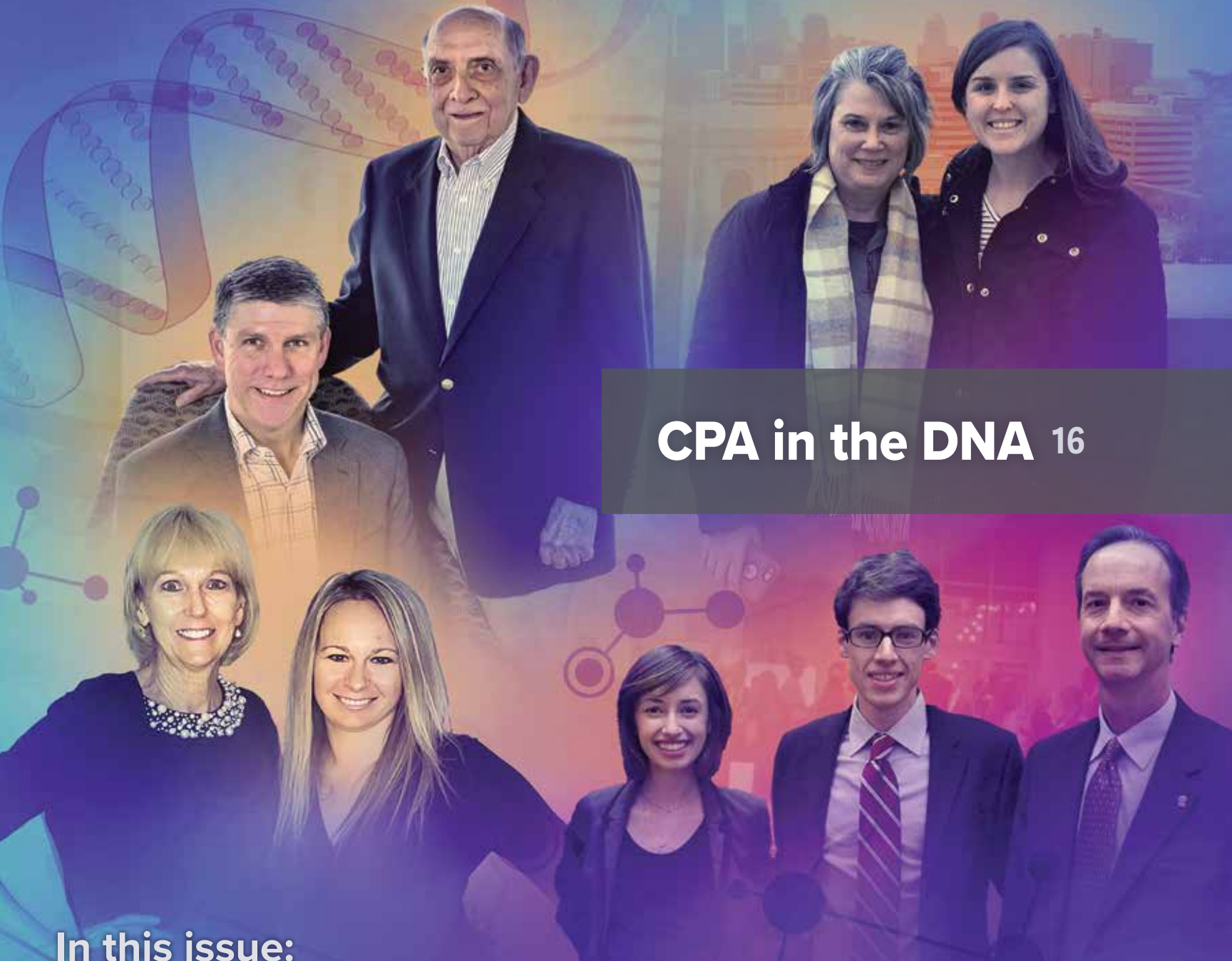


May—June 2024

THE ASSET

Official Publication of the Missouri Society of Certified Public Accountants



CPA in the DNA 16

In this issue:

**CPA Evolution Unleashed:
Transforming Missouri's
Accounting Education
Programs 8**

**Top 10 Reasons Today is
the Best Day Ever to be
a Young CPA 12**

**Generative Artificial
Intelligence Solutions:
Understand Your Risks 14**



Selling your firm is complex. Let us make it simple.

- ✓ Confidentiality
- ✓ Maximizing Firm Value
- ✓ Negotiations
- ✓ Closing
- ✓ Transition
- ✓ Financing

Learn more and get a FREE Market Analysis at
www.AccountingBizBrokers.com

☎ Kathy Brents, CPA, CBI: 501-514-4928
Christy Hudson, CBI: 501-499-4357
Office: 866-260-2793

✉ kathy@accountingbizbrokers.com
christy@accountingbizbrokers.com



AccountingBiz
BROKERS®

contents



SPECIAL INTEREST NEWS

7 Legacy Endowment Scholarship Campaign
Because of you... MOCPA recently awarded \$40,000 in scholarships to 44 Missouri accounting students.

22 Wealth Management
The Benefits of Rebalancing Portfolios
By **Sandi Weaver, CPA, CFP, CFA**

30 Human Resources
Three Ways to Put People First
By **Mary Elizabeth Hammond**

IN EVERY ISSUE

- 4 President's Message
- 5 Chair's Message
- 6 Numbers & Notes
- 24 Society Spotlight
- 25 New Members
- 26 Professional Learning
- 28 MOCPA Snapshots
- 31 Classified Advertising

FEATURES

8 **CPA Evolution Unleashed: Transforming Missouri's Accounting Education Programs**

Given the challenges and opportunities presented by the new CPA exam and declining accounting enrollments, MOCPA examined the state's talent pipeline dynamics. Learn valuable insights from the leaders of Missouri's 32 schools of accountancy.

By **Mark Higgins, CPA, Ph.D.;**
Kimberly Church, Ph.D.;
George Krull Jr., CPA, Ph.D.;
Kylie Gillen

12 **Top 10 Reasons Today is the Best Day Ever to be a Young CPA**

Young CPAs now enjoy unprecedented opportunities thanks to tech advancements. Trends also show them having greater flexibility, respect, and success potential.

By **David Hartley, CPA, CISA**

14 **Generative Artificial Intelligence Solutions: Understand Your Risks**

While AI can boost innovation and productivity, you must carefully assess accuracy, privacy, security, and ethical concerns, before adopting it.

By **Suzanne M. Holl, CPA**

16 **CPA in the DNA**

Students often choose accounting careers when inspired by successful role models. Celebrate Mother's and Father's Day with stories of MOCPA members following their parents' paths.



Together Toward Tomorrow

By Jim O'Hallaron, CAE

It's hard to believe that our new membership year is quickly approaching. As we round out

our 2023-2024 year with Jeff Parkison as chair and look ahead to what is in store for 2024-2025 under the leadership of Jennifer Reynolds-Moehrle, we have adopted the theme "together toward tomorrow." This highlights that together we can achieve success, and never has that been more true than now. As you'll see on the back cover, this year we have collectively provided \$40,000 in scholarships, protected the profession legislatively, mentored the next generation, enhanced our professional competency, and more.

You may be familiar with the quote by Jim Rohn that you are the average of the five people you spend the most time with. I've heard a similar take on this, that life is about the people you surround yourself with and the impact they can have on your success—personally or professionally. If that's true, you're in a good place here with MOCPA.

There are so many opportunities within the MOCPA community to build connections and surround yourself with those who can enhance your career. Often,

these connections develop into lasting personal bonds. There are also some deep family ties that run through the profession, and our cover feature reflects just a few of their stories. I've had the pleasure of learning professionally from the "parents" in this article, and then had the privilege to watch some of their children grow up. Many of you have met each other's families at our Annual Members Convention (page 27) and Awards Celebrations. Others have developed business contacts that led to friendships at our networking roundtables (page 24), on committees and task forces, and at chapter functions.

No matter your business segment, location, or career stage, there is a place for you to engage with peers and in the profession. Recently a group of our college student members at Mizzou participated in Spring CPA Week and visited high school students to share why they chose to major in accounting. Our Women's Committee decided at its last meeting to set up a mentor program to help women CPAs connect with someone on a different level outside of their organization. We have expanded our roundtable groups to other practice areas so you can learn directly from your peers' experiences (page 24). Some of our members are helping the talent pipeline by serving as scholarship judges (page 7), while others are sharing thought leadership

by writing articles for *The ASSET* or leading CPE sessions.

At the same time, we have a group involved in our legislative efforts who meet to provide guidance on bills that could impact the profession, and a group of volunteers recently helped visit most of our Missouri federal representatives to discuss making accounting education part of STEM K-12 funding. Our Technical Issues Group meets quarterly to respond to proposals from standard setters that might affect our members.

These are just some of the opportunities available through your MOCPA membership to connect and collaboratively grow. In our new year, I truly look forward to helping you get the most out of your investment and seeing what we will achieve as we head together toward tomorrow. Thank you for your membership and for being a part of our vibrant community! 📍

Jim O'Hallaron is a certified association executive (CAE) and is the president and CEO of the Missouri Society of Certified Public Accountants. He leads the staff and operations for the 9,000-member society.

✉️ johallaron@mocpa.org

🌐 [linkedin.com/in/jim-o-hallaron-9a0a705/](https://www.linkedin.com/in/jim-o-hallaron-9a0a705/)

MAY/JUNE 2024

VOLUME 74, NO. 3

Publisher Jim O'Hallaron, CAE

Managing Editor Dena Hull, CAE

Assistant Editor Holly Matthews

Art Director Ryan Morris

2023-2024 OFFICERS

Chair Jeff Parkison, CPA, CGMA

Chair-Elect Jennifer Reynolds-Moehrle, CPA, CGMA, Ph.D.

Vice Chair Brett Lewis, CPA

Treasurer Jen Vacha, CPA, CGMA

Secretary John Mather, CPA

Missouri Society of CPAs

540 Maryville Centre Drive, Suite 200

St. Louis, MO 63141

Phone: (314) 997-7966; (800) 264-7966

mocpa.org

[@missouricpas](https://twitter.com/missouricpas)

[linkedin.com/company/missouri-society-of-cpas](https://www.linkedin.com/company/missouri-society-of-cpas)

Read *THE ASSET* online at mocpa.org/asset

Editorial contact:

Dena Hull, dhull@mocpa.org

Advertising contact:

Steve Peirick, speirick@mocpa.org

THE ASSET is published bi-monthly by the Missouri Society of Certified Public Accountants as a service to its members. Views, opinions, advertising, and commentary appearing in *THE ASSET* are not necessarily endorsed by MOCPA. Information provided requires careful consideration of facts and circumstances before applying to specific situations.



A Moment of Gratitude, Family Adventure and Future Vision

By Jeff Parkison, CPA, CGMA

As I begin to reflect on this past year

as MOCPA chair, I am beyond grateful for the opportunity. Additionally, I am thankful for the dedication and passion of our members. The commitment to the profession that I have witnessed from CPAs in Missouri has been top-notch. Looking ahead, our organization is in great hands. Chair-elect Jennifer Reynolds-Moehrle will bring valuable insight and enthusiasm to the chair role that will carry MOCPA to future success. Jim O'Hallaron and our MOCPA staff are incredible. Every interaction I have had with them has been focused on achieving the best result for our members.

Our members are the reason for the organization's existence, which is reflected in our strategic plan. I am reminded of this every time I meet or interact with one of you. Our members are engaged, and we have a dedicated group of volunteers across the state. Board members unselfishly devote time to the society whenever we ask. They come prepared, looking for ways to make our organization even stronger, while encouraging others to join the profession.

The future of our profession is bright but needs your help, in light of the shortage of accountants. We must continue to promote the power of the CPA. We need to mentor those who are considering or who are new to the profession. If we are to continue to be the trusted adviser, we need to promote the profession to young people and encourage those who are educationally qualified to pursue the CPA exam. Consider visiting a high school class or a career day in your local elementary or middle school to share your experiences. CPAs add value in public practice, consulting, corporate accounting and

finance, non-for-profit, and government. It is critical that we continue to grow the profession and show young people the rewarding opportunities they can pursue as a CPA.

As I spoke to a high school accounting class in the fall, a student asked me if technology would make our jobs irrelevant. MOCPA's Business Transformation Committee, chaired by David Hartley, has been working hard to prepare us for this coming transition to how we do our jobs. (Maybe that time is already here!) CPAs must not be fearful of artificial intelligence, robotics process automation, or other emerging technologies. Instead, the more successful firms, companies, and individuals will be those who are willing to learn how to leverage this technology to help draft memos, automate repetitive tasks, and highlight trends using the abundance of information. Utilizing this technology gives us more time to analyze data and provide meaningful advisory services. To that student and others who are unsure of the future in accounting, CPAs will continue to have more than just jobs. CPAs will still be important to help make their clients and organizations successful. We just may use even more technology to help achieve those goals.

When I accepted the role of chair, my wife, Kim, and our children agreed that it would be a family adventure. They joined me at the Annual Members Convention last year and will be there again in June (page 27). Kim has been an incredible supporter, and she enjoyed attending the Awards Celebration in Kansas City with me. She has been known to promote the CPA as a career path when overhearing a conversation of some students at a local coffee shop. Recently, during some family time, Hattie, my 10-year-old daughter, said, "Dad, you make accounting seem




MOCPA Chair Jeff Parkison at Parkview High School, telling students about his career experiences and the many opportunities of being a CPA.

interesting. Maybe I should do that when I get older."

Thank you for trusting me to be your chair this past year. Please continue to find ways to support our profession—whether that is mentoring a new or aspiring CPA, serving on a committee that moves forward a key effort, or volunteering within your community. We are fortunate to have numerous opportunities to engage and collaborate for the greater good. I am proud to be a CPA in Missouri. 

Jeff Parkison is the director of treasury and financial planning and analysis at City Utilities of Springfield. He is chair of MOCPA's Board of Directors for 2023-2024.

 Jeff.Parkison@cityutilities.net

 [linkedin.com/in/jeff-parkison-ab08a023/](https://www.linkedin.com/in/jeff-parkison-ab08a023/)



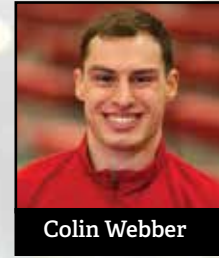
By the Numbers: 2024 Filing Season Statistics

Table with 4 columns: Return/Refund category, 2023, 2024, % change. Rows include Total returns received, Total returns processed, Total e-filing returns received, E-filing returns received from tax professionals, E-filing returns received from self-prepared, Web usage, IRS.gov visits, Total number of refunds, Total amount refunded, Average refund amount, Total number of direct deposit refunds, Total amount refunded with direct deposit, Average direct deposit refund amount.

—IRS.gov



Kyle Jakubeck



Colin Webber



A Big Round of Applause

- In 1923, the AICPA created the Watt Sells Award in honor of Elijah Watt Sells, one of the country's first CPAs and a leader in advancing professional education, to honor top CPA exam scorers. Watt Sells was active in the establishment of the AICPA and was a founder of New York University's School of Commerce, Accounts and Finance.
• 67,000 candidates took the CPA exam last year.
• 50 candidates obtained a cumulative average score above 95.5 on all four sections of the CPA exam on their first attempt.
• 2 of the 50 are MOCPA members!

Kudos to Kyle Jakubeck, RubinBrown, and Colin Webber, EY, on being Watt Sells Award recipients! And congratulations to all of the candidates who passed the exam in 2023!



Lights, Camera, Taxation! Accountants on Screen

With the announcement that the 2011 Ben Affleck-helmed action thriller "The Accountant" is getting a sequel, here is a list of some of the most memorable on-screen accountants. Sure, some stereotypical generalizations of the straightlaced CPA surface, but some of the most iconic accountant portrayals include a crafty, wrongly imprisoned banker, the investigator who brought down Al Capone, and of course, the aforementioned CPA assassin, among some other favorites.

- Louis Tully (Rick Moranis), "Ghostbusters"
• Leo Bloom (Gene Wilder), "The Producers"
• Deirdre Beaubeirdra (Jamie Lee Curtis), "Everything Everywhere All At Once"
• Itzhak Stern (Ben Kingsley), "Schindler's List"

- Henry Sherman (Danny Glover), "The Royal Tenenbaums"
• The accounting department (Angela Kinsey, Oscar Nuñez, Brian Baumgartner), "The Office"
• Ben Wyatt and Barney Varmn (Adam Scott and John Balma), "Parks and Recreation"
• Oscar Wallace (Charles Martin Smith), "The Untouchables"
• Jonathan "The Duke" Mardukas (Charles Grodin), "Midnight Run"
• Mollie Ubriacco (Kirstie Alley), "Look Who's Talking"
• Harold Crick (Will Ferrell), "Stranger Than Fiction"
• Skyler White (Anna Gunn), "Breaking Bad"
• Andy Dufresne (Tim Robbins), "The Shawshank Redemption"
• Albert Brennaman (Kevin James), "Hitch"
• Loretta Castorini (Cher), "Moonstruck"

—AccountingToday.com



Because of You...

Thanks to members' generosity, MOCPA recently awarded \$40,000 in scholarships to 44 Missouri students majoring in accounting. Of the 2023-2024 recipients:

- 15 different Missouri universities are represented;
- 30% are first-generation college students; and
- 39% are of minority backgrounds.

Each of these students has expressed gratitude not only for the financial assistance but also for the mental boost they receive from knowing that our members believe in their pursuit. But for the 44 selected for this honor, there were hundreds who were not.

Two members on this year's scholarship review committee shared these thoughts:



"I was truly impressed by the number of remarkable candidates applying for scholarship funding this year. It made the awarding decisions very difficult. And, with the ongoing challenges with staffing and young professionals

coming into the accounting profession, I was disappointed that we could not award more candidates."—Jeanne Dee, CPA, Anders CPAs + Advisors



"When reviewing potential scholarship recipients, we consider multiple factors that range from merit to financial hardship. The challenge in determining who ultimately gets a scholarship is in sorting through those factors and making a judgment about who will get the most value from the award. How inspiring would it be if we could give something to everyone who applied, or at the very least, provide more funds to more applicants? It would help support our message that anyone who chooses to be part of the profession can succeed, and that we care about their future."

—Kara Hershberger, CPA, Prosper CPAs

Whose Life Will You Change Today?

We are at **\$943,841**—only **\$56,159** to go in reaching our \$1 million goal to establish an endowment to award scholarships to deserving accounting students for years to come. Help us get over the goal line! It's a team effort, and every dollar counts.

Visit mocpa.org/contribute to donate and to hear from Missouri accounting students on how our members' investments are helping them achieve their goals, and to make a meaningful contribution or multi-year pledge.

One hundred percent of donations goes directly to scholarships. Thank you for investing in the CPA profession and helping students achieve their career aspirations!



We can help your clients with tax debts, compliance issues and liens.

FEEL FREE TO CALL

Federal and State Tax Problems

CHAD R. CARAKER, Attorney at Law

PHONE: (800) 470-0173 **E-MAIL:** chad@carakerlawfirm.com

www.carakerlawfirm.com

Licensed in Missouri, Colorado, Texas & Arizona



CPA Evolution Unleashed: Transforming Missouri's Accounting Education Programs

By Mark Higgins, CPA, Ph.D.; Kimberly Church, Ph.D.; George Krull Jr., CPA, Ph.D.; Kylie Gillen

This is already shaping up to be an impactful decade for the accounting profession. CPA Evolution, beginning discussions in 2017, kicked off a significant shift in licensure by updating the foundation of relevant topics newly licensed CPAs need to know. The CPA Core portions of the Uniform CPA Exam were updated to include technology and analytics (Financial Accounting and Reporting, Audit and Attestation, and Taxation and Regulation). Candidates must also choose one of three specialized discipline exams: Business Analysis and Reporting (BAR), Information Systems and Controls (ISC), or Tax Compliance and Planning (TCP). This approach enhances public protection, reflects evolving professional needs, and offers flexibility for future changes.

The American Institute of CPAs (AICPA) also released a Pipeline Acceleration Plan to address the root causes for the decline in candidates pursuing a CPA license. According to the *Journal of Accountancy* (July 2023), the AICPA is actively tackling the decline in the number of students pursuing CPA licensure through this Pipeline Acceleration Plan, which includes various initiatives. The updated plan has received support from AICPA Governing Council members nationwide. Additionally, a collaborative process led by the AICPA has been established to develop a continuous, research-based national strategy for fostering a robust pipeline of future CPAs. In May of 2024, the AICPA's National Pipeline Advisory Group (NPAG) will for the first time report to the Governing Council their preliminary findings and recommendations.

Simultaneously, the Missouri State Board of Accountancy revised the requirements to allow candidates to begin sitting for the exam after they complete 120 credit hours at an accredited college or university approved by the board. The updated provisions also allow candidates to complete nine credit hours of internships as part of fulfilling the 150 credit hours for licensure. In addition, Missouri accounting education programs revised curricula to implement the CPA Evolution recommendations and changes in the CPA exam.

During this time, the Missouri Society of CPAs (MOCPA) encouraged and supported accounting faculty as they made the necessary curriculum changes. Leaders from MOCPA's Educational Foundation Board initiated discussions with Mike Decker, AICPA vice president of examinations, at the May 2023 AICPA Council meeting to explore the prospect of collaborating on a research project aimed at examining accounting pipeline dynamics in Missouri. During the August 2023 American Accounting Association Annual Meeting, a follow-up meeting was convened with Decker and his team to further refine the research focus.

These conversations culminated in the development of a comprehensive 29-question survey to address issues surrounding the accounting profession's landscape in Missouri, particularly considering the opportunities and challenges posed by CPA Evolution and changes to the CPA exam.

In September 2023, 32 accounting program leaders (department heads, department chairs or accounting directors) across Missouri four-year institutions received a survey. The survey covered five key areas: faculty background, demographic data of accounting students, accounting program data, CPA Evolution's impact on curriculum and the CPA exam, and reasons for not pursuing CPA licensure. With an 88 percent response rate, the results present valuable insights to inform stakeholders about accounting education in Missouri.

Faculty Background

Each institution provided information about faculty composition. Responses from 28 institutions indicated an average of 57 percent of faculty are full-time and 43 percent are part-time. These numbers provide a sense of how faculty are distributed across the surveyed institutions, indicating differences in staffing approaches and academic resources. Notably, eight schools use only full-time faculty, while one school heavily relied on 93 percent part-time faculty. Full-time faculty provide essential stability for

instructional and professional activities. The use of part-time faculty allows for occupational expertise cost savings. Terminal degrees are the highest degree awarded in professional fields or academic disciplines. These degrees consolidate and ensure a continuous renewal of knowledge. Requirements to sit for the CPA exam include course credit hours from accredited universities. Most university, college, or school of accountancy accrediting bodies require a ratio of faculty with terminal degrees for initial application or renewal. Faculty with a CPA license demonstrate proficiency and expertise in the accounting profession. These faculty provide an important bridge between theory and practice. Licensed faculty serve as role models, create opportunities, and provide encouragement for students to become CPAs.

When examining the educational and professional backgrounds of faculty, the survey was keen to understand the prevalence of terminal degrees and CPA credentials among them. The expectation was to find a significant presence of both qualifications. Among the 25 institutions with Ph.D.-holding faculty (excluding three institutions reporting none), an average of 57 percent of faculty members possess a Ph.D., indicating a substantial cohort of 43 percent practitioners within the faculty. This figure closely mirrors the overall percentage of full-time faculty, which also stands at 57 percent. Similarly, the average percentage of faculty who hold CPA credentials is 68 percent, aligning with expectations given the proportion of part-time faculty, all of whom reported as CPAs, stands at 43 percent.

Student Demographics

The survey explored the demographic makeup of students enrolled in both undergraduate and graduate accounting programs across 28 participating institutions, 18 of which offer graduate programs. Among these participating undergraduate schools, 22 provided detailed gender and age data, while six opted not to disclose this information. Impressively, the gender distribution

across these undergraduate programs was evenly split, with both male and female students comprising 50 percent of the total. When considering age demographics, a striking 83 percent of undergraduate accounting students fell within the traditional age bracket, typically defined as those under 23 years old.

When asked the same questions for graduate accounting programs, of the 15 with graduate programs, 14 institutions answered the question on gender and 13 responded to the question on age. The average gender distribution leaned slightly toward female students, constituting 55 percent, while traditional age students comprised 59 percent of the graduate cohort, indicating a continuity from undergraduate studies. The 41 percent non-traditional age student indicates an opportunity for growth by recruiting second career professionals displaced by the recent pandemic or onset of field specific AI. Ethnicity data revealed a predominance of white students across both undergraduate (UG) and graduate levels (GR), with notable minority populations of Black/African American and Hispanic, Latino/Latina students. These findings offer insights into the composition and diversity of accounting student populations in Missouri institutions.

Compared to the 2023 AICPA Trends Report, Missouri exceeded national trends for white (73% UG/76% GR) and Black students (12% UG/8% GR) but lagged in recruiting efforts for Hispanic (7% UG/7% GR) and Asian (3% UG/5% GR) student populations.

Program Data

In a quest to glimpse into the future landscape of undergraduate accounting graduates, accounting leadership provided data to understand the current enrollment status of juniors and seniors to gauge fluctuations in program size after coming out of the pandemic lockdown in the 2021-2022 academic year. Additionally, expectations for the 2024-2025 period were sought to paint a vivid picture of the imminent pipeline of accounting graduates.

Findings revealed a diverse spectrum of program sizes, with 32 percent of undergraduate programs falling under the small category, accommodating between 1-25 students, while 21 percent boasted large programs with over 100 students (Figure 1). Encouragingly, the survey uncovered a positive trend, with 36 percent of programs reporting growth

since 2021-2022. Looking ahead, 39 percent expressed cautious optimism, foreseeing an upward trajectory persisting into the future (2024-2025). Forty-three percent reported recent declines in enrollments. Amidst this backdrop of cautiousness, 25 percent foresaw a continued decrease. There is a blend of prudence and optimism in enrollment prospects in the near term.

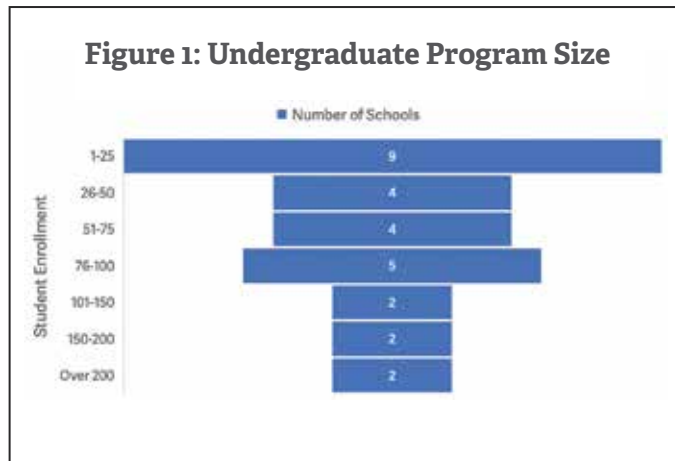
CPA Evolution Impact

The investigation continued into the potential ramifications of CPA Evolution initiatives, particularly focusing on its impact on accounting curriculums at institutions across Missouri. The implications of introducing the fourth part of the CPA exam, referred to as specialized disciplines or sections, were examined for candidates' exam strategies. Given the current constraints in higher education and the recognition that universities have limitations, it could be hypothesized that accounting programs might lack the resources to adequately prepare students for all three disciplines. Additionally, many programs are likely to prioritize the necessary knowledge and tools for passing the BAR section, leveraging existing faculty

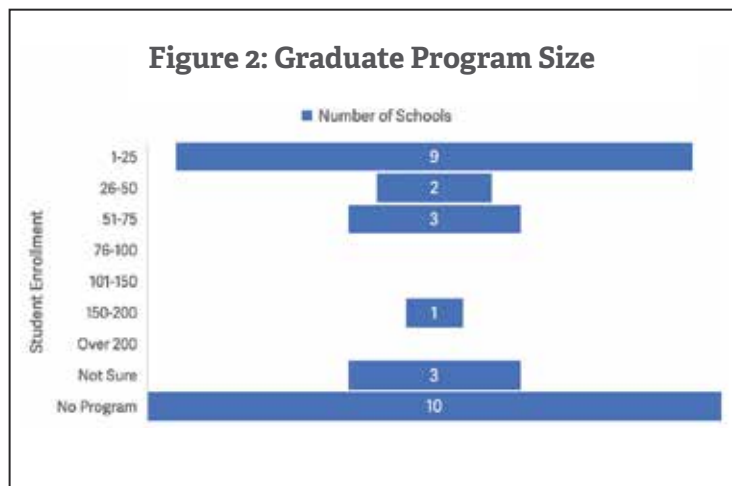
and curriculum resources. The ISC exam will require additional IT resources and coursework beyond the required AIS course. The TCP exam takes a deep dive into advanced tax concepts typically covered by additional tax electives or a degree in tax.

The discoveries closely mirror predictions and are in alignment with the 2023 AICPA Trends Report. A significant 82 percent of institutions reported their curricula catered to the BAR specialization, showcasing a strong emphasis on this aspect of accounting education. Surprisingly, half of the schools also indicated support for the TCP specialization, and 46 percent acknowledged support for ISC. While the

prevalence of tax-related specialization isn't unexpected, it's worth noting that the demand for ICS specialization suggests an emerging need for expertise in emerging technologies. It is essential to recognize the challenge in providing adequate content for these specialized disciplines, especially →



The survey further delved into graduate accounting programs, scrutinizing size and enrollment trends post-2021 (Figure 2). Among the 28 responding schools, 18 provided graduate program information. Fifty percent of these programs are small, with 1-25 students, while only one program qualifies as large, accommodating over 100 students. A promising trajectory was illustrated, with 61 percent of programs reporting growth or stability since 2021-2022, and a striking 94 percent foresee this trend persisting into the near future (2024-2025). Despite a decade decline in recent enrollments, only one accounting leader anticipates a further decrease in graduate program enrollments moving forward.



considering the traditional offerings at the undergraduate and graduate levels. The survey also revealed a widespread consensus among program chairs regarding the necessity of curriculum adjustments, with 75 percent expressing plans to modify existing courses. Within these adaptations, a notable portion of schools intend to introduce new courses tailored to BAR, ICS, and TCP specializations. These changes also entail the elimination of some courses, reflecting a shift towards a more focused and relevant curriculum (Figure 3).

As foreseen during the survey design phase, the shortage of faculty expertise, particularly in specialized areas like TCP and ICS, poses a notable challenge. This, combined with low enrollment rates, creates a significant hurdle for accounting chairs aiming to secure additional resources within budget constraints. One potential solution to overcome this obstacle, especially for public institutions, involves the development of online courses. By embracing this approach, students from various locations such as St. Louis, Springfield, or Kirksville can access courses offered by other public institutions. Given the financial and faculty constraints, it becomes increasingly imperative for both public and private schools to explore collaborative resource-sharing initiatives, fostering a more cohesive and sustainable approach to addressing common challenges.

As the number of students pursuing an accounting degree continues to decline nationally, accounting firms are also expected to experience the impact.

The department chairs reported that on average only 51 percent of the graduates of Missouri accounting programs plan to sit for the CPA exam, according to the 27 schools who responded to the question. With the heightened emphasis on BAR preparation within accounting programs, it makes sense that, of the 51 percent of students who plan to sit for the CPA exam, 69 percent plan to take BAR, while

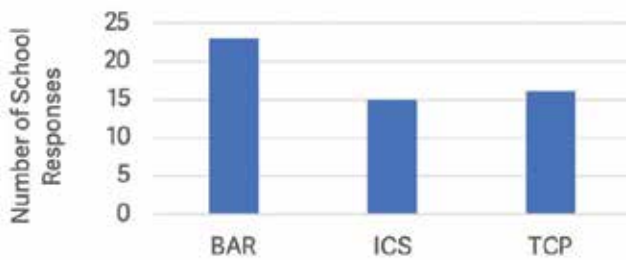
11 percent ICS, and 20 percent TCP, potentially exacerbating talent shortages in tax and systems areas within accounting firms.

In the final analysis, the anticipated effects of the CPA Evolution initiative on accounting curriculums in Missouri reveal unsurprising levels of support for the specialized discipline of BAR, while TCP and ICS require currently unavailable resources to generate well-rounded courses. While many institutions plan to adjust their curriculum to accommodate these changes, faculty limitations and financial constraints are hindering curriculum development.

Reasons for Not Pursuing the CPA Exam

This investigation also delved into the factors influencing students' decisions regarding the CPA exam. Chairs were tasked with ranking the top four reasons, with one being the most significant, as reported by students. The list of potential reasons hindering students from taking the CPA exam included factors such as employers not requiring the exam, the cost of preparation, exam fees, the overall process, the expense of obtaining a master's degree, CPA exam difficulty, low salary prospects, work/life balance concerns, and lack of interest. Among the 25 schools that responded, the primary deterrent was lack of interest in pursuing the CPA designation. Following closely was the financial burden associated with obtaining a master's degree. When considering the aggregate of the top four reasons, 72 percent of schools cited student disinterest in pursuing the CPA, with concerns about work/life balance and lack of employer requirement trailing closely behind at 64 percent (Figure 5).

Figure 3: Number of Schools Making Curriculum Changes For Each Specialized Discipline



Of the 25 percent who do not plan to make changes in their curriculum, several factors contribute to the resistance against updating the curriculum, with the main ones including: faculty lacking capacity, qualified faculty are unavailable, enrollment does not support new courses, and limited time or resources before the launch of the new exam (Figure 4).

Figure 4: Reason for Not Changing Curriculum

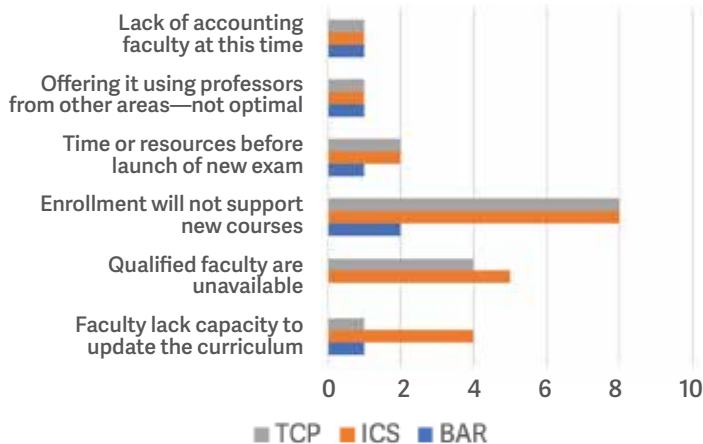
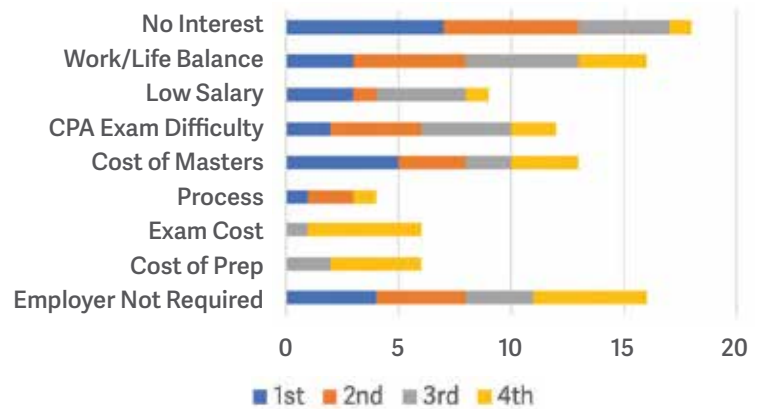



Figure 5: Reason Students Not Taking the Exam




These findings highlight a fundamental perception issue: students may not fully grasp the immediate and long-term value of becoming a CPA. Instead, they may choose job opportunities where CPA credentials are not required, possibly because of perceived better work/life balance or to avoid the costs and efforts of pursuing a master's degree and passing a rigorous exam. The profession's continuing and ever-increasing challenge is how to change its negative perception. A CPA is beneficial in the short- and long-term and having a master's degree will provide a comparative benefit if or when the graduates want to make employment and career changes.

In summary, by examining faculty backgrounds, student demographics, program data, and the influence of CPA Evolution, valuable insights have been uncovered that provide a holistic understanding of accounting education in Missouri. These findings offer a nuanced perspective on the dynamics shaping the accounting profession, spanning from faculty composition to student enrollment trends and reasons for students not pursuing the CPA designation. 



Mark Higgins is an accounting professor and the dean of the Kania School of Management at the University of Scranton.

 mark.higgins@scranton.edu



Kim Church is the director of the school of accountancy at Missouri State University.

 KimberlyChurch@MissouriState.edu



George Krull is a retired partner with Grant Thornton LLP.

 gwkrull@msn.com



Kylie Gillen is a graduate assistant in the School of Accountancy at Missouri State University.

 Kylie2000@live.missouristate.edu

We provide
SIMPLY BETTER HELP DESK SUPPORT

Our *Technicians* are
**Fast
Efficient
Friendly
Knowledgeable**

Call us today to discuss your help desk & technology needs!



 660-827-9944
 info@lammtech.com
 lammtech.com



**R&D Tax Credits
Cost Segregation Services
Energy Tax Incentives**

Providing national level R&D tax credit and cost segregation services to Missouri CPA firms and businesses for 27+ years



Cedar Robinson



Bruce Warner

Warner-Robinson.com

Cedar Robinson, Co-Founder and Managing Director
cedar@warner-robinson.com, or (816) 600-6150

Bruce Warner, Co-Founder and Managing Director
bruce@warner-robinson.com, or (913) 522-6420

Call Us Toll Free: (800) 792-4861

Top 10 Reasons Today is the Best Day Ever to be a Young CPA

By David Hartley, CPA, CISA

I'm a CPA—and an optimist. I personally believe today is a great time to be a CPA of any age. But in particular, I believe 2024 is a great time to be a young professional just entering the CPA profession.

Why? Young CPAs joining the profession couldn't have chosen a better time to do so. In this age of technological advances and increasing complexity, CPAs have more flexibility, respect and opportunity than ever before.

Recently I was asked to be a guest on *The Young CPA Success Show* podcast. The hosts asked if I could answer the following question during the podcast—"Is today a good time for young CPAs to be entering the profession?"

My immediate answer was—"Actually today is the best day ever to be a young CPA." As I prepped for the episode, I compared opportunities for young CPAs today with my personal experiences starting my career in the Big 4 and passing the CPA exam back in the 1990s. I narrowed it down to the top 10 to reflect the trends in the industry that make it easier for young professionals to find not only success but satisfaction in their work.

My top 10 list of *why today is the best day ever to be a young CPA*, counting down to the biggest and best reason, are:

10. The CPA profession is evolving.

Reflecting back on the past few decades, there has been a staggering evolution within the accounting profession. I started my CPA career before mobile phones or the internet, just to give you a feel for how much things have changed in a short amount of time. Seemingly, for the last 100 years, the profession focused its attention primarily on audit and tax services, which have been extremely impactful and lucrative. In recent years, the CPA industry has recognized there's more that CPAs have to offer. I believe the future of the CPA profession looks different from its past as we are shifting from being the "most trusted adviser" to also becoming the "most valued adviser." From strategic consulting to industry-focused advisory, there are more career offerings and entry points now than ever before, bringing new opportunities to young professionals.

9. CPA firms are increasingly employee-focused.

In recent years, firms have emphasized

creating cultures that professionals want to be a part of. Boomer retirements combined with a slim pipeline of accounting graduates have made employee engagement a top priority for successful firms. The profession understands talent is one of its greatest—and scarcest—resources. In comparison, back in the 1990s when I entered the profession, there were dozens of eager professionals waiting to take my place if I failed in my Big 4 auditor role. Today the situation is reversed with not enough young CPAs available to take the open spots.

Accordingly, firms are committing more and more to improving their employees' well-being and deepening their job satisfaction. Whether it's fully remote, on-site or hybrid, firms are much more interested in creating an environment where their employees can do their best work.

8. Salaries are rising.

As firms recognized the importance of attracting quality team members, an increase in compensation wasn't far behind. As young CPAs enter the workforce for the first time, they will see that if their services bring value, to both their firm and their clients, they will be compensated fairly for their efforts. Supply and demand also factor into rising wages. With fewer CPAs entering the profession as more seasoned CPAs retire, the younger generation will reap the benefits in the form of higher compensation and better benefits.

However, as a profession, entry-level salaries must increase to attract the best future CPAs. The unfortunate reality is at graduation, beginning accounting salaries sometimes lag behind other majors like supply chain and analytics. The good news is CPAs generally can expect higher salary increases than other professions as they move through the first decade of their career, and even more attractive levels of compensation at later years. Initial salary levels are an obstacle to attracting talent the CPA profession must reckon with.

7. Individualism is not only tolerated—it's encouraged!

People in the profession are more empowered than ever to be their true, authentic selves in the workplace. This is in sharp contrast to the 1980s and 1990s where suits, ties and white button-down

dress shirts were the CPAs' uniform. A CPA isn't just a tax or audit professional; they're a whole person with unique desires, hobbies and lives. Embracing the individualism that each person brings into the office makes work more interesting and encourages people to make deeper connections with their coworkers.

If you're interested in exploring this individualism concept, check out John Garrett's great book "What's Your 'And'?" Garrett started his CPA career in the Big 4 during the mid-1990s and felt stifled by the traditional view of what it meant to be a professional. Garrett's thesis is that encouraging professionals to reveal their personal "Ands"—their outside hobbies, talents and quirks—forges deeper connections, reduces anxiety and turnover while also creating happier and more successful professionals. Garrett's "What's Your 'And'?" podcast features professionals sharing the stories of their "Ands" to empower others to embrace their unique talents and passions.

6. Advances in AI will reduce drudge work.

Previous generations of CPAs had to slog through years of mundane, repetitive work before they were allowed to move on to the more interesting aspects of the profession. These days, thanks to advances in AI technology like ChatGPT and other generative AI tools, that drudge work can be quickly completed, allowing more time to focus on higher-level tasks. This technology won't replace CPAs but instead serves as a tool to enhance and simplify a CPA's work. You can learn more about AI and its possible impact on the CPA profession through my podcast interviews on LinkedIn.

5. CPAs are highly respected and trusted.

In general, the CPA profession has never been more respected or trusted than it is today. Clients recognize the value CPAs bring to their businesses and lives, which has caused the profession as a whole to grow in importance. This has become especially clear as small and midsize businesses face growing complexities. As CPAs expand their services beyond compliance, tax and audit into advisory work, clients are reacting favorably to the benefits they've reaped from the partnership.

4. Young CPAs can learn from experienced CPAs via social media.

Role models and peer leaders within the accounting profession are highly visible and accessible, making it easier than ever for young CPAs to learn. In previous generations, people entering the profession had to rely on coworkers and people directly within their sphere of access for mentorship. Now, through podcasts, webcasts and other thought leadership shared via social media, young professionals have increased access to learn from influencers within the profession. The end result—progress in your career faster by learning from others.

3. Job security and employment are strong.

Demand for CPAs is high. If a young CPA is unhappy at their current job, they have more freedom to pursue employment elsewhere. And with the advent of remote work, young CPAs can work for companies or firms located anywhere. The pipeline issue may not be ideal for the profession, but it makes young CPAs more valuable than ever. There's no need to be stuck somewhere when so many other opportunities exist for growth and happiness.

2. There are more opportunities to create impact for clients.

Technology has increased the reach a CPA can have, taking them from local to global. With a decent internet connection, a CPA can serve businesses and individuals all over the world rather than being limited within your immediate local geography. While it's still important to make those in-person connections, there are many services that can be performed virtually to improve lives anywhere.


And the #1 reason today is the best day ever to be a young CPA...

1. CPAs enjoy flexibility to work where and when you want.

Working hours and locations were a fixed concept for CPAs not too long ago. Professionals were expected to be in the office at a set time every day of the week, no exceptions. I vividly remember back in the early 1990s driving in a foot of snow to get to the downtown office because that's what was expected—plus that's where the audit workpapers were located! It took me two hours to accomplish what is normally a 20-minute commute, and another two

hours to get back home that night. It was not an efficient use of time.

The COVID-19 pandemic helped accelerate the idea of a hybrid or even fully remote workforce, giving young CPAs more control over their location and their hours. Now CPAs can use their skills anywhere, anytime that fits their schedule. This is a huge opportunity for young CPAs.

There's never been a better time to become a CPA and the best part is: this is just the beginning. As more firms adopt these and other strategies to entice young professionals into their workforce, the benefits for young CPAs will continue to gain value. 



Dave Hartley is the partner-in-charge of advisory at Anders CPA + Advisors in St. Louis.

 dhartley@anderscpa.com

 [linkedin.com/in/davehartley](https://www.linkedin.com/in/davehartley)

Are your clients paying Missouri quarterly estimated taxes?

Do your clients want to do "good" with their Missouri taxes?


YES? Did you know two Missouri quarterly estimated tax payments can help provide scholarships to low-income and special needs students in Missouri.

HERZOG
TOMORROW

For more information contact, Mayela Esser at (816) 601-3379, by email at donate@herzogtomorrowfoundation.com or visit our site at www.herzogmoscholars.org

Generative Artificial Intelligence Solutions: Understand Your Risks

By Suzanne M. Holl, CPA



Artificial intelligence (AI) solutions such as OpenAI's ChatGPT continue to gain popularity. Many CPA firms seek to use generative AI to accelerate innovation and increase productivity. As the use of any AI technology is very organization specific, CPA firms need to obtain a solid understanding of their needs and objectives, as well as how AI works before they can begin to identify what, if any, AI opportunities are the right fit for their organization.

Although generative AI solutions can provide benefits for CPA firms and businesses, there are critical risks associated with generative AI that should be vetted and mitigation strategies implemented to minimize potential exposures. These risks include but are not limited to concerns with accuracy and quality control, confidentiality, privacy, security, and ethical issues.

For example, consider the following areas of potential risk exposure:

Accuracy and quality control. AI-generated content cannot be relied upon as-is, as the information may be outdated, misleading or—in some cases—fabricated. All AI-generated content must be reviewed for accuracy before placing any reliance on it and should be given the same consideration as you would to the work of an intern or first-year staff person. Organizations need to have proper oversight procedures in place to ensure that personnel with the appropriate competencies will review and interpret the data and content provided, make informed decisions, and provide expert guidance in applying the AI-generated information to specific client and/or firm fact patterns.

Confidentiality. In accordance with applicable professional and legal standards of care, sensitive client information, as well as firm- and personnel-related information, must be treated with the utmost confidentiality and should not be disclosed without express written permission. Because it is critical that the operations, activities, and business affairs of a firm and their clients are kept confidential when using generative AI, it is imperative firms ensure employees understand the terms of the firm's Confidentiality Policy and are informed that any use of AI technology in violation of the firm's Confidentiality Policy is strictly prohibited.

Data privacy and security. With data privacy protection initiatives spreading across the United States, it is important for CPA firms to ensure the privacy and security of the sensitive personal information they collect, use, or store. To help mitigate data privacy and security risks, it is vital that firms prioritize data encryption, implement access controls, and adhere to data protection regulations. In addition, transparency is a key element in overcoming generative AI privacy challenges so it may be necessary to consult with qualified legal counsel and update, if needed, the firm's Privacy Policy to ensure transparency about the categories of sensitive information collected, the sources of that information, the purpose for the collection, and how the firm stores and shares such information.

Ethical considerations. As generative AI has raised concerns about its potential for misinformation, deception, and manipulation of public opinion, firms need to consider the implications related to its actual or perceived unethical use.


For example, organizations should establish written guidelines to clarify that these technologies must not be used to create content that is inappropriate, discriminatory, or otherwise harmful to others or the firm.


Risk management tips:

- Get educated, as AI is here to stay. Learn more about the generative AI tools that are available and take appropriate due diligence steps to assess which, if any, of these tools may be appropriate to deliver the most benefit to your organization.
- Develop an implementation strategy. Successful integration of generative AI, or any new technology, requires a well-crafted implementation plan that should include, among other things, appropriate education and training to ensure responsible use.
- Document your organization's authorized usage (e.g., open use, limited use, prohibited use) of generative AI and communicate these terms and conditions to your staff. CAMICO offers a sample *Generative Artificial Intelligence Chatbot Usage Policy* template for this purpose on its members-only site.



Suzanne Holl is executive vice president of loss prevention services at CAMICO in San Mateo, Calif.

 [linkedin.com/in/sue-holl-77329b1a/](https://www.linkedin.com/in/sue-holl-77329b1a/)

 [camico.com](https://www.camico.com)

INTRODUCING

WORLD CLASS ACCOUNTING PRACTICE MANAGEMENT SOFTWARE



UNLOCK YOUR FIRM'S TRUE POTENTIAL

- ✓ Streamline your workflows and tasks
- ✓ Organize and share documents securely
- ✓ Spend less time following up with clients
- ✓ Access on the go with mobile app
- ✓ Send email and chat from within the app
- ✓ Collect data with customizable forms

// Basil is a one stop shop for all my accounting records, maintains all my eSignature needs, and provides a task management tool. The software team at Basil is very knowledgeable, kind, and considerate. I like that I can call for service and get a live human being who is very knowledgeable about the product and then provides a solution to the issue that I might be facing.

- **Lola Dunmire, Accounting Made Easy**



Have Questions?
Call Us Today!
855-448-7269
[GETBASIL.APP](https://www.getbasil.app)

START YOUR
FREE TRIAL NOW



SCAN TO KNOW MORE

CPA in the DNA

Research has shown that the biggest factor in a student's decision to pursue a career in accounting is having a role model who has demonstrated proven success and has shown it as a rewarding, viable path. With Mother's Day and Father's Day upon us, enjoy the stories of just a few MOCPA members who have chosen to walk in their parents' footsteps.



Camille Bosilovatz, CPA, Andrew Scavone, CPA, and Ed Scavone, CPA

ED SCAVONE, CPA

President and CEO, Central Bank of Boone County
Graduate of Chapman University in Orange, Calif.

Why did you choose to become a CPA? My father's career was in accounting. He only completed his associate degree but always hoped to finish school and become a CPA. He enjoyed the career and pointed me in that direction.

Emotionally, how was it different watching your children study for the exam and await results compared to your own experience? The stress and emotions of sitting for the exam for myself and my kids were night and day. My two children both approached the exam like it was another day at the office. Both studied with varying levels of effort and passed the exam comfortably. I, on the other hand, grinded out the Becker materials and hoped and prayed for the magic 75 passing grades.

What experiences from your own career path have you hoped would be similar, or different, for your children? My career path took me into private work pretty quickly. I hoped my children would try the public route for a while to get a full understanding of the possibilities within the profession.

How has the profession changed since you started your career? The career opportunities for individuals with the credential are significantly greater in the modern economy. The broad financial skill set present in a credentialed individual is in large demand beyond the traditional tax and audit subject areas.

What have you found most rewarding about your career? The people I have met who work in the accounting profession have been the most rewarding aspect of my career. Many of my lifelong friends are those I met while progressing through my accounting professional career.

CAMILLE BOSILOVATZ, CPA

Controller, Indigo Wild
Graduate of University of Missouri-Columbia

ANDREW SCAVONE, CPA

Manager-International Tax and Transaction Services, EY
Graduate of University of Missouri-Columbia

How much influence did your dad's career have on your decision to become a CPA? Accounting wasn't talked about in our high school as a career option. We only knew it was a cool job because of our dad and grandpa! Papa wasn't a CPA, but he worked on Wall Street and as a city comptroller. Dad earned his accounting degree, after eight years in the Navy, and passed the CPA exam with two young kids. And our parents took us on a couple MOCPA trips as teenagers, where all their CPA friends were incredibly fun and welcoming.

What type of support did your dad provide during the exam process and on your career path? In college, our parents helped us build résumés and prepare for interview questions. Later in our careers, Dad gave us lots of advice as new managers. It turns out the numbers are the easy part of accounting; interpersonal skills are the most important part of the job that you aren't taught in school.

What components of your dad's career path have you hoped to emulate or do differently? Our parents are crushing it, career-wise! Dad worked his way up from internal auditor to CEO, and Mom is an absolute beast at accounts receivable. If we can emulate a fraction of their work ethic, business savvy, and kindness, we'll be alright.

What have you found most rewarding about your career? Both of us are already working in our dream jobs—we truly have the best companies and coworkers. One of the most rewarding aspects of a CPA license is the flexibility to pursue any type of accounting career you can imagine.

What is the best career advice your dad has given you? It's not enough to just be hardworking; your attitude is everything. Be a positive presence in your workplace, always!

EILEEN HUTCHINSON, CPA

Retired CFO, Government Employees Health Association, Inc. (GEHA)

Graduate of University of Missouri-Columbia

Why did you choose to become a CPA? I loved math and enjoyed my high school accounting class. (Assets were by the window, and liabilities were on the side by the door!) Becoming a CPA was the “icing on the cake” and provided more credibility—it was also practically required in public accounting!

Emotionally, how was it different watching your child study for the exam and await results compared to your own experience? This will age me, but when I took the exam, you had to take all parts at the same time over three days. Then you waited a few months. I will never forget the anxiety as I opened the envelope with the results. I felt like my daughter had it easier as she could study and test for one subject at a time. She also had available many more online tools. However, I knew it was still very challenging and stressful for her, and I tried to be encouraging, empathetic and supportive. (Honestly, I was relieved that it was her taking the test and not me!)

What experiences from your own career path have you hoped would be similar, or different, for your child? I found my career as an accountant very rewarding, starting in public accounting and then industry, working my way up the corporate ladder from staff accountant to CFO. I was blessed to have a supportive family, and I truly loved what I did! I am very proud of my daughter for also pursuing a career in accounting. My ultimate hope was that she would find a firm or company that valued her skills and personality enabling her to thrive, be successful and happy—and still achieve a good work/life balance.

How has the profession changed since you started your career? The core accounting knowledge is the same along with treating people with respect and grace. However, almost everything else changed! The advances in technology (hardware and software) are unfathomable. PCs were just being introduced when I started my career, and now we have artificial intelligence! COVID hit and remote workers became the norm. Policies and procedures need to be fluid to adapt to all the changes (and risk exposures), which can be challenging for accountants!

What have you found most rewarding about your career? I am proud of the difference I made in organizations and loved the people I worked with! Fortunately, I was able to retire in my mid 50s, enabling me to help my aging parents, enjoy my five grandchildren, travel and play pickleball. But I would be remiss if I didn't share that I still enjoy and utilize my professional skills by serving on various finance, investment and audit councils. Bottom line, I continue to live by this motto, “You can't go wrong doing what is right!”



ANDREA PEASEL, CPA

Controller-Rental Operations, Custom Truck One Source
Graduate of University of Central Missouri

How much influence did your mom's career have on your decision to become a CPA? My mom had a good deal of influence on my decision to be an accountant. However, not in the way you may think. She never said, “You should do accounting.” Rather, she showed me by example of why accounting is a good choice and why she enjoyed it so much.

What type of support did your mom provide during the exam process and on your career path? There was never a doubt for me when I went for my accounting degree that I also needed to get my CPA. My mom was very supportive during the process and told me about how the test had changed since she took it. My most memorable moment during the process was when I got back my first test score, and I only scored 76 percent. I was raised to always strive for that A in school and to receive a 76 percent really took a hit to my confidence. My mom turned to me and said, “I always heard that a 76 percent was a perfect score. If you got higher, you studied too hard.” Whether my mom truly believed that or just said it to make me feel better is unknown, but it did the job and made me proud of my 76 percent rather than dwelling on what I did wrong.

What components of your mom's career path have you hoped to emulate or do differently? I have followed the same career path as my mom by earning the college degrees, earning the CPA, working in public accounting, and working in industry. However, at this time, I have no intention of emulating her career path by becoming a CFO. My mom was very successful in her career and is a great role model of how a female can make it to the top, but that much responsibility (for work and for her team members) is more than I want. I would much rather roll my sleeves up and be more involved in solving day-to-day problems.

My mom has also shown me other traits that I want to emulate such as passion for your work, empathy and understanding for your team, and accountability. She demonstrated that life isn't all about your career. If you find the right position, it will still allow you the opportunity to make your kids' sports games, volunteer, take trips, and more.

What have you found most rewarding about your career? The most rewarding part of my career is the gratitude and happiness I bring to coworkers and customers when I am able to help solve a problem. To hear feedback such as, “I wouldn't be able to survive without you” is extremely rewarding. I keep those moments close to my heart. →

I was fortunate to start my career with BKD (now FORVIS) and am currently working at CTOS. Both companies have established core values. Most memorable of these to me are “Under Promise, Over Deliver” (BKD), “Solve Problems Like a Mechanic” (CTOS), and “Driven to Deliver” (CTOS). Having such strong companies to help guide me in my career has really strengthened me as a CPA.

What is the best career advice your mom has given you? The best career advice my mom has given me is to find a job that I love to do—whether that be in accounting

or something else. You will spend a great deal of your life at work, and it should be something you enjoy doing. The second-best career advice she gave me was to consider doing public accounting before industry. From her experience, she learned that the training you receive in public accounting was crucial. She learned so much so fast from so many clients. She felt that foundation would make me a better accountant as well as open more paths for career advancement. I found her advice to ring true for me.

ALICE EVANS, CPA

Sole Practitioner, A.C. Evans LLC

Graduate of University of Missouri–St. Louis

Why did you choose to become a CPA? I had worked as a payroll clerk in a shoe factory and liked the work. I thought being an accountant would use some of those skills.

Emotionally, how was it different watching your child study for the exam and await results compared to your own experience? I was pleased and proud of her for studying to take all the exam parts her final semester in college. I had taken it right before I graduated, too. We both are people who like to get the hard things out of the way. I found out during the process that we are much more alike than I had known.

What experiences from your own career path have you hoped would be similar, or different, for your child? I’m thankful that she worked at a Big 4 firm for a few years. I found my years in the Big 4 to be a great experience, but it did not define my career. I think a fulfilling career is made up of a series of decisions, commitments, and relationships with colleagues. Those are things you can have anywhere, at any size firm, or in industry or education or anywhere else!

How has the profession changed since you started your career? There weren’t even faxes when I started! Technology is the change most people, including me, would comment on as an outward and visible sign of change. The regulatory burden and oversight are much greater now than in the past. Now that firms can be owned by private equity, I wonder how that will change the culture at firms, or even the perception of our role in the broader society. I’m thankful to have seen many other changes that have been good—such as more opportunities for women, and flexibility in working due to technology.

What have you found most rewarding about your career? Obviously, at this point, I enjoy working with my daughter the most! Building up a firm that she perceived to be worth an investment of her time and talent has been the most rewarding thing I’ve accomplished in my career. Working as a team has enhanced our relationship, and we have gained more respect and appreciation for each other as individuals and as professionals.



Alice Evans, CPA, and Kathleen Jackson, CPA

KATHLEEN JACKSON, CPA

Audit Manager, MarksNelson LLC; and A.C. Evans LLC

Graduate of University of Missouri-Kansas City

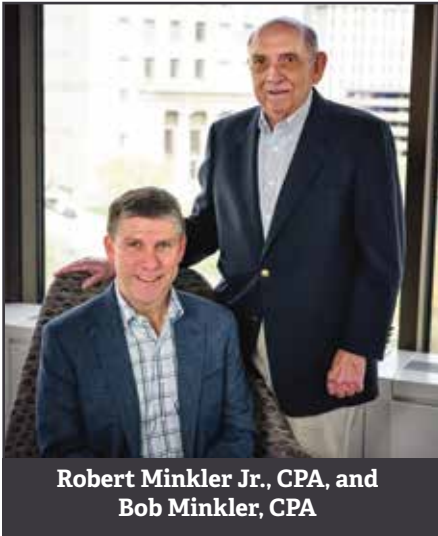
How much influence did your mom’s career have on your decision to become a CPA? I doubt I would have become a CPA if not for my mom! She set a great example of having an interesting and fulfilling career, but I never felt like it impeded on our family life as a kid. I knew I wanted to be able to achieve the same balance someday.

What type of support did your mom provide during the exam process and on your career path? My mom has been my number one mentor my entire career. She was supportive during the exam process, but even more helpful was having someone who knew the ins and outs of entering the public accounting world to guide me. She has always really understood firm cultures and had a high EQ, and I have leaned on that heavily to navigate many decisions throughout my working life. And ultimately, she built a firm that I was grateful to join, so in that sense she has completely forged the path ahead of me.

What components of your mom’s career path have you hoped to emulate or do differently? My mom has always been well regarded everywhere she’s worked. She really puts people first, and it has shown with the relationships she has built. I hope I can learn from her example in this way.

What have you found most rewarding about your career? I genuinely love working with my mom! We do work together that we both enjoy, and we’ve also built something that serves the needs of our families well.

What is the best career advice your mom has given you? She has always emphasized that while it’s important to find a career that is challenging and provides growth, it’s important to balance that with the broader picture of how you want your life to look. Your career is just one component of a full life.



Robert Minkler Jr., CPA, and
Bob Minkler, CPA

BOB MINKLER, CPA

Founding Partner, Anders CPA + Advisors
Graduate of Saint Louis University

Why did you choose to become a CPA? Growing up, my dad was a CPA, and I had the opportunity to work in his office during high school. I also took a bookkeeping class that sparked my interest. These experiences led me to want to follow in my dad's footsteps and major in accounting in college and eventually take the CPA exam.

Emotionally, how was it different watching your child study for the exam and await results compared to your own experience? Watching Robert go through the CPA exam process was much more stressful. As a parent, I think it's natural to stress more for your children than yourself. He was working for Price Waterhouse in Chicago, attending firm training in Texas, studying for the exam, and taking the Becker course all at the same time. Luckily, the stress didn't last long because he passed the exam the first sitting.

What experiences from your own career path have you hoped would be similar, or different, for your child? I was in public accounting my entire career, and Robert followed the same path to firm management. I tried to instill the importance of being fair, open-minded, treating others as equals and thinking before acting.

How has the profession changed since you started your career? Technology has and continues to drastically change the profession—from completing our first electronic tax returns using a first-generation computer in 1978 to leveraging artificial intelligence to automate processes across the firm. I've also seen tax and auditing rules change immensely, which causes the profession to adapt quickly.

What have you found most rewarding about your career? I find that the relationships I've built along the way have been the most rewarding aspect of my career. I enjoy working with clients to help them solve problems, interacting with a great group of professionals and seeing the growth of the firm that I co-founded.

ROBERT MINKLER JR., CPA


Managing Partner, Anders CPAs + Advisors
Graduate of Indiana University

How much influence did your dad's career have on your decision to become a CPA? Growing up, I developed an entrepreneurial spirit and love for accounting from my father. He co-founded the accounting firm Anders and Minkler in 1965, which was a source of inspiration throughout my childhood. I had the opportunity to see the hard work and determination that went into building a business and helping clients build their own success, which led to me choosing to pursue a career in accounting after graduating from Indiana University in 1991 with a B.S. in Business.

What type of support did your dad provide during the exam process and on your career path? My dad concentrated in tax his entire career and so that became my initial direction, too. He told me to get experience in any way possible because there is so much to learn, especially in the early years of a career. I took the tax path also, and I was able to gain experience early in my career in a wide variety of industries as well as on the personal tax side.

What components of your dad's career path have you hoped to emulate or do differently? Remaining calm under pressure. You could never tell if things weren't going well at the firm with the way my dad carried himself. I am sure there were issues to deal with from time to time, but as a leader, he didn't let others see if things were tough.

What have you found most rewarding about your career? Without a doubt, the most rewarding thing for me is seeing others at our firm succeed. I think we've built a place where, if someone wants to succeed and is willing to work for it, there is no stopping them.

What is the best career advice your dad has given you? This advice was given with actions, not words. Correctly set priorities. Even with building a successful business from the ground up, my dad never missed family time, games, assemblies, and so on when we were growing up. I've tried to emulate that throughout my career. The benefits go beyond our own personal lives. As leaders, if others see us making the right choices, they will feel more comfortable making those choices as well. That will build loyalty with the organization and empower people to want to be their best while at work. 

Knowledge Hub

from the
Missouri Society of CPAs

MOCPAHub.org

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



Take Advantage of MOCPA's Association Health Care Plan for Small Businesses

MOCPA's Association Health Care Plan offers:

- Competitive, medically underwritten rates;
- Fixed, predictable monthly payments;
- A variety of plan designs, including 10 PPO and three HSA options; and
- Anthem's Blue Access, Blue Access Choice and Blue Preferred networks.

Powered by the Missouri Chamber Federation and administered by Anthem Blue Cross and Blue Shield, MOCPA's Association Health Care Plan is available to small group employers, who:

- Are members of a qualifying Chamber of Commerce; and
- Have two to 50 eligible employees.

Reap the benefits of being part of a larger, self-funded pool, with financial protection backed by Anthem's stop loss coverage. To learn more, please contact MOCPA Benefits Consultant Pete Shea at pshea@mocpa.org, or (800) 264-7966, ext. 121.

mocpa.org/insurance

MOCPA

Missouri Society of
Certified Public Accountants

Anthem

THOUGHTS OF CONSTANT DUE DATES MOTIVATING YOU TO...

SELL! SELL! SELL!

**With over \$1.5 Billion in Practices Sold,
We'll guide you every step of the way!**

Scan Here



DELIVERING RESULTS - ONE PRACTICE AT A TIME



**ACCOUNTING
PRACTICE SALES**
THE GLOBAL LEADER IN PRACTICE SALES

Wade Holmes

Wade@APS.net

888-847-1040 x2

www.APS.net





The Benefits of Rebalancing Portfolios

By Sandi Weaver, CPA, CFP, CFA

Many advisers have been doing quite a bit of rebalancing these last few months. CPA financial planners do that when a certain asset class or segment of the portfolio gets over the target allocation. Some investors protest against selling a “winning hand” only to invest in losers. Yet reversion to the mean is a known market behavior. Rebalancing can be viewed as selling investments that are at a (too) healthy price to buy other sound investments at a discount.

Advisers have various approaches to monitoring asset allocations in portfolios. One approach is to check asset allocations on the portfolios two ways each month: top-down and bottom-up. Does the client’s portfolio across all their accounts, the top-down view, have the right amount invested in the lower risk asset classes? Lower risk asset classes are considered cash and equivalents, and fixed income bonds. These investments almost always have lower standard deviations around price action; i.e., their market values are steadier.

If the percentage of investments in cash and bonds is within a specific percent, say 5 percent, of the target allocation, risk is within range. If it’s outside of that margin, the adviser looks hard at taking action now unless an upcoming known event will correct that. For example, a planned deposit or contribution by the client would need to be invested, and the imbalance can be corrected with that. Or the allocation can be resynced if there’s a need to raise cash soon for upcoming withdrawals. But if no event is planned, the adviser may rebalance, sell investments that have risen in value to reinvest in others which have not. It’s important that the client’s portfolio risk level doesn’t stay elevated too long.

In bottom-up monitoring, each asset segment is checked to see if it’s within its target, say a 3 percent or a 5 percent range, in each account of the client’s portfolio. If not, the adviser considers whether to rebalance now or wait. Knowledge of



current economics and corporate earnings tempers the urge to trade and realign immediately. Often out-of-target positions exist only for a month or two, and correct quickly. Yet an imbalance that persists warrants action.


Interplay among asset segments can matter. If a client’s portfolio is over-target in one international asset segment, and over-target in another international segment, that’s cause to take action more quickly. Software helps automate much of this process, but advisers always want more sophisticated parameters in the software!

Rebalancing lets a client sell an investment that’s hitting on all cylinders and is perhaps becoming overblown. The market—whether stock prices or bond interest rates—tends to build momentum, get carried away, and correct to a more rational basis. It runs similarly on the downside during corrections or bear markets.

Rebalancing can also trim back an investment at a healthy price. There’s no need to try to pick the absolute high. Rebalancing by nature can shift the focus to other core investments that may be out of favor yet are still viable, profitable companies.

In many portfolios advisers have recently been trimming large U.S. growth companies. Think the “magnificent 7:” Nvidia, Microsoft, Alphabet, Meta, Amazon, Tesla, Apple. Their prices are elevated at over 30 times future earnings,


which are expected to be robust due to artificial intelligence. The rest of the market trades around 20 times earnings. Selling just a bit of those, while keeping a substantial position there, redeploys that cash into investments running a bit cheap. What’s cheap? Bonds may be, especially if the Federal Reserve reduces interest rates later this year or next. Overseas stocks are cheaper than their U.S. cousins right now; some analysts have been advocating solid companies there. A rebalanced portfolio is still in position to benefit if large growth companies exceed the earnings priced into their shares today.

It can go against the grain, but rebalancing lets clients avoid dangerous concentrations in one asset segment. The goal is to keep clients’ portfolios diversified for a solid performance over the long term, and in line with the clients’ desired risk level. 



Sandi Weaver is the owner of Weaver Financial in Mission, Kan.

 Sandi@WeaverFinancialPlanning.com

 [linkedin.com/in/sandiweaveratfsa/](https://www.linkedin.com/in/sandiweaveratfsa/)

Rethink HR: Boost Efficiency



64%
of companies
spend over
570 hrs.
a year on HR
admin. *

What would you do with an extra 570 hours?

If you're looking for ways to keep up with the demands of compliance, talent sourcing, retention, and capacity planning, embracing HR technology may offer you a great solution – allowing you to do more, with less time and effort. HR technology can help businesses of all sizes to:

- Manage compliance with applicable employment laws & regulations
- Increase productivity
- Increase efficiency in hiring
- Save time spent on administrative tasks
- Access data for better-informed decision making
- Reduce costs and manual data entry errors

Paychex HR Services offers an industry-leading HR technology platform and comprehensive, flexible solutions for managing HR tasks and benefits.

You and your clients will get the right amount of help to meet your HR needs and budget, with the ability to add more support when you need it most.

Visit go.paychex.com/mocpa-HR24 to learn more.

Paychex is a proud partner of MOCPA
MOCPA@paychex.com

PAYCHEX[®]

HR | Payroll | Benefits | Insurance



Explore MOCPA's Career Center

Whether you're an employer looking for the right candidate or a job seeker in search of the best opportunity, MOCPA's Career Center provides the tools you need to find a solid match!

- **Employers** can choose from expanded job packages; add boosts to increase job posting exposure; and view résumés for free!
- **Job seekers** have access to career resources, including complimentary résumé review; interview tips; techniques for communicating online; and email alerts to new job postings.

Get started today at mocpa.org/careers!

Update Your MOCPA Profile for 2024



As you plan your professional goals for this year, please take a minute to log into your MOCPA member profile page at mocpa.org/profile. Update your contact information, as well as your preferences and areas of interest, to ensure you're receiving the resources most applicable to you.

Include Your Firm in MOCPA's Find-a-CPA Directory



MOCPA's Find-a-CPA referral service is a complimentary, opt-in search tool to help connect the public with a CPA who best meets their financial and business needs.

They can look up a company by name, geographic region, services offered, or industries served. Visit mocpa.org/find-a-cpa to add your firm or update your information.

Learn and Innovate with MOCPA's New CPE Partner

MOCPA has teamed up with ACPEN, the largest U.S. provider of streaming video webcasts for continuing education for CPAs. You can now choose from more than 8,000 relevant courses on emerging technologies and professional issues in a variety of formats to meet your learning style.

Visit mocpa.org/cpe to start taking advantage of this member benefit!



Join the Conversation at MOCPA's Strategic Roundtables

Connect with peers in your niche area to assess critical challenges and exchange ideas in a discussion-based forum. Leave with enhanced knowledge and an enriched network.

CFO/Controller Roundtables

St. Louis: June 21 (6-hour Thinktank)
Virtual: Sept. 20 | Dec. 6

Firm Administrator Roundtables

Virtual: May 16 | Aug. 8 | Nov. 21

Small Firm Leadership Roundtables—*New!*

St. Louis: June 28 | Sept. 27
Kansas City: Oct. 25

Government and Not-for-Profit Executive Roundtable—*New!*

Virtual: Sept. 13

REGISTER TODAY at mocpa.org/roundtables!



Welcome!

The MOCPA network continues to grow!

The following Fellow members joined the society in January and February. Please take time to welcome them and invite them to participate in events and programs with you.

Jennifer Davis, CPA
SFW Partners LLC

Cameron Graham, CPA
Hutson CPAs LLC

Brooke Killion, CPA
Conner Ash, P.C.

Gabriel Sander, CPA
Grimco, Inc.

Matthew Showalter, CPA
Clyde & Co

James Duckwitz, CPA

Kurt Hegedus, CPA
Morice, List & Associates, LLC

Justin Kupferschmidt, CPA
Loy Lange Box Company

Robert Sanders, CPA
HR Sanders Consulting Services LLC

Lisa White, CPA
Crouch, Farley & Heuring, P.C.

Mikayla Gottschalk, CPA
EY

Ronee' Horton, CPA
Washington University

Theodore Pardee, CPA
Hoffman Clark, LLC

Kaluba Sembulo, CPA

Timothy Yoder, CPA

OUR PASSION DRIVES YOUR SUCCESS

Webster University's STEM-focused master of science degree programs can prepare you for career opportunities in high demand in today's job market. At the Walker School of Business & Technology, we are passionate about providing the tools and resources necessary to develop skills that will allow you to compete and advance in the workforce.

Master of Science Programs

- Business Analytics
- Data Analytics
- Computer Science
- Cybersecurity Operations
- Cybersecurity/Artificial Intelligence



Learn more about our STEM-focused master of science degrees at webster.edu/wsb

Webster
UNIVERSITY

GEORGE HERBERT WALKER
School of Business & Technology



ELEVATE YOUR 2024 LEARNING AT MOCPA'S SPRING CONFERENCES

Register today at mocpa.org/conferences!



Governmental Accounting Conference

May 14-15 | Virtual

Come discover why this has been the most highly attended event for Missouri CPAs and financial professionals working in governmental accounting and auditing for more than 50 years! This event will cover a variety of session topics—totaling 12 CPE hours plus two hours of optional ethics—that best meet your learning needs!



Employee Benefit Plans Conference

May 23 | Virtual

As an auditor, you need the most up-to-date information and tools to navigate your clients' plan issues. At this specialized conference, hear the latest from the U.S. Department of Labor and other experts on current rules and regulations, and gain ideas for increasing the effectiveness and efficiency of your audits.



School Audit Conference

June 4 | Virtual

Whether you serve a school district from the inside or as the external auditor, staying up to date on the latest knowledge is crucial. This conference offers strategies to improve audit quality with practical tools and resources from state and local experts.



Corporate Accounting and Finance Conference

June 12-13 | Virtual

This two-day program provides you with the technical and strategic topics you need to excel as a finance executive. Attendees will learn about the top trends and topics impacting CPAs and business professionals that will help you grow every facet of your business. This event offers the flexibility of two virtual half days where you can get your learning in before lunch and have the afternoon to apply what you've learned.



Multi-State Technology Conference

June 13-14 | Virtual

With the ever-increasing pace of digital change, you won't want to miss this year's Technology Conference. You can participate in up to 16 hours of educational sessions, presented by nationally recognized speakers who will provide helpful tips and advanced techniques to make you more productive and efficient.



Business Fraud Update

July 9 | Virtual

Fraud continues to be a pervasive problem for organizations of all sizes and in all industries. And it can happen to your organization. This fast-moving program provides a comprehensive look at the latest developments about fraud from the technical, legal, and operational perspectives, and addresses the important area of professional responsibility.

MOCPA'S 2024 CFO SERIES

**IN-PERSON OR VIRTUAL—
THE CHOICE IS YOURS!**

This five-topic event focuses on skills that will help you and your organization enhance planning strategies, improve innovation to thrive, and provide metrics to improve decision-making. Register for two or more sessions and save!

Aug. 20—Advanced Profit Enhancements

Sept. 10—Chief Reviewer

Oct. 15—Employees Today and Tomorrow

Nov. 12—The Effective CFO

Dec. 17—Management Superpowers

Get full details and register at mocpa.org/cfo-series/

MOCPA CLUSTERS—

NEWLY FORMATTED

Build your own virtual professional development event based on what is most relevant to your needs. Choose as many or little as you like from 12 four-credit hour sessions over six days. Attend multiple sessions and save!

A&A Clusters | Nov. 14-15

- Current Issues in Accounting and Auditing: Annual Update
- Guide and Update to Compilations, Reviews, and Preparation
- Ethical Considerations for CPAs
- Fraud Case Studies: Schemes and Controls

Corporate Accounting & Finance Clusters | Nov. 21-22

- Controller/CFO Update: Hot Topics Facing Today's Financial Professional
- Integrated Planning, Forecasting, and Budgeting for Organizational Success
- Annual FASB Update and Review
- Critical Issues that CPAs in Industry Will Need to Face this Year

Tax Clusters | Dec. 5-6

- Federal Tax Update
- Maximizing Your Social Security Benefits
- IRS Tax Examinations and Hot Issues
- The Top Five Tax Issues in Dealing with LLCs & Partnerships

For the full agenda and to register, visit mocpa.org/clusters/



2024 Annual Members Convention

June 6-7 | Camden on the Lake Resort, Lake Ozark

SEE YOU THERE!

Summer will be here soon, and there's no better way to kick off the season than by attending MOCPA's Annual Members Convention. This unique event allows you to build connections and learn in a laid-back setting. You will:

- Spend the day collaborating with peers, and then unwind during the members' reception and optional boat ride.
- Expand your skill sets at sessions that include: Economic Review and Forecast with Chris Kuehl; AICPA Profession Issues Update with Carla McCall, AICPA Vice Chair; Business Transformation Tips; Ethics and AI; and more!
- Receive special pricing for additional attendees from the same firm or company.



MOCPA's Annual Members Convention is an experience that's unlike any other. You'll be glad you came!



Sign up today at
mocpa.org/convention/

 **MOCPA**
Missouri Society of
Certified Public Accountants

Sponsored by:
 **CAMICO**
Insurance Created by CPAs, for CPAs



Blowing Off Steam

Firms help their staff alleviate tax season stress in a variety of ways.



Abacus CPAs, LLC

Employees and families kicked off busy season with breakfast cooked by firm leadership. The group also celebrated the halfway mark with a friendly pickleball competition and dinner!



Anders CPAs + Advisors

Monthly Free Food Fridays were a hit—especially this one with a burger bar in conjunction with the Super Bowl. And with their office being across from Busch Stadium, celebrating Cardinals' opening day was a must!



Coffman and Company, P.C.

Who doesn't get excited when they hear the music signaling the ice cream truck is near? The Coffman team enjoyed taking a break outside with a sweet treat.



Elliott, Robinson & Company, LLP

Nothing amps up the energy of a staff lunch meeting like a game of musical chairs!

FORVIS

A visit from puppies at Wayside Waifs animal shelter helped everyone take a breath and relax—and made it hard to put them down and go back to work!





Honkamp

Not saying caffeine is a necessity at this time of year, but... complimentary coffee was definitely appreciated by the crew at Honkamp.



KPM CPAs & Advisors

On "Wellness Wednesdays," KPM employees were guided by a professional yoga instructor in resting, stretching, and centering their minds.



Prosper CPAs

Ice cream and the eclipse—the perfect combination for the crew at Prosper.

Sumner, Greur, Hulet & Schwichtenberg, P.C.

Significant others joined firm members as they toasted the end of busy season at D&G Pub and Grub.



Thousand CPA

What a nice surprise! The Thousand CPA team was treated to coffee by a client.



UHY LLP

The firm's Kansas City office threw a well-deserved Super Bowl victory party!



The Whitlock Co.

One of the firm's spirit days included gearing up for the Super Bowl to cheer on the Chiefs!

SPONSORED CONTENT

Prevent Accountant Burnout: Three Ways to Put People First

By Mary Elizabeth Hammond



Staff shortages and employee burnout are becoming all too common in the workplace, including in the accounting industry. Recent data from *The Wall Street Journal* reveals a staggering 17 percent decline in employed accountants and auditors in the United States over the past two years. This causes a vicious cycle: as fewer professionals enter the workforce and others leave, more pressure is placed on existing staff—which can lead to lower job satisfaction and burnout.

Fortunately, there are strategies you can employ to combat these ongoing challenges. One of which is putting people first.

What is Burnout?

What exactly does burnout entail? The American Psychological Association (APA) defines burnout as “a state of emotional, physical, and mental exhaustion resulting from prolonged and excessive stress.”

Symptoms of burnout include constant exhaustion, changes in personal and professional relationships, and trouble concentrating. This can lead to self-medication, and in extreme cases, substance abuse. Ultimately, burnout not only causes the employee to suffer but their work as well.

What Can Cause Burnout for Accountants?

Staffing shortage—As the previously mentioned *Wall Street Journal* data revealed, accountants are leaving the profession in the thousands. The U.S. Bureau of Labor Statistics projects this trend will not slow down. They project an annual vacancy of around 136,400 accounting and auditing jobs from 2021 to 2031. With so many leaving the profession, those staying are left to carry the load.

Work/life balance issues—The accounting profession is known for revolving around “the busy season,” or tax season. At certain points of the year, it’s not uncommon for a public accountant to work well over 40 hours a week. These demanding seasons can make achieving a healthy work/life balance very challenging.

Slow technology adoption—With some companies hesitant to embrace new technology, accounting professionals can become overwhelmed by client work and operational work, such as billing and invoicing, managing payments, and reporting and reconciliation. Leveraging technology to automate repetitive work can help elevate the load put on accounting professionals, so they can focus on more impactful, client-centric work.

High client expectations—High client expectations can also be a significant contributor to accounting burnout. Client expectations are on the rise in most industries—accounting is no exception. In fact, stress in the accounting profession may be even higher due to client expectations for their tax preparation, as they may fear getting flagged for an audit or not receiving sufficient funds.

Taking a People-First Approach to Reduce Accountant Stress

A people-first approach to managing an accounting firm focuses on prioritizing the wellbeing of team members and clients above all else—which goes beyond superficial perks like free snacks and ping-pong tables.

With a people-first approach, the goal should be to cultivate a positive employee experience which, in turn, directly impacts the client experience. Happy employees are better able to produce high-quality work and optimal results for clients.

Additionally, adopting this strategy is instrumental in attracting and retaining top-tier talent. This is especially crucial amid an industry-wide staffing crisis.

Three Ways to Leverage Accounting Technology to Put People First

Accounting software empowers your firms to save time, which ultimately leads to less burnout, better client service, and increased profits.

Utilize automation—With automation, accounting professionals can easily reduce hours spent on time-consuming, repetitive work. For example, accounting


industry-specific payment software, such as CPACHarge, allows you to speed up invoicing—whether you bill by the hour, choose a value-based pricing strategy, or pursue another pricing model.

Enhance security measures—Better data security for accounting firms gives both employees and clients more peace of mind. With so much sensitive financial information passing through your firm, it is essential to employ top-tier security efforts.

CPACHarge’s end-to-end payments and billing software for accountants is designed to help alleviate the burden of tight security by providing PCI Level 1 compliance (the highest level). Plus, CPACHarge can also help your firm become and remain PCI compliant.


Simplify reporting and reconciliation—Technology can also be used to simplify time-consuming tasks such as reconciliation. With CPACHarge, you can see complete transaction details and full daily deposits of client funds with no fees deducted until the beginning of the following month. In addition, CPACHarge offers QuickBooks Online reconciliation, which means these transactions can automatically be uploaded to QuickBooks Online. This greatly reduces the time and accountant stress often required to achieve reconciliation.

Prevent Burnout and Boost Efficiency

As many fight to combat the accounting shortage and profession-wide burnout challenges, CPACHarge is committed to enabling accounting firms to put people first. Book a demo today at cpacharge.com/mocpa. 



Mary Elizabeth Hammond is a senior content writer at CPACHarge, an end-to-end payment solution for accounting professionals.

 [Cpacharge.com/mocpa](https://cpacharge.com/mocpa)



HELP WANTED

Experienced Tax Professional

Tax professional needed with a minimum of three years of individual income tax experience. Familiar with ProSystem FX tax software preferable, but willing to train the right candidate familiar with other income tax programs. Flexible full- or part-time if desired. Please reply in confidence to MOCPA, Box 102, 540 Maryville Centre Dr., Ste. 200, St. Louis, MO 63141.

MERGER/ACQUISITION

Selling or Buying a Practice? Close this year!

Accounting Practice Sales is the largest marketer of CPA firms in the United States with more than \$1.5 billion in practice sales. The reason? Proven success! Contact us to receive a FREE valuation of your practice or for a confidential, no obligation discussion of your situation at (888) 847-1040 x2 or Wade@APS.net. Featured Listings for Sale (gross revenues shown):

- Springfield Area (Tax/Acctg) \$260k
- Southeast Kansas (CPA) \$581k
- Lawrence area Kansas (Tax/Acctg) \$56k

Recent Sales

- SOLD—Boone County (CPA) \$792k
- SOLD—St. Louis (CPA) \$185k
- SOLD—Suburb of St. Louis (Tax) \$800k
- SOLD—North of the River KC Metro (CPA) \$210k
- SOLD—Southeast MO (Tax) \$350k
- SOLD—Southeast MO (Tax) \$295k
- SOLD—Creve Coeur (CPA) \$280k
- SOLD—Springfield Area (CPA) \$247k
- SOLD—Southwest MO (EA) \$200k
- SOLD—South Springfield Metro (EA Owned) \$1.7MM
- SOLD—Leawood KS (CPA) \$400k
- SOLD—Western St. Louis (CPA) \$320k
- SOLD—East Jackson County (CPA) \$330k

For more information on available listings or to be notified when we have new opportunities for sale, please email Holmes@APS.net or visit www.APS.net.

Merger or Sale Opportunity

Established tax and accounting practice looking for a merger or possible sale option. Professional and administrative staff in place. Immediate opportunity to consolidate practices desired or sale structured over time. Please reply in confidence to MOCPA, Box 101, 540 Maryville Centre Dr., Ste. 200, St. Louis, MO 63141.

Selling your firm in 2024?

We bring results!

ACCOUNTING BIZ BROKERS has sold more firms in Missouri in the last 19 years than any other brokerage company! Selling your firm is complex. We can help simplify the process. Contact us today to discuss your situation, receive a Free Market Analysis or to start the confidential sales process!

Current Listings:

- W St Louis County Gross 332k (New)
- St Louis County Gross \$1.01M (Sale Pending)
- W of St Louis County Gross \$530k
- NE KC Suburb Gross \$395k
- SW MO Gross \$570k
- Overland Park, KS Gross \$117k
- Jonesboro, AR Area Gross \$695k
- NW AR Gross \$554k

Recently Sold Listings:

- Joplin Area Gross \$2M
- Overland Park, KS Gross \$1.1M
- West End St Louis Gross \$250k
- Leavenworth, KS Gross \$365k
- Johnson County, KS Gross \$422k
- Overland Park, KS Gross \$1.1M

Kathy Brents, CPA, CBI
Office (866) 260-2793; Cell (501) 514-4928
Kathy@AccountingBizBrokers.com
www.AccountingBizBrokers.com



Do you need project accounting, audit, financial analysis or tax help?

Contact us to discuss how our interim talent can help you.

ACC has been serving the recruiting and temporary staffing needs of the St. Louis Accounting and Finance community since 1985.



**Larry Weinberg, CPA, CPC, CSP, CTS
President**

LWeinberg@CareerAdvancers.com
or
(314) 292-7901
www.careeradvancers.com



Missouri Society of
Certified Public Accountants

540 Maryville Centre Drive,
Suite 200 St. Louis, MO 63141

(800) 264-7966
mocpa.org

PRSRT. STD.
U.S. Postage
PAID
St. Louis, MO
Permit No. 2140



MOCPA—TOGETHER TOWARD TOMORROW

The Missouri Society of CPAs is rounding out a strong year of member engagement. Here is a quick snapshot of some of the amazing things you and your fellow 9,000+ MOCPA members have accomplished this past year!

- **2,600 students** reached during CPA Week in the spring and fall.
- **4,000+ professionals engaged** in our learning and networking events.
- **250 state legislative bills** monitored that impact the profession.
- **\$953,841 raised** for our Legacy Endowment Scholarship Fund, and **\$40,000 awarded** in scholarships to future CPAs.
- **222+ students** enrolled in CPANext; which guides CPA candidates through the licensure process.

There are even more opportunities this next year for learning and collaborating together as we introduce new member roundtables, engage in members' only forums, and double our current CPE offerings.

Whatever your tomorrow is—whether it's passing the exam, helping your company or clients grow, taking that next career step, or heading into retirement—let MOCPA be there for you.

>> Stay connected and renew your membership at mocpa.org.

