

**THE RIGHT PATH FOR YOU**

Regardless of your passion, you can find a meaningful role through volunteering

**ADVOCACY IN FULL ACTION**

Your knowledge, opinion and voice are critical to our mission with legislators

**OUR MOCK CPA EXAM**

Student members have an opportunity for real-time testing feedback – for free

SOUTH CAROLINA

# CPA REPORT

Fourth Quarter 2020

## Social Media and CPA Firms:

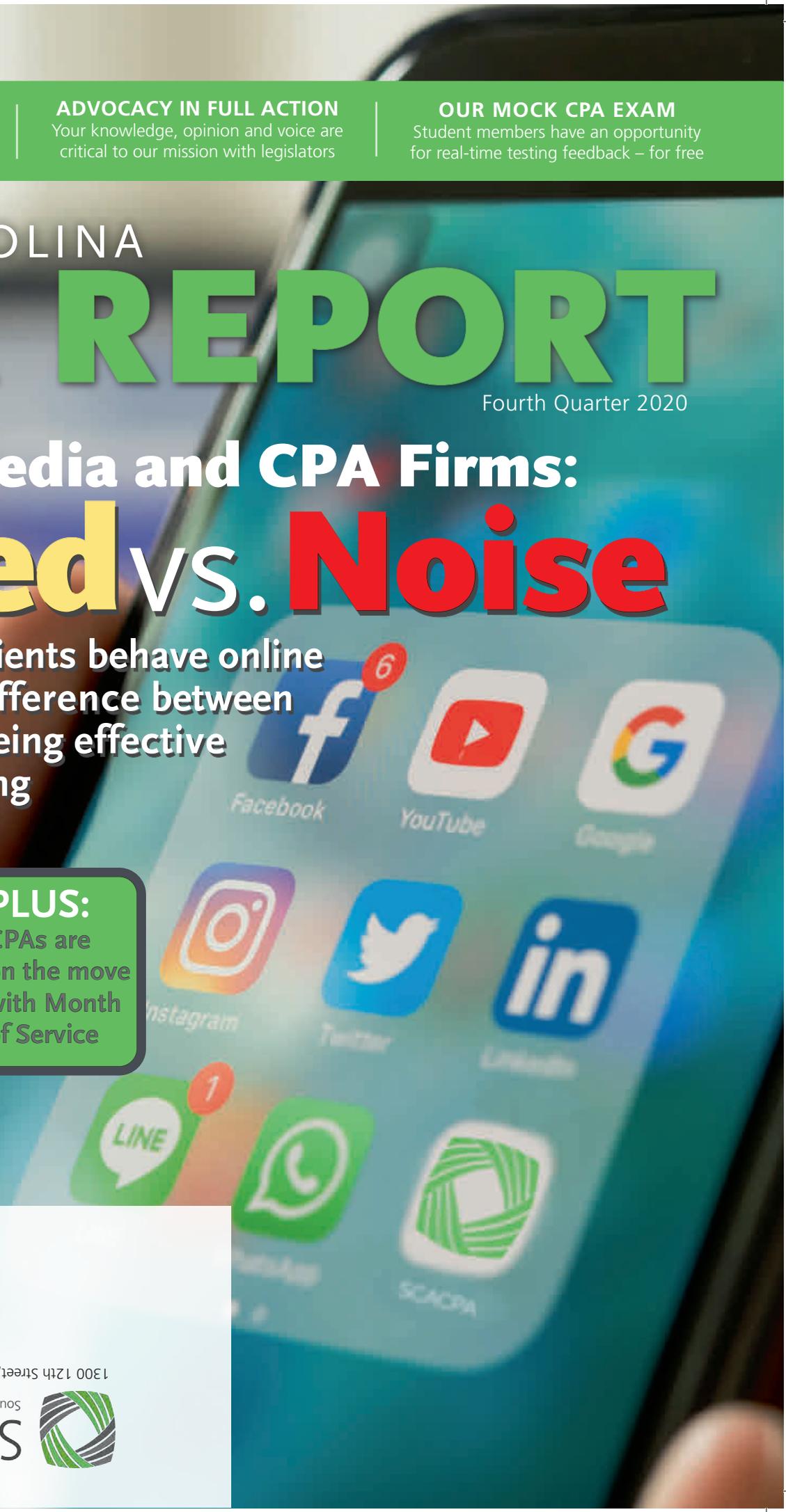
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SOUTH CAROLINA  
**CPA REPORT**

Volume 50, Fourth Quarter 2020

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## Advocacy – Why it Matters and What Can We All Do to Help?

A message from Ken Newhouse, CPA, CITP, CGMA, USTCP

| Member since 2001

**S**CACPA is the only organization looking out for the CPA profession in South Carolina. We have built a statewide program on the grassroots effort of our membership. This strong network, combined with continuous energy and your support, has built longstanding relationships with regulatory bodies and legislators.

Legislative stakeholders understand the importance of the CPA profession. Therefore, when called upon, SCACPA equips both state and federal legislators with the tools and information they require to advocate and ideally enact pro-profession legislation. Our charge remains steadfast, to protect and promote the profession, assuring your interests and those of your clients are top-of-mind in the general assembly and beyond for the betterment of the state and South Carolina CPAs. Your knowledge, opinion and voice are critical to that mission, and I encourage you to get involved by way of the efforts described below. Through our collective voice, we can continue to make a difference in this great state of ours.

We have numerous ways to get involved. Choose what is comfortable for you and join us in our advocacy efforts.

### Contribute to the South Carolina CPA – Political Action Committee

The South Carolina CPA-Political Action Committee enables members of the CPA profession to support legislators who share their views. It does this by making contributions received through member support to key leaders and members of the legislature. The CPA-Political Action Committee is a non-partisan committee comprised of CPAs who oversee the investment of financial contributions from SCACPA members in state political leadership (state legislators and candidates for state office) who support CPAs and business interests.

Political campaigns are expensive, and financial support is needed to ensure that quality candidates run for office. Your continued contributions are appreciated, and we welcome your volunteerism. If you are interested in becoming a PAC trustee, please visit [www.scacpa.org/volunteer](http://www.scacpa.org/volunteer).

### Become a Key Person

SCACPA's key person program ensures legislators have and maintain contact with local CPAs. These relationships foster communication about current and future legislative needs.

As a Key Person, you develop and foster a relationship with legislative and governmental stakeholders, keeping them informed of issues and allowing them to send a clear, consistent message to governmental bodies.

As a CPA actively engaged in providing professional services to the public, business clients, or your employer, you have a finger on the pulse of how regulations and laws work. We depend on your insight and opinions to help drive our involvement. To get started as a key person, please complete this quick survey at [www.scacpa.org/rap-index](http://www.scacpa.org/rap-index) to help us determine the ideal fit for you as a volunteer.

### Join the Governmental Affairs Committee

The Governmental Affairs Committee is the working group of members who monitor and manage legislative activities. With each legislative session, members of the committee review nearly 1000 pre-filed bills, rank them based on importance to the profession and shape our position on bills impacting you as a CPA. The committee listens to their fellow members on how each issue could impede efficient practice and develop corresponding strategies to eliminate those roadblocks. It is not uncommon for this

## HOW THE GOVERNMENTAL AFFAIRS COMMITTEE IS WORKING FOR SCACPA MEMBERS

- ✓ We meet quarterly with the South Carolina Department of Revenue, Board of Accountancy and S.C. Department of Employment Workforce. We frequently provide feedback and assistance with the drafting of regulations and policies of these governmental agencies
- ✓ Provide informational impact analysis feedback to state agencies as requested
- ✓ Connect members with key contacts in government to help get individual issues resolved
- ✓ Advocate at the federal and state levels to extended deadlines when necessary for disasters
- ✓ Attend meetings on behalf of members for bodies such as the Board of Accountancy and NASBA
- ✓ Work with state legislators both in drafting of legislation for the profession and tax impact issues. We always monitor legislation and regulations that impact the profession. Some of the biggest examples are:
  - Tax conformity
  - Business property tax bill
  - Deductibility of expenses for PPP loans that are forgiven
  - Keeping state legislation updated with the Uniform Accountancy Act
  - Professional mobility for firms and individuals
- ✓ Participate in the AICPA leadership council
- ✓ Facilitate resolution of systemic issues that individual members have with state agencies
- ✓ Advocate and assist members with issues related to peer review

committee to have three or more task forces working on issues simultaneously. Therefore, we have a persistent need for volunteers with leadership and specialized skills to assist with these critical activities as either a task force or committee member. When you're ready to get involved and help make a difference in advocating for the state and the profession, visit [www.scacpa.org/volunteer](http://www.scacpa.org/volunteer) and tell us

about your interests and ambitions.

If you know of an issue impacting the profession or have questions about our activities, please contact SCACPA CEO Chris Jenkins at [cjenkins@scacpa.org](mailto:cjenkins@scacpa.org).

Let's work together to protect and promote the CPA credential in our great state. 🌱



**SHARE THE SUCCESS: SCACPA's Social Media is Your Instant Source**

You can always find important news and share your comments even faster on our social media platforms. Follow us on:

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**YouTube:** (Don't forget to subscribe!) [youtube.com/user/scacpa](https://youtube.com/user/scacpa)  
**LinkedIn:** [linkedin.com/company/south-carolina-association-of-cpas](https://linkedin.com/company/south-carolina-association-of-cpas)

You can always check the SCACPA Blog for the latest news at [www.scacpa.org/scacpa\\_blog](http://www.scacpa.org/scacpa_blog). And you can make it easier for us to find your posts when you use one of our hashtags, such as [#SCACPA4success](https://twitter.com/hashtag/SCACPA4success).

If you have an event you'd like us to promote, contact Content Strategist Gregory Hardy at [ghardy@scacpa.org](mailto:ghardy@scacpa.org).



# Your Passion, Your Involvement, Our Success

It takes a mix of opinions and actions to ensure a healthy, robust future for South Carolina CPAs

A message from Chris Jenkins, CAE, CISSP

Feeling connected, building professional relationships and creating lifelong friendships are significant benefits of your SCACPA membership. I can't tell you how many members have expressed the importance of the friendships they've cultivated through service to the profession. New members rank networking as the No. 1 expectation of membership.

Still, in today's fast-paced and changing environment, it's often difficult to dedicate time to socialize or volunteer. Opportunities are scarce during this pandemic. Understanding this, SCACPA continues to work hard to make the most of your time and effort. As with any transaction, you need to get value comparable to the action you give.

SCACPA volunteer opportunities are streamlined and flexible, allowing you to choose how and when you contribute. When we schedule meetings, you have the option of attending in-person or online. The work completed is impactful and relevant to your local community of South Carolina CPAs.

As a volunteer, you become part of a team of decision-makers exploring, discussing and even debating the right path for SCACPA and the CPA profession in South Carolina. You get access to information impacting the profession in real-time and have a voice in navigating through

opportunities and challenges facing the Association and the profession.

## It Takes a Team

For example: As a **Chapter Officer**, you work with a team of local professionals to create meaningful community

experience. You help design and approve continuing education in your local community, plan social and networking events, develop relationships with legislators, and provide outreach to students. To ensure Chapter leaders have the information they need, they have a direct connection to the Board of Directors and receive quarterly updates from me.

Maybe advocacy is more of an interest to you. We have several opportunities to help with SCACPA's advocacy efforts. The

**Governmental Affairs Committee** meets with regulatory bodies quarterly, monitors SC Board of Accountancy meetings, and works to improve laws and regulations governing the profession. The **CPA-PAC Trustees** meet quarterly to ensure fair and meaningful distribution of PAC funds. Last but by far not least is our **Key Person Program**. Members with known connections to legislators help us interface with legislators as champion causes for the profession.

If you're passionate about growing the CPA profession in South Carolina, the **GAP (Growing the Accounting**

As a volunteer, you become part of a team of decision-makers exploring, discussing and even debating the right path for SCACPA and the CPA profession in South Carolina.

**Profession) Committee** is for you. If you're a firm leader who faces a challenge finding staff, you need to have someone volunteering on this committee. The GAP Committee builds programs to encourage students of all ages to consider becoming a CPA. Volunteer opportunities include both strategy and execution, allowing volunteers unprecedented flexibility in regard to time committed.

Our **Member Engagement Committee** works to ensure member interactions are meaningful. Committee members define new ways of helping members interact and utilize SCACPA benefits. Meanwhile, the **CPE Planning Committee** ensures our educational program remains strong and has a statewide presence. Our **Partnership Task Force** is always looking for new members and helps define SCACPA benefits and generate sponsorships. These, along with many other opportunities, are available.

Regardless of your passion, SCACPA has a role for you.

## Our Future is Up to You

Without SCACPA, who will protect and promote the CPA profession in South Carolina? As a volunteer, you don't simply work in the profession. You're a voice and advocate for your peers. You become part of a force to drive the profession and Association forward. Your thoughts, opinions, voice and effort go toward ensuring a healthy and robust environment for South Carolina CPAs.

Volunteering with SCACPA is a way to give back to the profession while gaining new insights and skills. Our programs match members with similar passions, fostering open discussions and debates about potential solutions to tomorrow's challenges. Volunteerism is an excellent way for younger CPAs to hone interpersonal skills and seasoned professionals to give back to the profession.

For those of you who have volunteered in the past, please consider encouraging others to volunteer. For those who have never volunteered, please consider the impact your skills could have on your Association and the value you would gain in strengthening your professional network.

If you have questions or would like more information about volunteer opportunities, please email me at [cjenkins@scacpa.org](mailto:cjenkins@scacpa.org) or visit [www.scacpa.org/volunteers](http://www.scacpa.org/volunteers).

## GET INVOLVED WITH SCACPA COMMITTEES

These are the active volunteer groups working for a better future for South Carolina CPAs. Each one is open to your input and involvement.

When you're ready to help make a difference in advocating for the state and the profession, visit [www.scacpa.org/volunteer](http://www.scacpa.org/volunteer) and fill out the form that tells us about your interests.

**Governmental Affairs: Chair:** Cheryl Lang, CPA

**GAP (Growing the Accounting Profession): Chair:** Tim Baker, CPA

**Member Engagement: Chair:** Brent Reese, CPA

**CPE Planning: Chair:** Michelle Gneisig, CPA

**Partnership Task Force: Chair:** Harris Darver, CPA

**CPA-PAC Trustees: Chair:** Bratton Fennell, CPA

**Educational Fund Trustees: Chair:** Bill Robinson, CPA; Becky Goessel, CPA; Allen Hodges, CPA; Luann Hundley, CPA; Wendy Redmon, CPA



Central Chapter Chair Michael J. Targia, CPA, and Vice Chair Chris Mauney, CPA, oversee a Virtual Bingo Night that attracted nearly 30 chapter members at the end of October. For more details on the fun they had and prizes that were won, see Chapter News on Pages 28-29.

# Your Answers for the RAP Index Survey Will Strengthen SCACPA's Advocacy Work

**S**CACPA is the only organization looking out for the CPA profession in South Carolina. You know you can rely on the Association to advocate for you at the state level, particularly as it relates to Conformity legislation, new regulations, disaster relief and more. SCACPA's strong presence at the State House assures that your credential – and best interests – are promoted and protected.



The SCACPA Advocacy Team wants to increase its power in delivering wins to the CPA community, but it needs your help. The Association is looking to strategically communicate with the decision-makers who our members know and work with.

A large factor in your success as a CPA is an understanding of the legislative process. Outcomes hinge on how our elected officials take action. We envision that 2021 will be a monumental year at the State House with many major initiatives at stake that can affect how you do business for years to come. To effectively create a volunteer network of members who want to be involved, we need to find key messengers and relationships we would never have known about otherwise.

The SCACPA Advocacy Team will soon be looking to create volunteer activities that best suit the interests and talents of our Members. This will allow us to target all our efforts in the most impactful ways possible.

It begins with the RAP Index Survey. To create this, we partnered with a group that specializes in helping state associations and nonprofits get the most out of their advocacy relationships with legislators. To launch this initiative, we emailed an online survey to all members in December. Here are examples of what we're asking:

- What social/professional relationships do you have with legislators and policy influencers?
- How involved are you with your local SCACPA Chapter or the AICPA?
- How knowledgeable are you when it comes to SCACPA's advocacy efforts?
- Do you typically donate to political campaigns?

To begin the survey, you must click on the link provided in the email sent to you. It is also available on the SCACPA Blog. You can also reach the survey by directly when you visit [www.scacpa.org/rap-index](http://www.scacpa.org/rap-index).

The survey will take very little of your time, but your participation will make a tremendous difference. There are no right or wrong answers, we simply ask for your honest feedback. Some questions will ask if you personally know certain elected officials, because every connection is important for our success. If you don't know legislators, it's important to get to know them. 

## Welcome new appointees to Board of Accountancy

**S**CACPA congratulates those who newly hold seats on the South Carolina Board of Accountancy, as appointed by Gov. Henry McMaster in October and November:

- **Christopher S. Huggins, CPA**, (SCACPA Member since 1991), representing the 7th Congressional District
- **Jada W. McAbee, CPA**, (SCACPA Member since 2001), representing the 4th Congressional District
- **Dean Kenneth Whitener, CPA**, (SCACPA Member since

1988), representing the 3rd Congressional District

- **Walda C. Wildman, CPA**, (SCACPA Member since 1984), representing the 2nd Congressional District
- **Charles J.L. Brooks**, representing the General Public

Our Governmental Affairs team wishes you all great success in serving the public and the profession with honor in the highest capacity. Further, SCACPA salutes all BOA volunteers past and present in the safeguarding of the regulations of the profession. 

## SCACPA, Surgent Help Put Students to the Test

Our free virtual mock CPA Exam in January will offer results in real-time

**F**or many candidates, taking the CPA Exam can be one of the biggest obstacles to overcome when entering the profession. Often candidates are not sure if they are truly prepared to sit for each section.

To help provide more transparency into exam-readiness, SCACPA and Surgent CPA Review have partnered and combined resources to offer a FREE simulated CPA Exam section of your choice.

The goal is to simulate the format of taking the CPA Exam, using actual multiple-choice questions and simulations which are laid out according to the Uniform CPA

Examination Blueprints.

Not only will you be able to experience a simulated exam section from the comfort of your own home during this four-hour session, you will be able to view your exam results in real-time, giving you a better understanding of how prepared you are to sit for the actual exam. Candidates will receive their ReadySCORE™ along with a diagnostic report showing areas of strength and weakness which are aligned with the CPA Exam Blueprints.

To register, complete the registration form at [www.scacpa.org/students](http://www.scacpa.org/students) before the deadline of Sunday, Jan. 24.

This is only open to SCACPA Student Members. Not already a Student Member? Enrollment is FREE and easy on our Students webpage. 

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## SCACPA Student Scholarship Applications are Open for the 2021-22 Academic Year

**T**he opportunities are endless in the accounting profession. And SCACPA wants to make sure as many accounting students as possible can find financial help along the way.

The application period is open for a wide variety of SCACPA scholarships. Don't delay, start on the path today!

These awards are intended for juniors, seniors and graduate students. Scholarship amounts usually range from \$500 to \$2,500. The number to be awarded each year depends upon the qualifications of the applicants and available funds.

The South Carolina Association of CPAs Educational Fund Trustees in 2020 awarded \$64,500 to 43 exceptional students who plan to pursue careers in accounting for the 2020-21 academic year. The scholarship recipients represent 16 South Carolina colleges and universities. The scholarships are awarded to students attending South

### SCHOLARSHIP OPPORTUNITIES

#### AICPA/SCACPA SCHOLARSHIP AWARD FOR MINORITY ACCOUNTING STUDENTS

**Deadline:** 3 p.m., March 1, 2021

**Apply at:** [www.thiswaytocpa.com/education/scholarship-search/scholarship-minority-accounting-students](http://www.thiswaytocpa.com/education/scholarship-search/scholarship-minority-accounting-students)

#### SCACPA SCHOLARSHIPS

**Deadline:** 5 p.m., May 31, 2021

**Where to apply:** [www.scacpa.org/students](http://www.scacpa.org/students)

Carolina schools who are rising juniors or seniors majoring in accounting or who are master's degree students at a South Carolina college or university. 

# CPAs Rise to Give With a Purpose

SCACPA thanks all its members, firms and Chapters for their dedication in making a difference in their communities during the most difficult October Month of Service in memory.

# MONTH OF SERVICE 2020



Members of Stokes & Company, CPAs, and sister company Paysmart Payroll Services continue their tradition of providing acts of service every October.

**K**eeping safety and needs in mind for an October Month of Service like no other, local Chapters partnered with food banks across the state to provide support and supplies to those most in need.

Our Chapters started us out strongly by pledging and contributing to food banks in all areas of the state. We're excited to announce that October Month of Service started with \$7,225 slated to these worthy groups.

We were glad to hear from Faulkner and Thompson, PA, which contributed \$100 to a local food pantry in Rock Hill as a result of an email asking for participation for October Month of Service. "Thank you for making us aware of this opportunity to reach out and help in our community," said Dale Thompson, CPA.

## Stokes & Company, CPAs, Reaches Far and Wide to Make a Difference in the Upstate and Beyond

*Here is a note from Stokes & Company, CPAs, on their Month of Service initiatives:*

"At Stokes & Company, CPAs, service is in our DNA. CPA October Month of Service is the highlight of our year, and in 2020, Stokes & Company, CPAs, pulled off a two-part initiative."

First, their four locations (Greenville, Spartanburg, Gaffney and Tryon, North Carolina) collected shelf-stable foods for Harvest Hope, South Carolina's largest food bank.

The friendly competition between two teams – "It's Accrual



The Stokes & Company Greenville team takes a break after helping with landscaping duties at Miracle Hill Ministries.



Members of the Greenville office collect food for Harvest Hope Food Bank. A total of 915 items were donated across all four offices.



Stokes & Company's Steve Chisholm performs renovation and gutting work for the Greenville team at Miracle Hill Ministries.



Jessica Pettit, left, and Tracy Vanderford, CPA, of the Gaffney team assist with chores inside the Cherokee Pregnancy Center.

World” came out ahead of “Let’s Get Fiscal” – offered opportunities to raise the stakes and increase our donations. For a greater incentive, our firm donated a financial gift to Harvest Hope based on the number of items the teams collected. In total, 915 items were donated to this community pantry devoted to eliminating food insecurity.

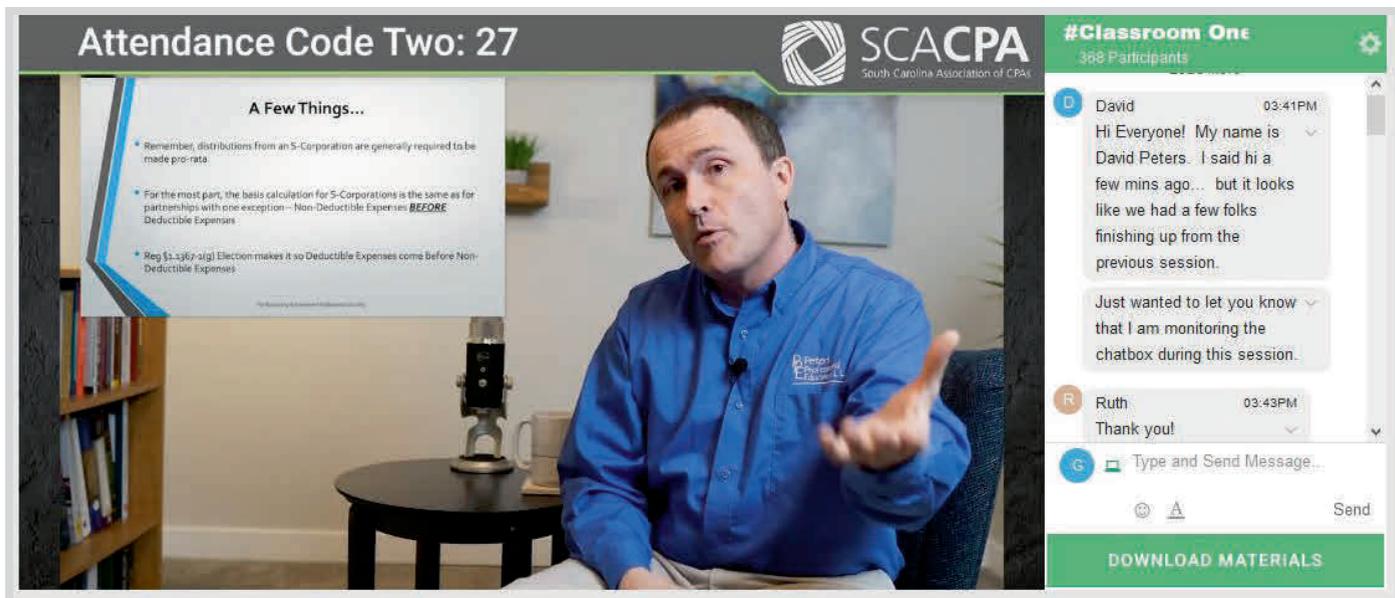
They also offered their teams a dedicated service day for each office location. Staff in Gaffney/Spartanburg visited the Cherokee Pregnancy Center to help with landscaping, cleaning projects, and upgrading a bathroom.

Firm members in Tryon, North Carolina, assisted the Foothills Humane Society with yard work and other needed projects. Their Greenville team worked on landscaping projects and tearing out furniture, fixtures and carpet for a house renovation for Miracle Hill Ministries.

“I always wish I had more time to give back to my community,” said Greenville Office Manager Jennifer Thieleman, “so I’m grateful to Stokes & Company, CPAs, for this annual opportunity to volunteer and fellowship with my coworkers.” 🍀

# Thank You for Making Virtual Fall Fest a Success!

We promised to deliver you the high-quality CPE you require at our Virtual Fall Fest on November 12-13, and we were overwhelmed by your positive response. More than 400 of you attended our regularly scheduled A&A and Tax Tracks via livestream, and many of you took advantage of the opportunity to mix and match track sessions based on your specific needs. SCACPA will continue to monitor and listen for when will be the right time to return to the in-person events that connect us so strongly. We rely on your feedback so we know what works best for you, so please drop us a line at [communications@scacpa.org](mailto:communications@scacpa.org).



**ABOVE:** SCACPA Advisor on B&I Topics David R. Peters, CPA, was the instructor for three Tax sessions: “How Much is My Business REALLY Worth? Exploring Business Valuation Fundamentals,” “Financial Planning in Today’s World – IRA Basic & New Tax Rules” and “Moving Money from One Pocket to Another: Draws by an Owner from a Closely Held Business.”

**BELOW:** Jessica Yohe, CPA, of Bauknight Pietras & Stormer was the instructor for the A&A session of “Benford’s Law: A Valuable Audit Tool for Detecting Fraud” and was a panelist for the session “Internal Control and COSO Essentials for Financial Managers, Accountants and Auditors.”





**SAVE THE DATE:**

*Spring Splash 2021 on May 13-14!*

## A Special Thanks to Our Presenters

To bring you the full livestream Virtual Fall Fest, it required that our presenters video record their presentation weeks in advance. The presenters were then available to monitor the chat room discussion of their sessions in the SCACPA Classrooms as they were broadcast. Thank you all for your hard work and expertise.

**Attendance Code One: 73**

**More Terms**

**Appropriateness**

- The measure of quality of audit evidence
  - Relevant – logical connection with or bearing upon purpose
  - Reliability – depends on nature and source of evidence and circumstances under which it is obtained

**Sufficiency**

- The measure of quantity of audit evidence

**#Classroom Two**  
429 Participants

not work, please use a modern browser, or mobile device for the best experience.

Guest Melisa Gala: 11:17AM  
Good morning!

Christopher: 11:17AM  
Hello Melisa, back for day two I see.

Guest Melisa Gala: 11:18AM  
Ready for day 2!

Type and Send Message..

Send

**DOWNLOAD MATERIALS**

**ABOVE:** SCACPA Advisor on A&A Topics Melisa Galasso was the instructor for three sessions: “FASB Update – ASUs Effective for 2020 Year-Ends,” “SAS 142 and 143 – Auditing Estimates and Audit Evidence” and “AICPA Update – SAS 134-141.”

**BELOW:** Bauknight Pietras & Stormer PA CPAs Kristen Jerome, Lindsay Medlin and Paul Medlin teamed to present the A&A session of “ASC 606 Revenue Recognition – Lessons Learned and Practical Examples.”

**Attendance Code One: 30**

**Step 1 : Identify Contracts**

- Enforceable rights
- Enforceable obligations
- Oral, written or implied through standard business practices

**#Classroom Two**  
385 Participants

Tracy: 03:58PM  
Thank you!

Alexandria: 04:25PM  
Your final attendance code should be available or arriving shortly. You may submit your attendance form as soon as you have all the required codes. If you encounter a problem, please email your codes to [cpe@scacpa.org](mailto:cpe@scacpa.org).

Type and Send Message..

Send

**DOWNLOAD MATERIALS**

# Needs vs. Noise: Is Social Media Still an Opportunity for CPA Firms?

Being aware of who you are trying to reach with your messaging, as well as how those people are using social media, can make the difference between being effective and being annoying

By David Peters, CPA, CFP®, CLU, CPCU | SCACPA Member Since 2016

“I hate LinkedIn now. It is nothing but ads.”

A friend voiced his exasperation for social media over coffee a few weeks ago. He is not the only one who feels this way. Many financial professionals have told me how social media sites have become nothing more than a spot for companies to shamelessly sell products and services.

While many professionals are quick to point to the negative aspects of social media, a 2020 statista.com study shows the average person spends 144 minutes per day on these sites. This represents a huge opportunity for CPAs to interact with clients in a very personalized way. The challenge becomes trying to stand out from all of the other marketing noise that people experience every time they open Facebook.

To be effective on social media, firms must know their client base. In particular, they should understand what clients will find useful, how they use social media, and why they are there. If you can understand these aspects, you can better assess whether or not social media is still a viable part of your marketing mix.

## Being Helpful

I have never advocated the idea of a company having a social media presence merely because they think they should. Marketing using social media platforms should have a purpose. It should be a personalized way of interacting with clients that we are unable to do in other ways. In Jay Baer's 2013 book, "Youtility," the author discusses the idea that firms should focus on being helpful to clients as opposed to looking for opportunities to sell. That would seem to be the right strategy for social media as well.

People generally don't get upset when companies offer

them a useful tool, such as a link to an article that may be helpful to their business or a podcast that speaks to a common issue in their industry. They get annoyed at generalized marketing that seems to have nothing to do with them. If your only goal is to use social media to spew the same marketing message that you do on client pamphlets and your website, then such efforts are likely to draw a negative response. If you provide something personalized and useful, that has a better chance of being received well. If I send a message out to everyone that just discusses the tax services that I provide, it is unlikely to go over well. However, if I send a message about the child tax credit to my clients who just had a child, it has a higher chance for success.

Marketing using social media platforms should have a purpose. It should be a personalized way of interacting with clients that we are unable to do in other ways.



## Time on Social Media Platforms Varies

Pew Research has been tracking social media usage seemingly since its infancy. While many marketing gurus like to point to astounding statistics that point to how heavily social media is being used, they fail to dig into the details. Take for example, Pew's 2019 statistic that 72% of the public uses some form of social media. While this is a correct figure, it only tells half the story. For people between the ages of 18 and 49, we see 90% of them use at least one social media site. Between 30 and 49, this figure dips to 82%. Once we reach those over 65, the figure is 40%. More women use social media websites than men. The more education one has had, the more likely one is to use social media as well. The point being, the statistics – and the marketing opportunity – vary significantly depending on how your clients use social media. If the focus of my practice is retirement planning and most of my clients are retirees, my client base may simply not have enough presence on social media for me to spend large amounts of time and effort on developing content for Facebook and YouTube.

## Interaction on Social Media is Different

Similarly, clients use social media in different ways. The landscape is ruled by YouTube and Facebook. In terms of pure usage, those sites remain on top with the highest percentages of adults using these platforms. However, before we immediately jump to create new content, we should figure out how we want to interact with our clients. YouTube can be great for general messaging about products and hot topics, but it is hard to personalize. Facebook can feel a bit more personal, but does this cross a line too far into your clients' personal lives? If the bulk of your client base primarily uses social media to keep in touch with friends as opposed to using it to make business connections and learn about new products, your attempts to connect about business-related items such as small business consulting or bookkeeping services might be perceived negatively. It is almost the equivalent of you going over to your client's house for dinner uninvited – it probably does more harm than good!

Having an awareness for who you are trying to reach with your messaging, as well as how those people are using social media, can make the difference between an effective message and one that is considered annoying. The simplest way to figure out where this line is might be to simply ask the client how they are using social media. In my experience, clients will generally tell you. I tend to use a less formal approach of just asking clients when they stop by my office – but more formal surveys can work too.

Social media can still be viable to a CPA firm. But there is a fine line between helpful and annoying. Pithy and generalized messages usually don't work anymore. People are tired of it and tend to quickly block these types of messages. However, just like any other marketing efforts, if you can tailor your message in a way that is helpful to the recipient, it can still be effective. Understanding your client base and how they use social media is still the key to being on the right side of that line and can keep you from being just more noise. 📍

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**David Peters** is the founder and owner of Peters Tax Preparation & Consulting PC, a financial advisor for Peters Financial LLC in Richmond, Virginia, and SCACPA's advisor and speaker on Business and Industry topics. He has more than 16 years of experience in financial services, including three years in the hedge fund industry and six years in insurance. Contact him at [david@davidpetersfinancial.com](mailto:david@davidpetersfinancial.com) with your questions and comments.



### “Accountable”: The Podcast for CFOs with David R. Peters, CPA

Join host and SCACPA B&I Advisor David R. Peters, CPA, for “Accountable,” the podcast for CFOs, by CFOs. David talks with today's business leaders on topics that can range from risk management to team productivity to cybersecurity. You can find it on the SCACPA Blog, and please rate and review on iTunes.

The “Accountable” Podcast: “Where your business is our business.”

# #NoCode Tools Will Revolutionize the Profession

Technology tools are allowing for a high level of automation and client experience at a rate that we've never seen

By Chris Hervochon, CPA, CVA | SCACPA Member Since 2017

It seems as though automation, robotic process automation (RPA), machine learning and the like have been hot topics within the CPA community for quite some time. Any discussion of these technologies is usually followed by “Don’t worry, you won’t need to learn to code, you just need to understand the technologies.” Generally, this is true. (However I agree with the Steve Jobs sentiment that everybody should learn to code because it teaches you to think. But, I digress).

What if we could have the best of both worlds? What if we could automate mundane processes, create bots and perform advanced analytics, all without the need to code?

Welcome to “no code,” or, if you’re following along on Twitter, #NoCode. It basically means you can build cool tools without having to write a single line of code or hire a developer and includes everything from simple automations (“macros,” as we used to call them) to full-scale web applications. For instance, did you know you could build a Netflix clone without code? If you don’t believe me, Google the phrase “Bubble, Netflix” to find out how.

Early in 2019, I wrote a story for this magazine titled “The Democratization of Analytics and Automation: How the Cloud has Changed the Landscape.” What I’m writing here can be seen as the follow-up, and I will go deeper regarding the tools we use and specifically how we use them.

## Tools We Currently Use in our Firm

### INTEGROMAT (INTEGROMAT.COM)

In my view, Integromat is the most advanced automation platform on the market. Integromat has a robust visual platform that allows you to connect apps to automate

workflows, called “Scenarios.” Most, if not all, of the non-tax apps we use in our firm are supported by Integromat. However, I have found the Integromat team to be quite responsive to new app requests.

**Example of how we use it:** We have a number of Scenarios to automate workflows, and here is one that solves a

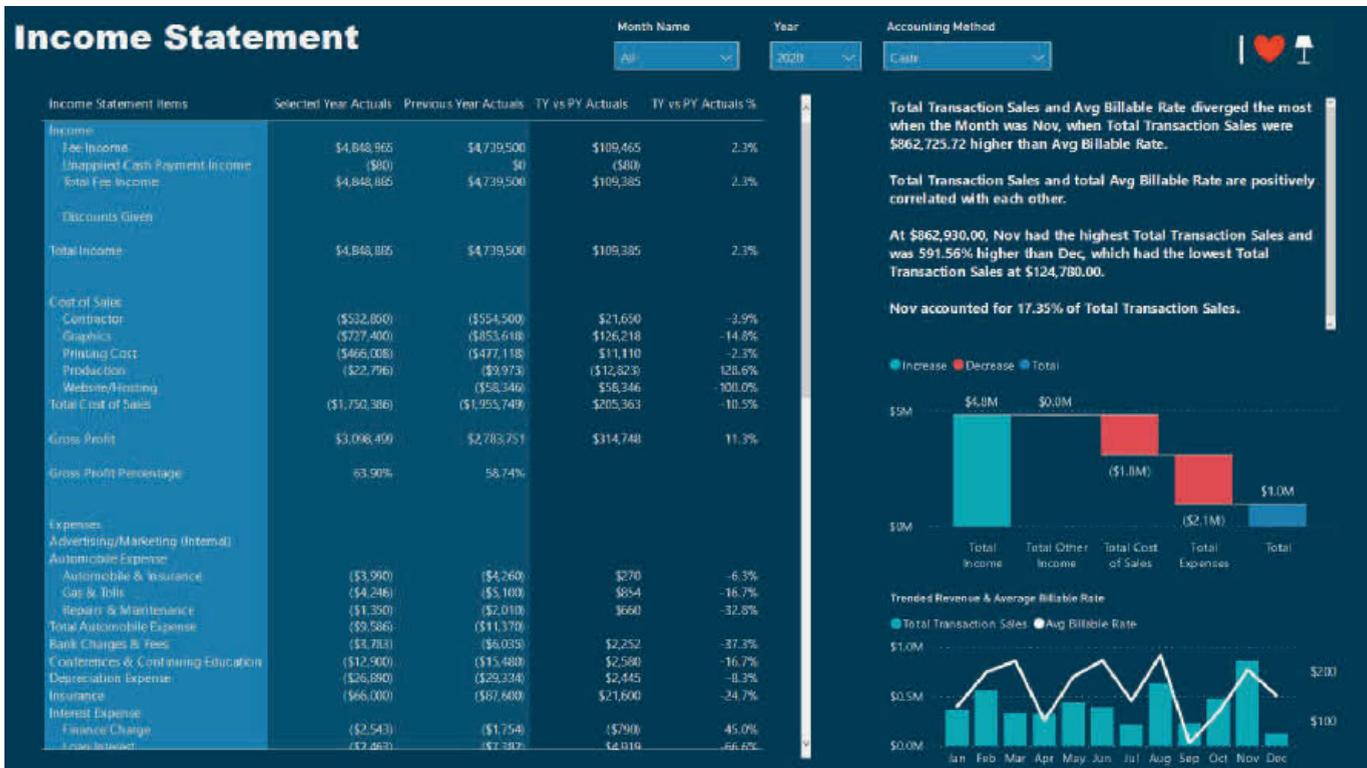
specific bookkeeping headache. For clients who have loans for machinery, equipment or vehicles, we built an amortization table in Google Sheets. Then, we schedule a Scenario to look at the Google Sheet on a specific day of the month, say the 15th, and book an entry in QuickBooks Online that splits out the principal and interest. This way, we simply need to “match” the cash transaction in the bank feed and we don’t need to do extra work to break out the principal and interest.

You can build cool tools without having to write a line of code or hire a developer – everything from simple automations to full-scale web applications.

### STITCH DATA (STITCHDATA.COM)

If you’re performing analytics and/or building dashboards for your CAS clients, you’ve probably realized that getting the data is half the battle. Stitch is an ETL (Extract Transform Load) tool that will extract data from your sources and load the data into your data warehouse.

**Example of how we use it:** We load data, both at the firm level and for our clients, from Google Sheets, QuickBooks, Hubspot, Zendesk, Asana, Google Analytics, etc., into Google BigQuery (our data warehouse). This process ensures consistent naming conventions and formats and allows us to deploy analytic solutions for clients without reinventing the wheel each time. We will simply change which tables the data is pointing to when we deploy a new dashboard.



The above are the top three tools we've built our CAS practice on top of. While there are others, these are the backbone.

### MICROSOFT POWER BI (POWERBI.COM)

Power BI is the business intelligence tool from Microsoft. Business intelligence tools are used to analyze and visualize data. Think: dashboards and reports. While this might not be groundbreaking in and of itself, Power BI has been developing at a rapid pace. AI and machine learning are now accessible within the platform, without having to write any code, via native visualizations such as Smart narrative, Q&A, Decomposition tree and Key influencers. Explaining these visuals is outside the scope of this article, but if you haven't seen them yet you should definitely check them out. There's a lot of potential to drive a lot of value to clients.

**Example of how we use it:** Atop this page is the P&L tab of our demo financial reporting package. If you look at the top right-hand corner, that is a narrative that utilizes the "Smart narrative" visualization. This visualization is 100% automated by AI. The visualization updates automatically by toggling the three filters at the top of the page or when new data is added. Furthermore, the narrative took less than 60 seconds to create and is highly customizable. Pretty cool, right? Think how powerful this could be when layered on top of your client's data – not even financial data, necessarily. You'll look like a rock star with minimal additional effort.

### Tools We Aren't Currently Using but Paying Attention to

**Airtable (airtable.com)** – Airtable is a spreadsheet/

database/automation engine. The way it has been described to me is "Excel on steroids," which is why it's so appealing. I am continuously noticing a lot of technologically progressive accountants are using it as the backbone of their firm automation initiatives. We are paying close attention to this tool to see how we can leverage it.

**Typeform (typeform.com)** – In the near future, I am going to build a process to automate the expense accrual process for our clients. Inherently, you need to get feedback from the client as far as how certain expenses should be coded or if there are outstanding items that should be accrued you're unaware of. That's where a form or questionnaire comes in. Based on my research, Typeform is the only form software that integrates with Integromat in such a fashion that you can create a form automatically. Most other form solutions can only update or send forms within Integromat, Zapier or the like, not create them.

**Bubble (bubble.io)** – Bubble is a full stack no-code web development tool. You can build anything with Bubble, apparently. Think: client portals or custom calculators.

### How You Can Get Started

There are a number of great resources you can utilize. Social media is a good place to start, and I will attest that's where I do most of my research. Join No Code Facebook

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# The Role of Finance in Supporting Cash Flow Insights for Your Nonprofit Organization

Money comes in, money goes out – knowing how to monitor this can help with your long-term strategies and ensure mission viability

By Chris Fields, Director, Mauldin & Jenkins

**D**o you know the recurring and non-recurring cash flow components of the nonprofit you lead? Do you regularly prepare cash flow projections and assess their implications?

How can you optimize access to needed capital, and what investments in programs or other mission-related expenditures can you afford to make – or not to make!

What are the implications (best-case, worst-case, most likely case) of the key resource deployment decisions you are facing right now?

Do you find your nonprofit doing “all right,” but wondering where it goes next and a financial roadmap for how to get there? Is your level of mission growth outstripping your ability to absorb additional program capacity in the near future?

Without an accurate understanding of historical metrics when developing a forward-looking picture of your

nonprofit's strategy, the answers to these questions are just a guess. Understanding cash flow timing, reporting and forecasting provide supportive insights that you, as a nonprofit leader, will need to make informed decisions and guide your nonprofit through shifting economic tides.

Nonprofit leaders often are so focused on serving their clients because community needs almost always exceed available resources. You could be so focused on paying the bills that are immediately due that you don't pause to examine the big picture. Besides money coming in and going out, what are these ebbs and flows revealing about your organization? It's easy to overlook cash flow analysis in favor of more immediate demands, but there's risk associated with omitting this crucial step. If you don't have clear visibility into cash flow and the implications behind it, your nonprofit organization could run into problems or missed opportunities – even when funds are flowing in at a healthy pace.

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◀ continued from page 17

groups or follow the #NoCode hashtag on Twitter. If you're feeling more aggressive, Realize (rlz.io) is a paid community created by fellow automation geek Jason Staats, who's also a CPA. Realize is a great way to get insight into the above tools, and more specifically how they can be used in the accounting industry.

## How to Go Forth

Technology tools are allowing for a high level of automation and client experience, the likes of which we have never seen in our profession. Even more exciting, the ability to create automation and client experiences has become more democratized than ever. The best advice I could give

about how to get started is to simply start asking questions that start with “How might we ...?” Then, start small and build on successes. Happy automating! 🚀



**Chris Hervochon** is the owner of Chris Hervochon, CPA, CVA LLC, a sole-proprietor CPA firm based in Hilton Head that provides outsourced accounting and tax preparation for small businesses and individuals. He serves on SCACPA's Governmental Affairs Committee. He was selected among the 2019 “40 Under 40” in the accounting profession by CPA Practice Advisor magazine. When not crunching numbers, Chris likes to spend time with his wife and three children.

## Incoming, Outgoing

A cash flow analysis comprehensively “marries” the statement of activities with the statement of financial position or balance sheet. It also helps provide meaningful insights that identify opportunities or close gaps. The impact of timing of key financial resources, both incoming and outgoing, can also be analyzed to determine how variances impact the ability to meet your mission.

Even for a nonprofit organization, a level of operating leverage can be tracked to determine the respective contribution (or cost) to your organization’s cash flow. It’s important to articulate and evaluate how the organization either “deploys” operating cash flow or “accesses” external cash flow from its lines of credit and investments.

The benefits are significant. Clarity around the real drivers of an organization’s resources and needs and determining appropriate levels of liquidity allows for optimal decisions about making investments in the mission or a particular program, taking on new debt, or determining whether that attractive opportunity is truly a good idea right now.

Establishing tools and mechanisms to monitor your cash flow also helps you identify issues that could impact the long-term strategy, or threaten long-term mission viability, while there’s still time to correct course. A few months of consistently negative cash flow might be a red flag that requires serious attention. A pattern of positive cash flow, on the other hand, can indicate you are on track to meet or exceed annual growth targets. This positive indicator may also imply that your capacity to meet future program demands could be a challenge before you anticipated. This

implication could lead you to revise your long-term mission strategy to propel growth.

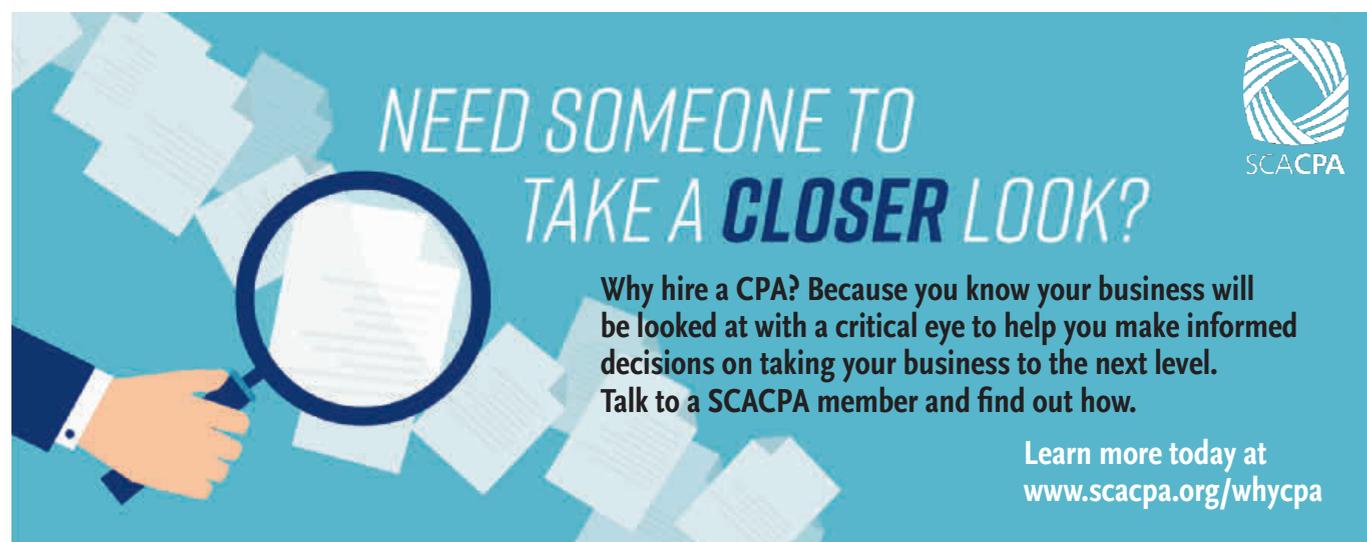
## Define, Develop, Implement, Monitor

Does your nonprofit have seasonal cash flow ebb and flow? Many nonprofits do, and monitoring cash flow over time reveals this pattern. If the numbers don’t appear seasonal and you’re in the black year-round, you might want to investigate strategies to make better use of the extra cash you’re generating, once you’ve stashed away an adequate cushion for slower times and mission-related emergencies. Assessing the level of “adequate” liquidity cushion is also an important strategy to define, develop, implement and monitor.

A successful nonprofit not only serves clients well but serves its stakeholders well too, so it can continue to grow and thrive for years to come. Careful attention to short- and long-term cash flow and the underlying implications lets you understand how much your nonprofit needs over time, create forecasts so you know what to expect, and make the best decisions as you work toward long-term mission fulfillment. 



**Chris Fields** is a Director with Mauldin & Jenkins and is leading the Firm’s MJ Advisors initiative. You can contact him to learn more about how cash flow analysis and forecasting can benefit your nonprofit. He has over a decade of experience serving in senior leadership roles with fast-growing organizations, and a decade of experience with one of the country’s largest banks. He has six years of consulting experience as a Principal/Owner. Mauldin & Jenkins has nine offices in five states, including a location in Columbia.



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# Ready for Attest Work to Get Exciting Again?

It's possible to find a cloud software vendor that is nimble to user feedback for its programs to boost efficiencies

By David Knoble, CPA, CGMA | SCACPA Member Since 2010

**T**oday's auditing requires more of everything – more efficiency, more flexibility and more professional judgement. One of the top items small firms miss in performing attest work is proper planning and risk assessment. AuditFile addresses all of these items in a flexible cloud solution that my firm has come to rely on for our financial statement work.

All functionality aside, two important facets of cloud software for our firm are support and uptime integrity. We need to work when we want to work, and we need help when something unexpected occurs. The AuditFile team proved they have both areas covered. Using an internet browser with built-in Excel and Word sessions means different devices work. I have used my Apple MacBook, Apple iPad and Microsoft Windows computers. Don't laugh, but sometimes I review staff work on my iPad with my early morning coffee while still sitting in bed.

Their support has been exemplary. Every now and then I get a dialogue box that tells me something didn't work right. I can keep working, and soon will get an email from AuditFile telling me they see I encountered an error and they are looking into it. Equally as critical as support is development. As an experienced auditor moving from paper to paperless and then to cloud, I understand certain aspects of attest work. We spent a few months testing a Review engagement and 95% of our suggestions were implemented – most in a very short timeframe.

After having spent 10 years on a Citrix platform with a major U.S. company that serves CPAs, I had forgotten what great support felt like. Broken patches, downtime at critical dates, program bugs and support representatives that say "I don't know why" are now problems of the past. It amazes me how some companies have great products and decide to put them in the cloud, removing the efficiencies that made them great.

## Ingenious Innovation in One Place

AuditFile allows us to spend more time thinking and less

time administering. Work programs have always been individual steps that are supported by documentation. We open and close a work program with 30 steps scrolling through to see what still needs done. Reviewers wait until the work program is available, because sharing a document with write privileges is difficult at best. No longer.

This is an area AuditFile has provided ingenious innovation. Each area of an engagement is a collection of individual work program steps, not a separate file that must be opened and closed. So, every work program step is available to every engagement member all the time. Preparing and reviewing happen in real time as work is done. I call it "just in time" auditing. AuditFile has cleverly built progress bars into each area and summaries at all levels to indicate how much is prepared and reviewed. Keeping up with our status comes with a glance, not 30 minutes opening and closing Word files to see what's done. Even better, you can customize your own engagement setup and edit the specifics if needed for each engagement.

Tools that used to be manual spreadsheets and Word files are built into AuditFile. Preliminary and final analytical reviews by account are created on the fly, allowing instant recording of expectations and results. Materiality functions are built in and materiality is shown at the top everywhere in the engagement, allowing much faster analysis of audit issues. The entire risk assessment process is summarized in a screen that allows flexibility of adding control areas, memos, walk-throughs and internal control testing. The linkage to the audit areas is shown in each substantive area.

Hyperlinks abound, connecting data and information throughout the engagement. My brain had to adjust from thinking in a linear fashion of pages in a book to just doing work and clicking on what I need.

Integration with outside sources is well done. We were able to import a Xero client's trial balance, and then every lead schedule had links back to the transaction detail in Xero. Click and review data, saving an Excel sheet or PDF to pull into the Workpapers. Gone was the idea of searching

through a general ledger.

Status is available at a glance. Review notes are red until resolved and show up at the work program step so that staff can easily resolve them. If a step is reviewed and later changed, a bright message shows up that must be cleared by the reviewer. Firm Word and Excel templates can be added to a work program step with a click, and once they're added, work papers can be referenced anywhere in the engagement. Each work program step has the ability to create a "finding" that is collected at the bottom of the engagement. Recording and tracking issues to report to management is easily captured when the work is being done.

### Choose to Think Globally

Additional sign-offs can be created by engagement area. We use a quality control review for certain parts of each engagement, so we created a third sign-off in those areas, proving we were performing our quality control review. While you can use the peer review ready Wiley work programs, you can add your own custom items or replace them with something else of your own entirely – it's your choice. Speaking of peer review, AuditFile has a built-in ability to add a peer reviewer login, allowing them to view closed jobs without the ability to change anything. Remote peer reviewing and

protection of your data is baked in.

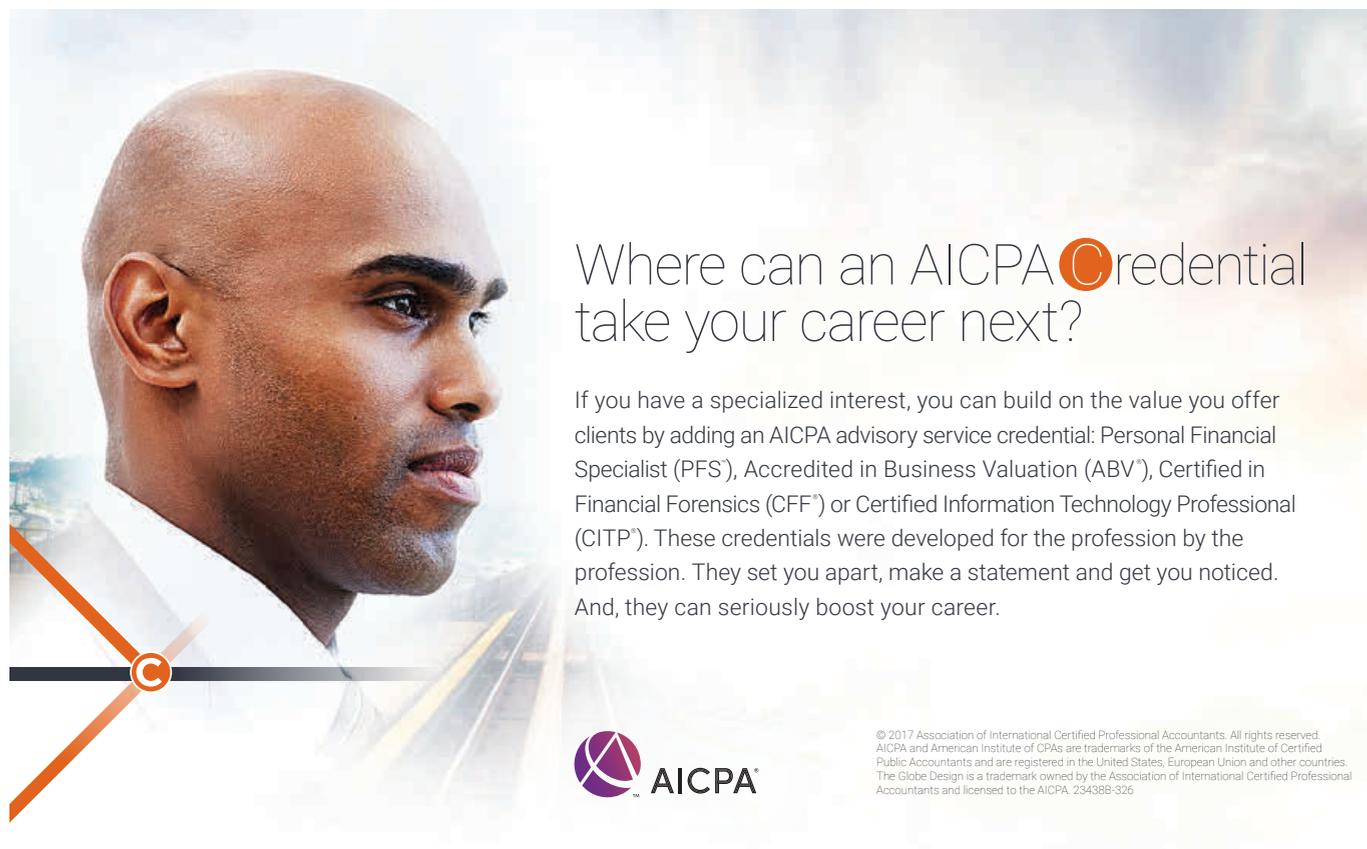
There is no question that your brain will need to shift in how you process work. But as you begin to think globally about an engagement rather than linearly, you will find a free-flowing ability to complete an engagement more thoroughly and with less time finding out what is and what is not yet done.

The work flow is organized in a sensible order – Planning, Substantive, Completion – but once you start working, the information you need is available with a click.

Attest work has gotten exciting again. I look forward to the new features this creative team adds to a great platform. 



**David Knoble**, who is a founding member and partner of Knoble Ingle CPAs in Rock Hill, has more than 25 years of experience as a North and South Carolina CPA, as well as a BS in Business Administration and Masters of Accounting from Kenan-Flagler at UNC Chapel Hill. His 'Big Six' audit experience and real-estate experience as the CFO of a \$100 million company, assisting in the ultimate sale of the company to a southeastern regional builder, has given David significant industry experience. He is a SCACPA Board member and vice chair of the Governmental Affairs Committee.



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## NOTES ON SCACPA'S REFER-A-FRIEND MEMBERSHIP REWARD PROGRAM:

- SCACPA's \$100 'Refer-A-Friend' promotional period begins Friday, Jan. 1, 2021, and expires Wednesday, March 31, 2021.
- A "New Member" is defined as a candidate who is either a.) registering with SCACPA for the first time as a Fellow Member at the \$799 annual rate, or b.) has had at least one calendar year lapse since being a Fellow member.
- The New Member MUST submit the email of the existing member when enrolling on the PDF enrollment form. On the bottom of Page 1 is a line for "Referred By/Referral Code." Once the enrollment payment is received by a New Member, we cannot retroactively reward a member for that referral.
- Only New Members who enroll at the Fellow Membership level (\$799) are eligible. The \$100 payment to the existing member will be processed once SCACPA has secured membership payment from the New Member.
- There is no limit to how many New Members can be referred by an existing member.
- Any New Membership that is enrolled as of Jan. 1, 2021, has a membership that extends until June 30, 2022, for a possible total membership year of up to 18 months.



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# How I Work

**Tim Lyons, CPA, CGMA**  
**SCACPA Member**  
**since 2006**

**Current gig:** Columbia Office Lead for Mauldin & Jenkins; Technical Lead for State/Local Government Practice

**Current mobile devices:** Apple iPhone

**One word that describes how you work (and then why):**  
 “Consistently (we have client deadlines throughout the year and then as the technical lead, I’m always researching and helping clients with guidance related to new standards, debt issuances, etc.)”

**What apps/software/tools can’t you live without?**  
 Spotify and Suralink

**What is your workspace like?**  
 “Organized and relaxed.”

**What is your best time-saving trick?**  
 “Checking emails at specific times during the day vs. having it open all the time.”

**What is your favorite to-do list manager?**  
 “Good ole fashioned pen and paper!”

**Besides your phone and your computer, what gadget can’t you live without?**  
 “It’s a tie between my Bluetooth speaker and my range-finder on the golf course.”

**What everyday thing are you better at than anyone else?**  
 “Brewing coffee.”

**What are you currently reading/binge-watching/podcast-listening?**  
 “Since COVID started, I’ve really gotten into watching



Formula 1. That has included binge-watching the ‘Drive to Survive’ series on Netflix and a few new podcasts!”

**What do you listen to while you work?**  
 “Really depends on the mood – some days it’s ‘Pearl Jam Radio’ on Spotify and somedays it’s bluegrass.”

**What’s your sleep routine like?**  
 “Inconsistent between work and two young kids!”

**What memory stands out from when you were studying for/taking the CPA Exam?**  
 “Intentionally riding the CARTA Express bus from my apartment into downtown Charleston to ‘strand myself’ on College of Charleston’s campus so I had to stay and study!”

**What’s the biggest thing you think about when it comes to the future of the profession?**  
 “As complexity continues to increase, the need for us as CPAs to be trusted advisors will only increase as well.”

**What is the best advice you’ve ever received?**  
 “Be all about the process.”

*If you or someone you know would like to be featured in an upcoming installment of “How I Work,” please contact SCACPA Content Strategist Gregory Hardy at [ghardy@scacpa.org](mailto:ghardy@scacpa.org).*



## 4 Benefits of Mobile Payment Systems for CPAs

One of the latest payments technologies that has seen rapid growth recently is mobile payments, where customers can send off a payment directly from their bank accounts with a few taps of a mobile app. In fact, according to Juniper Research, contactless forms of payments such as these could climb as high as \$6 trillion globally by 2024. Here, we've highlighted four great benefits to accepting mobile payments into your practice today.

### 1 CLIENT CONVENIENCE

Perhaps the most obvious benefit of mobile payment solutions is the convenience they provide to your clients. With the right mobile payment technology, your clients can simply place their phone or credit card near your mobile reader/swiper and, thanks to bluetooth technology, transmit their payment to you significantly faster than by other means. Your clients will likely appreciate making the process of paying for your services as simple as possible, which means good press/referrals for your firm.

### 2 INCREASED SECURITY

Naturally, data security is a top priority for accounting professionals such as yourself. Thankfully, accepting mobile payments means you can implement more layers of security against fraud and breaches for you and your clients. By encouraging mobile payments, your clients may feel less inclined to pay by check, which could get lost in the mail and/or stolen in-route. In fact, because of the security tokenization electronic payments provide, your client could potentially leave their cards at home in a secure location, further reducing the chance for their payment data to be exposed.

### 3 REDUCED EXPENSES

If your firm is considering accepting credit cards, you'll be delighted to know that electronic payment options such as mobile payments can help save you money in the long run. With mobile payment systems, all a merchant typically needs is a mobile reader/swiper, an online payment solution, and their smart devices, and they're all set! And with receipts being stored electronically, you can easily eliminate a number of previously necessary office supplies and physical storage requirements.



**50%**  
of clients were shown to be more likely to hire a professional who takes electronic payments.

### 4 EXPANDED PAYMENT OPTIONS

Accepting online payments in general already has a fantastic benefit of expanding your firm's payment options. The more options you offer your clients to pay with, the less barriers you put up between your clients and your cash flow. And, with more options, your clients will be more inclined to seek out your services. In the 2019 Clio Legal Trends Report, 50% of clients were shown to be more likely to hire a professional who takes electronic payments. With more clients seeking your services, you'll be able to bring in more work and collect more revenue as a result.

Simply put, mobile payments only serve as an upgrade to your firm. You'll not only be able to keep up with the technology your clients prefer to use, but boost your bottom line in the process. It's a win-win.

**CPACharge is excited to announce the launch of our brand new mobile app, as well as our Bluetooth reader/swiper to help you get paid even easier!**



If you're ready to adopt online payments, or if you're considering switching payment processors, visit [cpacharge.com/scacpa](http://cpacharge.com/scacpa) or call 866-889-2970 to learn about our online payment solution designed for CPAs.

# Tell Your Clients SCDOR Encourages Taxpayers to Choose Direct Deposit for Refunds

## Save time. Save tax dollars. Go direct.

*Encourage your customers to choose direct deposit.*

The fastest, most secure Individual Income Tax refund option is direct deposit, so it's no wonder why it's the refund option eight out of every 10 South Carolinians choose. The South Carolina Department of Revenue encourages you to review these three refund options with your clients.

### INDIVIDUAL INCOME TAX REFUND OPTIONS

| REFUND METHOD  | THE FACTS   |
|----------------|---|
| Direct deposit | <ul style="list-style-type: none"> <li>• Deposited directly into the taxpayer's bank account, giving them the fastest access to their refund</li> <li>• Saves tax dollars because it doesn't require paper or mail processing</li> <li>• Most accurate and secure option</li> </ul> |
| Debit cards    | <ul style="list-style-type: none"> <li>• The taxpayer can spend it like cash anywhere that accepts Visa</li> <li>• Could be delayed in the mail</li> </ul>  |
| Paper check    | <ul style="list-style-type: none"> <li>• Wastes tax dollars – the most expensive refund option to process, print, sort and mail</li> <li>• Could be delayed in the mail</li> <li>• Customers have to cash or deposit the check after they receive it by mail</li> </ul>             |

### Here's why direct deposit is the preferred refund option:

- It's faster. Direct deposit is the fastest refund option to process. Then, it gets directly deposited into the taxpayer's bank account, giving them the fastest access to their refund. Mail may be delayed, but direct deposit won't be.
- It's safer. Paper checks can get lost in the mail or stolen. Addresses and delivery can get mixed up, and refund checks may end up in the wrong mailbox, especially if you move during tax season. If you file online and choose direct deposit, you're less likely to make errors thanks to system checks that help validate fields. Both Social Security and the U.S. Veteran's Administration use

direct deposit for almost all of their payments.

- It's easier. All the taxpayer has to do is provide bank account information, including their account number and routing number.
- It's cost-efficient. According to the IRS, federal refund paper checks cost the government \$1 each, while direct deposit costs about a dime.
- It's greener. Printing and mailing checks means more paper use. At the end of September, the SCDOR had already issued almost 300,000 paper checks. That's a lot of paper. Save some trees – choose the paperless method – choose direct deposit.

# Do you Manage Business Personal Property (BPP) or Manufacturing Property Tax Accounts for your Clients? You Asked for Improvements, SCDOR Listened

## Manage SCDOR Property Tax accounts with ease on MyDORWAY

Using MyDORWAY is already the best way to manage South Carolina tax accounts for you and your clients, including SCDOR Property Taxes. Coming in 2021, tax professionals will have a new, easier option for accessing clients' SCDOR Property Tax accounts on MyDORWAY. Follow SCDOR on Facebook and Twitter for news and updates related to this enhancement.

## Are you still filing Manufacturing Property Taxes by paper? Stop!

Filing Manufacturing Property Tax returns has never been faster or easier thanks to the pre-filled return information and enhanced return summaries available for your records on MyDORWAY. Using MyDORWAY makes filing easier than ever – and it gets easier year after year.

## Tell your clients to be on the lookout for filing reminder letters! You'll need a copy

New filing reminder letters will be mailed four months before the taxpayer's filing date. The letters include important authentication information needed to register for MyDORWAY or gain access to manage client accounts. Make sure your clients know to provide you with a copy of this important information.

## Our BPP and Manufacturing teams are ready to assist you

- Questions about your BPP account? Contact us at 803-898-7700 or [BPP@dor.sc.gov](mailto:BPP@dor.sc.gov), or learn more at [dor.sc.gov/bpp](http://dor.sc.gov/bpp).
- Questions about your Manufacturing Property Tax account? Contact us at 803-898-5055 or [Manufacturing\\_PropertyTax@dor.sc.gov](mailto:Manufacturing_PropertyTax@dor.sc.gov), or learn more at [dor.sc.gov/manufacturing](http://dor.sc.gov/manufacturing).

## Online Retailers' SC Sales Tax Tops \$311.5M in Past Year

Remote sellers and online marketplace facilitators reported collecting more than \$311.5 million in South Carolina Sales and Use Tax between Nov. 1, 2019 and Oct. 31, 2020, according to the SCDOR. Sales Tax from remote sellers doubled compared to the same period last year. The number of remote sellers registered with the SCDOR has also significantly increased.

Online marketplace facilitators – a person or business facilitating retail sales on behalf of a third party – are reporting \$183.4 million in South Carolina Sales Tax for the same 2020 period.

Where these South Carolina Sales Tax dollars go:

- \$165.7 million – South Carolina's General Fund
- \$41.3 million – Education Improvement Act Fund
- \$41.3 million – Homestead Exemption Fund
- The rest is distributed to cities and counties that charge local Sales Tax, including \$14.4 million for capital projects, \$17.8 million for local option, \$15.6 million for schools, \$13.7 million for roads, and \$1.2 million for tourism development.

### New to direct deposit? Get the info you need

Your customer will need to provide their bank account number and routing number. Protect banking information like you would any other important taxpayer information.

### No bank account? Debit cards are the way to go

For taxpayers who don't have a bank account, the Visa debit card option is faster and safer than paper checks. Taxpayers can spend them like cash anywhere that accepts

Visa – even for online purchases. For more details about Individual Income Taxes, visit [dor.sc.gov/iit](http://dor.sc.gov/iit).

### Stay connected!

Get the latest news and updates from the SCDOR on Facebook and Twitter.

You can subscribe to ReveNews, their email list for tax professionals, at [dor.sc.gov/emails](http://dor.sc.gov/emails).

## FUN FROM A DISTANCE

Nearly 30 Central Chapter members gathered around their computers to enjoy “Virtual Bingo” on the night of Tuesday, Oct. 27, for SCACPA’s first social event in many months. Eight members won a variety of cool gift card prizes for Amazon, iTunes, Lowes and a mix of restaurants. Congratulations to CPA Candidate Lauren Hodge for winning the final Bingo card of the evening and the grand prize – a Series 6 Apple Watch!



Marcus Tomlinson, CPA, the Immediate Past Chair of the Central Chapter, monitors the Virtual Bingo board during a round of play.



Overseeing the Virtual Bingo social from the SCACPA board room are (clockwise from left): Michael J. Targia, CPA, Chris Mauney, CPA, Chris Jenkins, Marcus Tomlinson, CPA, and Traci Tasca, CPA.



## CHAPTER LEADERSHIP 2020-21

Congratulations to all our officers who have volunteered to help their local communities for this membership year. Reach out to them if you'd like to find out ways to get involved!

### CATAWBA

Jayne Maas, CPA, Chair  
Phillip Parker, CPA, Vice Chair  
Lisa Li, CPA, Secretary/Treasurer  
David Knoble, CPA, Board Liaison

### CENTRAL

Michael J. Targia, CPA, Chair  
Chris Mauney, CPA, Vice Chair  
Traci Tasca, CPA, Secretary/  
Treasurer  
Marcus Tomlinson, CPA,  
Immediate Past Chair

### COASTAL

Mark Willcox, CPA, Chair  
Richard Ett, CPA, CFP, Vice Chair  
Caleb Thompson, CPA, Treasurer  
Zoe Davis, CPA, Board Liaison

### FOOTHILLS

Lillian E. Gonzalez, CPA, Chair  
Chelsea Shropshire, CPA, Vice  
Chair  
Michelle S. Gneisig, CPA, Board  
Liaison

### GRAND STRAND

Joe Heyd, CPA, Chair  
Georgette "Jet" Timmons, CPA  
Vice Chair  
Tonia Clemmons, CPA, Treasurer  
Sheila Mitchell, CPA, Secretary  
Leslie Johnson-Quick, CPA, Board  
Liaison

### PEE DEE

Elizabeth Hinton, CPA, CMA,  
CFM, Chair  
Alison Swaggard, CPA, Vice Chair

### PIEDMONT

Stephanie Estrada, CPA, Chair  
David Knobloch, CPA, Vice Chair  
Holly Lee, CPA, Treasurer  
William Clark, CPA, Secretary  
Allen Hodges, Board Liaison

### SEA ISLAND

Elizabeth Kreisel, CPA, Chair  
Jennifer N. Smith, CPA, Vice Chair  
Barry O. Long, CPA, Treasurer/  
Secretary  
Tyler Gibbons, CPA, Board Liaison

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## You Can Make a Commitment to Making a Difference: Nominations are Open for Board and Chapter Officers

If you are ready to accept the call of leadership and you have a passion for influencing the strategic direction of the Association, here is your opportunity to make a positive impact for CPAs across South Carolina.

In an effort to generate as much awareness and interest as possible, SCACPA is announcing that we are already accepting nominations for multiple seats on the SCACPA Board and for Chapter Leadership for our 2021-22 membership year. We look forward to receiving your nominations of others – or yourself.

Put your talent to the test as a SCACPA Board Member or Chapter Leader. When you connect with local CPA professionals, students and legislators, you'll make a real difference for our Association while you gain the fulfilling volunteer experience of a lifetime.

Chapter Leadership positions are for one year, and Board



nominees will be considered for a three-year term, all beginning July 1, 2021. Nomination submissions are due May 1, 2021. All we ask is that you fill out the form you can find at [www.scacpa.org/volunteer](http://www.scacpa.org/volunteer) and clearly indicate which positions you intend to fill.

Commitments for Chapter Leaders include meeting locally four times a year for Chapter business, planning social events and meeting once a year

with the SCACPA Board. Chapter Leaders are sometimes asked to create and manage action teams as well as committees of local volunteers. Find out more about what's going on in our eight statewide Chapters at [www.scacpa.org/chapters](http://www.scacpa.org/chapters). It includes contact information for current officers, so feel free to reach out and start a conversation in your area.

Good luck, and thank you in advance for dedicating your time to SCACPA leadership. 🍀

# Connecting is Real with SCACPA Connect

Are there tax-related issues you need to talk about? It's time to join the **Connect** conversation.

Many of your peers consider it a valuable Association resource to pose questions and obtain guidance on many tax-related issues, and there are discussions taking place every day.

To get in on the action, log in to Connect with the same username and password as your SCACPA member account at [connect.scacpa.org](https://connect.scacpa.org). Right away, you'll find a Quick Start Guide with instructions on how you can begin posting questions for discussion.

As a SCACPA member, you have access to a dedicated hub to collaborate and connect with more than 4,000 of our peers, no matter your location. This private forum is set up for you to post questions, benefit from other discussion threads, hear the latest regulatory news, discover



Hello!

possible involvement opportunities and join interest-based groups. Make it your go-to destination to enhance your peer-to-peer learning and overall knowledge base. As

you begin to share your insights, we encourage you to add your photo, and we made it easy to link to your LinkedIn account to update your profile.

With Connect, you can review and respond to items you will receive in a daily digest email. Pick the time of day you would like to receive a notification that summarizes posts from the community. You can modify your notification settings to immediate, daily, weekly. However, we ask that you allow the "daily digest" emails at first to familiarize yourself, as well as facilitate and generate some timely discussion. Learn more about all the benefits at [www.scacpa.org/about\\_connect](https://www.scacpa.org/about_connect), or jump straight into the discussion by visiting [connect.scacpa.org](https://connect.scacpa.org).



## Distinguish yourself as a strategic leader.

Earn the global designation for financial professionals.

**Explore the CGMA® Finance Leadership Program:** It's a lifelong professional learning journey that puts you on the path to take your career to a new level. You'll learn and acquire the skills it takes to become a more strategic, confident, secure and insightful leader. Get started at [CGMA.org/Program](https://CGMA.org/Program).

Brian Schwab, CPA, CGMA  
Global Account Finance Advisor, EY

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## 5 REASONS TO JOIN THE SCACPA GROUP INSURANCE TRUST

[WWW.SCACPA.ORG/INSURANCE](http://WWW.SCACPA.ORG/INSURANCE)

### GREATER EFFICIENCY & CONTROL

1

- **One system** to manage all your related benefit information and processing - No more hiring multiple firms with separate systems to manage your ACA obligation and reporting requirements!
- **You are in control and your involvement is welcome** at your individual group level and the Trust level.

### PERSONALIZED SUPPORT

2

- **One-on-one attention** with a dedicated Account Manager who will listen first to build a strong personalized knowledge base – delivering a solution that answers your eligibility, billing, accounting, benefits and wellness needs.
- Trust participation as a SCACPA member comes with **unparalleled advocacy, programs, training and strategic connections.**

### PEACE OF MIND WITH BUILT-IN COMPLIANCE & SECURITY

3

- **Compliance is built-in with industry leading technology** like Benefitsolver® - alleviating the need to worry about eligibility and enrollment, ERISA, HIPAA & COBRA services, as well other compliance requirements.
- Receive **customizable reminders for compliance requirements** via Compliedashboard®.
- **Rest assured that your personal data is safe** through secure storage and transfer protocols.

### FULLY INSURED WE'VE GOT YOUR BACK

4

- SCACPA Group Insurance Trust is **operated for and by South Carolina CPAs.**
- SCACPA Trust is **fully underwritten** – no worrying about potential premium increases, cash flow issues or other risks associated with a self-insured plan.
- Premiums based on your employees' experiences and protections provided from joining others in the Trust for **greater long-term rating stability and more predictable renewals.**

### OPTIONS & SAVINGS OPPORTUNITIES ABOUND

5

- Access numerous dental, vision, STD, LTD and life plan **options within the largest Blue Cross Blue Shield PPO network.**
- Obtain better **benefits and premium savings for healthcare services** through the economies available in association health.
- **Employees and their families can rest assured** they have high-quality healthcare when it matters most.



# Variety, Flexibility, Availability: It's Here with Surgent On-Demand Self-Study

## Find the Specific CPE You Need With More than 230 Courses

**S**CACPA is excited to continue partnering with Surgent CPE for on-demand self-study in the 2020-21 membership year. Association members can depend on this incredible opportunity to get specialized knowledge for their precise career needs. For decades, Surgent has been a leader in continuing professional education for CPAs, and SCACPA is proud that its offerings support our commitment for all-around CPE excellence.

At your convenience, you can experience Surgent's broad range of on-demand, self-study courses that are frequently updated with practical guidance and analysis.

With more than 230 courses to choose from, you can easily find the latest career tools, no matter your specialization or level of expertise – in industry, government, auditing, tax, professional guidance and much more. Course lengths

range from 2 hours to 16 hours and will be deducted from your 40-hour CPE Bank.

For a listing of all SCACPA's Surgent offerings, go to [www.scacpa.org/ondemand](http://www.scacpa.org/ondemand). Or, you can go to [www.scacpa.org/events](http://www.scacpa.org/events) and search for "Surgent."

Please note that this member benefit ONLY applies to the on-demand, self-study courses listed in the SCACPA Surgent offerings. All courses must be ordered through the SCACPA website.

These courses will remain available to order until June 30, 2021. That means you can use 20 hours this reporting period and get a head start on the next reporting deadline. Once you have registered for a course, Surgent allows up to one year to complete the course to receive credit. Visit the SCACPA Blog for more details and instructions for help.

**T**he SCACPA CPE Catalog is designed by CPAs for CPAs to deliver maximum value for minimum cost.

As you look at the remainder of our CPE calendar through May, we have good news for those of you who see courses that you like but might only have a few hours remaining in your 40-hour CPE Bank or have used up your hours

entirely: When membership renewal season begins in May, we will add a new 40 hours to your Bank once we receive your dues payment at the Fellow level\* and we invite you to begin registering for courses that occur before our new membership year begins on July 1.

*\* 100% Firm employees may elect to join at the \$799 rate, which would provide access to in-person seminars and conferences.*

## We're eager to hear suggestions for CPE topics & speakers!

Our CPE course schedule is constructed by CPAs, for CPAs. As our CPE Planning Committee oversees our schedule with 80% of topics selected in advance, we want your input on the courses you want us to offer. We also want your thoughts regarding

speakers who have the talent for the best possible learning experience, especially for Fall Fest and Spring Splash. Email your suggestions to [communications@scacpa.org](mailto:communications@scacpa.org) or fill out the form on our website at [www.scacpa.org/cpe-course-suggestion](http://www.scacpa.org/cpe-course-suggestion).

# More events for you!

Having heard feedback of members like you, our CPE schedule gives members more options and better content. Here is the remainder of our schedule for the 2020-21 membership year, be on the lookout on social media, our blog and [www.scacpa.org/events](http://www.scacpa.org/events) for when we announce “just in time” education delivered by elite practitioners.

| JANUARY 2021 |    |    |  |                |  |
|--------------|----|----|--|----------------|--|
| 1/12/21      | 8  | TX | 1040 Fast Track: A Comprehensive Guide for Tax Practitioners (LITX33)   | Art Werner     | <a href="http://www.scacpa.org/classroom">www.scacpa.org/classroom</a> |
| 1/13/21      | 4  | TX | Tax Aspects of Bankruptcy (LITX38)    | Lynn Nichols   | <a href="http://www.scacpa.org/classroom">www.scacpa.org/classroom</a> |
| 1/13/21      | 4  | TX | Income From Forgiveness of Indebtedness (IRC Sec. 108(a)) (LITX39)    | Lynn Nichols   | <a href="http://www.scacpa.org/classroom">www.scacpa.org/classroom</a> |
| 1/15/21      | 8  | AA | Hot Topics in A&A (LIAA28)    | Melisa Galasso | <a href="http://www.scacpa.org/classroom">www.scacpa.org/classroom</a> |
| MARCH 2021   |    |    |  |                |  |
| 3/17/21      | 1  | SK | Lunch & Learn: Excel – Working with Data – Sponsored by Catawba Chapter (LICATE02)    | Chris Jenkins  | <a href="http://www.scacpa.org/classroom">www.scacpa.org/classroom</a> |
| MAY 2021     |    |    |  |                |  |
| 5/13-14      | 16 | VR | Spring Splash  | Various        | <a href="http://www.scacpa.org/classroom">www.scacpa.org/classroom</a> |
| 5/18/21      | 4  | AA | Fraud/Forensic Accounting (LIAA29)    | Ramona Farrell | <a href="http://www.scacpa.org/classroom">www.scacpa.org/classroom</a> |
| 5/18/21      | 4  | GA | Governmental Accounting for Beginners: How and Where to Start (LIAA30)   | Jennifer Louis | <a href="http://www.scacpa.org/classroom">www.scacpa.org/classroom</a> |
| 5/19/21      | 4  | AA | FASB Update (LIAA32)    | Jennifer Louis | <a href="http://www.scacpa.org/classroom">www.scacpa.org/classroom</a> |
| 5/19/21      | 4  | AA | Auditing Update (LIAA31)    | Jennifer Louis | <a href="http://www.scacpa.org/classroom">www.scacpa.org/classroom</a> |
| 5/20/21      | 4  | AA | A&A Update for Beginners: Best Practices for New Auditors (LIAA33)    | Jennifer Louis | <a href="http://www.scacpa.org/classroom">www.scacpa.org/classroom</a> |
| 5/20/21      | 4  | GA | Governmental Accounting for Beginners: How and Where to Start (LIAA34)   | Jennifer Louis | <a href="http://www.scacpa.org/classroom">www.scacpa.org/classroom</a> |
| 5/20/21      | 4  | AA | Wagons HOA! A Roadmap for CIRAs (LIAA35)    | Walda Wildman  | <a href="http://www.scacpa.org/classroom">www.scacpa.org/classroom</a> |
| 5/20/21      | 4  | AA | Nonprofit Update (LIAA36)   | Rosalyn Glenn  | <a href="http://www.scacpa.org/classroom">www.scacpa.org/classroom</a> |
| JUNE 2021    |    |    |  |                |  |
| 6/10/21      | 1  | SK | Lunch & Learn: Excel – Working with Data, Continued – Sponsored by Catawba Chapter (LICATE02)   | Chris Jenkins  | <a href="http://www.scacpa.org/classroom">www.scacpa.org/classroom</a> |
| 6/10/21      | 4  | PE | Social Security and Medicare (LIOT02)   | David Peters   | <a href="http://www.scacpa.org/classroom">www.scacpa.org/classroom</a> |
| 6/10/21      | 4  | PE | Wellness/Benefits HR: Employee Retention (LIOT03)   | David Peters   | <a href="http://www.scacpa.org/classroom">www.scacpa.org/classroom</a> |

We do our best to offer what you need to excel in your career, whether you are in public practice, business and industry or government and nonprofit. SCACPA makes every effort to not change course dates once they are scheduled. However, it is sometimes necessary to be flexible. When this happens, we will send special notifications, so ALWAYS remember to review your latest CPE course confirmation email.

## CREDIT AREA

|    |                               |
|----|-------------------------------|
| AA | Accounting and Auditing       |
| GA | Government                    |
| PE | Personnel and Human Resources |
| SK | Specialized Knowledge         |
| TX | Tax                           |
| VR | Various                       |

 Enrolled Agent

 Yellow Book

 Online



# NEW MEMBERS

WELCOME NEW SCACPA MEMBERS | AUG. 1-NOV. 2, 2020

\*Indicates 100% Membership Firm

## AFFILIATE

Michael T. Fryer  
Smith Sapp Professional  
Association\*  
Myrtle Beach

## CPA CANDIDATE

Cynthia A. Biggar  
Mauldin & Jenkins LLC\*  
Columbia

Catherine C. Blum  
Dixon Hughes Goodman LLP\*  
Greenville

Benjamin D. Bright  
Elliott Davis\*  
Greenville

Matthew L. Cabe  
Mauldin & Jenkins LLC\*  
Columbia

Braydon J. Carnelli  
Elliott Davis\*  
Charleston

Katie N. Carter  
Dixon Hughes Goodman LLP\*  
Charleston

Margaret P. Carter  
Elliott Davis\*  
Columbia

Tiffany L. Cherne  
Elliott Davis\*  
Greenville

Heath K. Derrick  
Schmoyer and Company LLC  
Columbia

Jalynn A. Everett  
Elliott Davis\*  
Columbia

Erin M. Fatheree  
Elliott Davis\*  
Columbia

Jason P. Le  
Smith Sapp Professional  
Association\*  
Myrtle Beach

Maggie H. King  
Elliott Davis\*  
Greenville

Addison R. Kreisher  
McGregor & Company LLP\*  
Barnwell

Christopher Lee  
Elliott Davis\*  
Columbia

Elizabeth J. Lee  
Moore Beuston & Woodham LLP  
CPAs & Consultants\*  
Greenville

Thomas M. Lehman  
Elliott Davis\*  
Greenville

Lindsay Lloyd  
Elliott Davis\*  
Charleston

Deborah B. Murphy  
Dixon Hughes Goodman LLP\*  
Greenville

Jacob M. Oster  
Elliott Davis\*  
Greenville

Ross R. Smith  
Mauldin & Jenkins LLC\*  
Columbia

Madison R. Sprenger  
Elliott Davis\*  
Greenville

David D. Stalvey  
Dixon Hughes Goodman LLP\*  
Charleston

James A. Strickland  
Elliott Davis\*  
Charleston

Rebecca A. Strickland  
Dixon Hughes Goodman LLP\*  
Greenville

Alexandra L. Tampus  
Elliott Davis\*  
Greenville

Maurice S. Walker  
Elliott Davis\*  
Columbia

Paxton L. Wehunt  
Elliott Davis\*  
Greenville

## FELLOW

Cynthia D. Acuff, CPA  
Palmetto GBA  
Columbia

Jonathan E. Barrington, CPA  
Elliott Davis\*  
Greenville

Kelly M. Carter, CPA  
SAFE Federal Credit Union  
Sumter

Taylor M. Cooper, CPA  
Elliott Davis\*  
Columbia

Patrick Cutler, CPA  
Johnson Development  
Spartanburg

Sarah L. Flynn, CPA, MSA  
JJR Development LLC  
Mount Pleasant

Robert Y. Furman, CPA  
Elliott Davis\*  
Greenville

Alexandre Garenne, CPA  
Elliott Davis\*  
Charleston

Brandi A. Gist, CPA  
Orangeburg Consolidated School  
District  
Orangeburg

Kellie C. Gold  
Elliott Davis\*  
Greenville

Donald K. Hendrix, CPA  
GreerWalker LLP  
Greenville

Anne B. Huntley, CPA  
Cherry Bekaert LLP\*  
Greenville

George Jacynycz, CPA  
Daniel Island CPAS  
Daniel Island

Amy C. Jones, CPA  
Suggs Johnson LLC  
Anderson

Sarah F. McKinney  
Elliott Davis\*  
Charleston

A'lexis Morris, CPA  
Elliott Davis\*  
Columbia

Christine E. O'Connor, CPA  
Stokes & Company, CPAs, PC  
Columbus, NC

Kerri L. Pierce, CPA, AEP  
Comporium Communications  
Rock Hill

Thomas P. Self, CPA  
Elliott Davis\*  
Greenville

Faye M. Shaughnessy, CPA  
Elliott Davis\*  
Greenville

Anthony P. Siano, CPA  
DarverKelly LLP  
Greenville

Colleen M. Townsend  
Moore Beuston & Woodham LLP  
CPAs & Consultants\*  
West Columbia

Timothy J. Weeks  
Elliott Davis\*  
Charleston

Kiersten J. Worthy, CPA  
Pickens Contracting Inc.  
Moore

## RETIRED

Matthew M. McKenna III, CPA  
Charleston

## STUDENTS

### THE CITADEL

Christopher F. Baker

### CLEMSON UNIVERSITY

Caroline P. Kirven

James E. Swicegood IV

**COASTAL CAROLINA UNIVERSITY**

Victoria S. Souza

Joshua B. Thomas

**FRANCIS MARION UNIVERSITY**

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## MEMBER NEWS



**Shannon B. Hutson, CPA, (SCACPA Member since 2005)** has joined the tax and consulting practice of **Moore Beauston & Woodham LLP** as a Senior Manager in the Hartsville office.



**Heather E. Jervey (SCACPA Member since 2019)** has joined the tax and consulting practice of **Moore Beauston & Woodham LLP** as a Staff Accountant in the Charleston office.



**Jordan R. Leath (SCACPA Member since 2020)** is participating in the Internship Program of **Moore Beauston & Woodham LLP** in the tax and accounting practice of the West Columbia office.



**Elizabeth J. Lee (SCACPA Member since 2020)** has joined the tax and consulting practice of **Moore Beauston & Woodham LLP** as a Senior Accountant in the Greenville office.



**Justin Phillips, CPA, (SCACPA Member since 2012)** is joining **Stokes & Company CPAs** as an Accounting and Tax Manager.



**Kathy C. Shady (SCACPA Member since 2020)** has joined the accounting and business practice of **Moore Beauston & Woodham LLP** as a Bookkeeper in the West Columbia office.



**David M. Ward, CPA, (SCACPA Member since 2010)** is joining the leadership team of **Bauknight Pietras & Stormer PA** as a partner and will assume strategic and operational responsibilities effective Jan. 1, 2021.

*To be included in an upcoming Member News roundup, please send a description of the achievement and a photo to [communications@scacpa.org](mailto:communications@scacpa.org).*

## CONDOLENCES

### James Gerarde Bond

April 9, 1942-Aug. 29, 2020

**James Gerarde Bond, CPA**, husband of Alice Hamburger Sloan Bond, passed away at age 78. Jim was born in Columbia and received a bachelor's degree at Erskine College in 1964. He earned multiple degrees from the University of South Carolina, including a PhD in 1977. He became a CPA and SCACPA member in 1970, and practiced public accounting prior to becoming a professor of accounting. He retired from Winthrop University in 2002 after 23 years, having served as department chairman.

### Cheryl Hall Thigpen Roether

Oct. 27, 1959-Sept. 11, 2020

**Cheryl Hall Thigpen Roether, CPA**, of Columbia, has passed away at age 60. She was born in Columbus, Georgia, and went on to Converse College, where she earned her bachelor's degree in Accounting. After moving to Columbia, South Carolina, she became the senior auditor at Clarkson, Harden & Gantt, CPA. She became a SCACPA member in 1984, and two years later became a partner of McDowell-Pearman LLC, where she continued her work until 2020. She is survived by her husband, Darrel Lee Roether.

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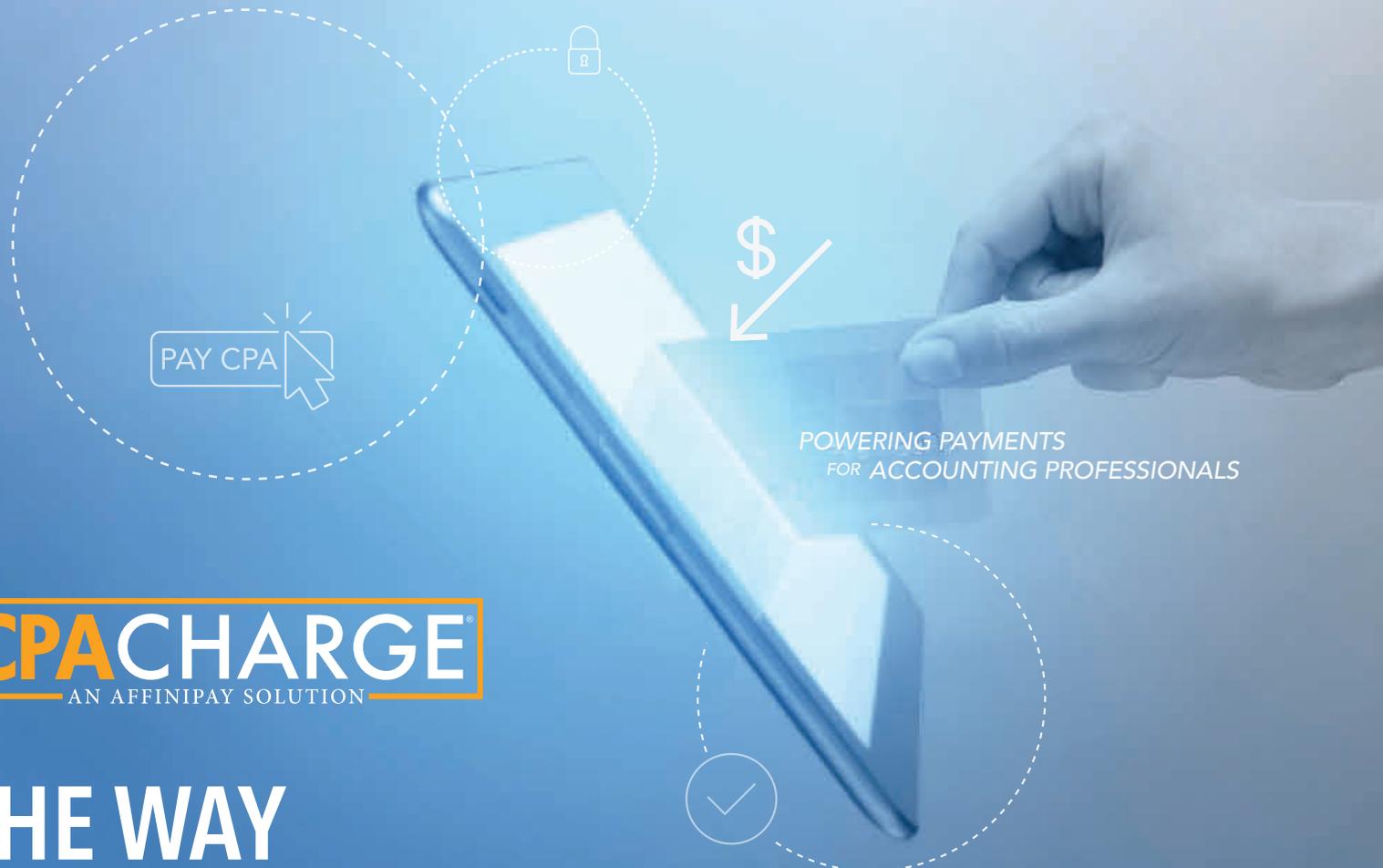
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