, Cleveland

Daniel F. McCartney, CPA
Daniel F McCartney CPA, Sharon Center

John W. McKinley, CPA
Ithaca College, Ithaca

Jeffrey V. Schmitt, CPA
Grote Enterprises, LLC., Cincinnati

Mark A. Welp, CPA
Ary Roepcke Mulchaey, P.C., Columbus

EDITORIAL OFFICES

CPA Voice
535 Metro Place South | P.O. Box 1810 |
Dublin, OH 43017-7810
Tel: 614.764.2727 | Fax: 614.764.5880
Email: CPAVoice@ohio-cpa.com
Website: www.ohioscpa.com

ARTICLE SUBMISSIONS

The editor welcomes submissions of analytical articles on issues relevant to CPAs. Send one electronic copy with a cover letter to the editor at the email address above. Desired length is 500-1,200 words. For complete details on submissions, we encourage you to read the article guidelines on the Society's website at www.ohioscpa.com.

REPRINTS

To order reprints of *CPA Voice* articles, or for reprint permission, contact the editor at the address above.

SUBSCRIPTIONS/CIRCULATION

Members of The Ohio Society of CPAs receive *CPA Voice* as a member benefit. Nonmembers may subscribe for \$39.95 annually. To update your mailing address or to subscribe to *CPA Voice*, contact *CPAAnswers*, the member service center, toll-free at 888.959.1212 or via email, cpanswers@ohio-cpa.com.

ADVERTISING

For our display advertising rates or a copy of our media kit, contact us at sales@ohio-cpa.com or by calling 800.686.2727.

EXECUTIVE EDITOR

Amy Johnson, ajohnson@ohio-cpa.com

MANAGING EDITOR:

Sandy Spieker, CAE, sspieker@ohio-cpa.com

EDITOR:

Gary Hunt, ghunt@ohio-cpa.com

GRAPHIC DESIGN:

Jill Ellis, jellis@ohio-cpa.com
Shannon Beis, sbeis@ohio-cpa.com

THE OHIO SOCIETY OF CPAs 2013-2014 EXECUTIVE BOARD

CHAIR OF THE BOARD

Robert G. Zunich, CPA, ABV
Barnes Wendling CPAs Inc.

William Chorba, III, CPA, CGMA
NineSigma Inc.

CHAIR-ELECT

Mark A. Van Benschoten, CPA
Rea & Associates, Inc.

Christopher J. Dean, CPA
GBQ Partners LLC

PAST CHAIR

Brendan P. Fitzgerald, CPA
Sustin Bartell Waldman & Fitzgerald Ltd.

Margaret A. Gilmore, CPA
Ohio Dominican University

VICE CHAIR, FINANCE

Phillip L. Wilson, CPA
Hill Barth & King LLC

Kenneth M. Haffey, CPA, CVA
Skoda Minotti CPAs

Teresa S. Haight, CPA
ArtsWave

PRESIDENT AND CEO

Scott D. Wiley, CAE
The Ohio Society of CPAs

Kathleen M. Hoover, CPA
Corbets & Associates

Kent D. Pummel, CPA/ABV, CVA
Clark Schaefer Hackett & Co.

DIRECTORS

Ron Antal, CPA, MST
Research Credit Group

Kendra P. Smith, CPA
Grant Thornton LLP

Robert A. Bosak, CPA
Kaplan Trucking Company

Glenn A. Roberts, CPA, CGMA
Hoover & Roberts Inc.

Marie A. Brilmyer, CPA
SS&G, Inc.

John J. Venturella, CPA
Clark Schaefer Hackett & Co.

CPA Voice is the official magazine of The Ohio Society of Certified Public Accountants ("The Ohio Society of CPAs"). *CPA Voice's* purpose is to serve as the primary news and information vehicle for the more than 21,000 Ohio CPA members and professional affiliates. Articles are reviewed for technical accuracy. However, the materials and information contained within *CPA Voice* are offered as information only and not as practice, financial, accounting, legal, or other professional advice. While we strive to present accurate and reliable information in regard to the subject matter covered, The Ohio Society of CPAs makes no warranties regarding the accuracy of the information provided herein. Readers are strongly encouraged to conduct appropriate research to determine the accuracy of the information provided and to consult with an appropriate, competent professional advisor before acting on the information contained in this publication. The statements of fact, thoughts, advice, and opinions expressed in *CPA Voice* are those of the authors alone and do not represent or imply the Positions, opinions, nor endorsement by The Ohio Society of CPAs or of its publisher, editors, Executive Board, or members. It is our policy not to knowingly accept advertising that discriminates on the basis of race, religion, sex, age, or origin. The Ohio Society of CPAs reserves the right to reject paid advertising in its sole discretion. We do not necessarily endorse the resources, services or products unrelated to The Ohio Society of CPAs that may appear or be referenced within *CPA Voice*, and make no representation or warranties about those products or services or the accuracy and claims regarding those products and services. Advertisers and their agencies assume liability for all advertisement content and responsibility for all claims resulting from such advertisements made against The Ohio Society of CPAs.

The Ohio Society of CPAs does not guarantee delivery dates for *CPA Voice* and disclaims all warranties, express or implied, and assumes no responsibility whatsoever for damages incurred as a result of delivery delays.

CPA Voice (ISSN 0749-8284) is published monthly May, June, July, August, September, October, November and December with two combined issues in January/February and March/April. It is published by The Ohio Society of CPAs, 535 Metro Place South, P.O. Box 1810, Dublin, OH 43017, 614.764.2727, or 800.686.2727, fax 614.764.5880. Subscription price for non-members: \$39.95.

Copyright © 2014 by The Ohio Society of CPAs; all rights reserved. No part of the contents of *CPA Voice* may be reproduced by any means or in any form, or incorporated into any information retrieval system without the written consent of *CPA Voice*. Permission requests may be sent to the Editor at the address above. While care will be given to all materials submitted for publication, we do not accept responsibility for unsolicited manuscripts, and they will not be returned unless accompanied by a self-addressed postage prepaid envelope.

Periodicals postage paid at Dublin, OH and at additional mailing offices. POSTMASTER: Send address changes to: *CPA Voice*, The Ohio Society of CPAs, 535 Metro Place South, P.O. Box 1810, Dublin, OH 43017.

Do you have clients looking for a health plan *AND* a tax break?



Show your clients a healthy, financial option with a Health Savings Account (HSA).

Open enrollment period is still underway for Affordable Care Act health insurance plans. There's time for your clients to sign up and take advantage of an HSA for tax year 2014. Advantages to HSAs include:

- **Tax-deductible** — Contributions to the HSA are 100% deductible (up to the legal limit) — just like an IRA.
- **Tax-free** — Withdrawals to pay qualified medical expenses, including dental and vision, are never taxed.
- **Tax-deferred** — Interest earnings accumulate tax-deferred, and if used to pay qualified medical expenses, are tax-free.
- **HSA money is the clients' to keep** — Unlike a flexible spending account (FSA), unused money in the HSA isn't forfeited at the end of the year; it continues to grow tax-deferred.

If you or your clients might benefit from an HSA, act today.

Open enrollment period ends on March 31.

(Special enrollment periods for qualifying events available throughout the year.)

UnitedHealthOne 

For a No-Obligation Price Quote,
have your clients visit
www.UnitedHealthOne.com/CPA
or call **(800) 358-9728**

For more resources about HSAs,
visit www.HSACenter.com/CPA

UnitedHealthOneSM is the brand for personal health and related insurance products underwritten by Golden Rule Insurance Company and UnitedHealthcare Life Insurance Company. These health plans from UnitedHealthcare Life Insurance Company are guaranteed issue during Open and Special Enrollment periods only. Product availability varies by state.

© 2014 United HealthCare Services, Inc.
42878a-UL-0214

STEVE MARTIN'S
MDS
CPA REVIEW

CPA EXAM READY IN
15 WEEKS

STEVE MARTIN'S
MDS
CPA REVIEW



BOOTCAMP

CLASSES START 5.15.14

SELF-STUDY AND ALTERNATE SCHEDULES AVAILABLE ON DEMAND
WWW.MDSCPAAREVIEW.COM

