



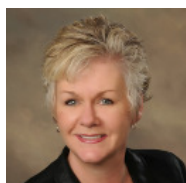
Journal of the CPA Practitioner

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Check us out at:
go.nccpap.org

A MESSAGE FROM THE PRESIDENT



Dear Members,

Ask not what NCCPAP can do for you but what you can do for NCCPAP! A volunteer organization such as ours needs volunteers like you to keep it running. We have many positions available to suit your time and talents. You can get involved on the National or Chapter level.

Our National organization is currently looking for volunteers to participate in our committees. Committees meet face to face at quarterly national meetings and meet via teleconference in between. Whether you can commit to one hour or 100 hours, we have a committee for you.

Audit Committee – Assists NCCPAP's outside auditors in the completion of certified financial statements and tax returns.

By-laws Committee – Responsible for ensuring leadership follows NCCPAP's by-laws and for updating or changing the by-laws as needed.

Chapter Reps Committee – Encourages the exchange of ideas and information among the chapters. Offers ideas for programs and chapter growth. Assists new chapters in formation and growth.

Education Committee – Ensures that our organization is compliant with NASBA requirements for issuance of CPE credits. Assists chapters in planning current, timely, and relevant programs for its members.

Issues Committee – Keeps members informed on current Accounting and Auditing issues. Fosters relationships with the AICPA, State CPA societies and State Boards of Accountancy. Provides speakers to local chapters and affiliated organizations.

Membership Committee – Encourages the growth of the organization. Looks for new benefits to offer our members. Hosts networking meetings in various locations.

Newsletter Committee – Responsible for publishing NCCPAP's newsletter. Committee members solicit articles, write articles and proofread articles.

Nominating Committee – Canvasses the membership for succession planning and presents the slate of Officers and Directors to the Board and to membership.

Public Relations – Responsible for getting information out to the public and to our members. Interacts with the public through television, radio, social media, email, etc.

Scholarship Committee – Provides guidelines for the organization sponsored scholarship to CPA candidates. Is responsible for publicizing the scholarship and for choosing winners.

Strategic Planning Committee – The "Think Tank" of the organization, brainstorming and plans for both long-term and short-term goals.

Tax Committee – Keeps members informed on current tax law updates. Plans our agenda for the annual visit to Capitol Hill. Fosters relationships with IRS, Congress and state and local governments. Provides speakers to Capitol Hill, local chapters, LITPS and affiliated organizations.

Technology Committee – Responsible for NCCPAP's state-of-the-art, interactive website. Currently working on bringing more webinars, webcasts, podcasts to our membership.

Why not join us at our next national conference on October 19, 20 and 21, 2016 in King of Prussia, PA? Meet members from around the country, visit some committee meetings and see what National NCCPAP is all about. We'd love to have you!

Sandy Johnson, CPA
President, NCCPAP
sjohnson@sgjcpa.com

NATIONAL CONFERENCE OF CPA PRACTITIONERS, INC.**22 Jericho Turnpike, Suite 110, Mineola, NY 11501**Interactive site: **go.nccpap.org**E-mail **office@NCCPAP.ORG**Telephone **(516) 333-8282** - Toll-Free **(888) 488-5400**Fax **(516) 333-4099****OFFICERS**

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1996-1998: Herbert Schoenfeld, CPA	1981-1982: Ralph Rehmet, CPA
1995-1996: Theodore Feher, CPA	1980-1981: Clint Romig, CPA*
1993-1995: Mitchell Klein, CPA	(Deceased)*

SMALL FIRM UPDATE

In an effort to keep our members up to date with trends affecting CPAs, NCCPAP has formed numerous alliances with like-minded organizations. We are thrilled with the long-standing relationship we have with the AICPA and specifically with Carl Peterson, VP of Small Firm Interests. Carl has been a presenter at many of our seminars, has hosted our organization at various events and regularly contacts us regarding small firm issues.

On 12/15/16 from 2:00 - 3:00 pm ET, Carl will host a webcast discussing the trends affecting CPAs, the challenges and opportunities practitioners face, as well as best practices being used at successful firms across the country. The webcasts are free and open to ALL. You can contact Carl directly at cpeterson@aicpa.org or 651-252-4618.

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National Conference of CPA Practitioners (NCCPAP)

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NATIONAL QUARTERLY CONFERENCES

FALL - OCTOBER 19-21, 2016

DOUBLETREE PHILADELPHIA-VALLEY FORGE
301 W. DEKALB PIKE, KING OF PRUSSIA, PA
1-800-879-8372

RESERVATIONS MUST BE MADE PRIOR TO
SEPTEMBER 29, 2016

AFTER WHICH THE BLOCK OF ROOMS WILL BE RELEASED.
NCCPAP CONFERENCE RATES: \$129 DOUBLE: QUEEN/QUEEN

WINTER - JANUARY 4-6, 2017

DOUBLETREE BY HILTON
4431 PGA BLVD., PALM BEACH GARDENS, FL 33410
561-622-2260

RESERVATIONS MUST BE MADE PRIOR TO
DECEMBER 12, 2016

NCCPAP CONFERENCE RATES: \$119.00

SPRING - MAY 10-12, 2017

HYATT REGENCY - BETHESDA, MD

SUMMER - AUGUST 2-4, 2017

FALL - OCTOBER 25-27, 2017

WINTER - JANUARY 3-5, 2018

THE LONG ISLAND TAX PROFESSIONALS SYMPOSIUM **PRESENTED BY THE NASSAU SUFFOLK CHAPTER OF NCCPAP** **AND THE INTERNAL REVENUE SERVICE**

How do you make something that is old, new again? Interesting question but this time I am NOT talking about myself – I AM talking about the Long Island Tax Professionals Symposium (affectionately referred to as the LITPS)! This year marks the 14th anniversary of the Symposium originally chaired by Ross Kass with the incredible support of Karen Giunta, Harold Ogulnick and Scott Sanders. Due to their fantastic support and dedication to the profession these same individuals CONTINUE to devote an enormous amount of time and effort supporting me in producing the symposium. In addition to these core individuals (known to us as the CORE FOUR – sorry NY Yankee fans but these four individuals are far more valuable than your core four) there is an Executive Committee consisting of the following people: Robert Barnett, Robert Brown, Edward Caine, Kathy Casey, Ruthanne Corazzini, Susan Gallo, Ken Hauptman, Donald Ingram, Carol Markman, Andrea Parness, Mark Rosman, Michael Rubinstein, Gary Sanders, Paula Sheppard, Stephen Sternlieb and Barry Zalk.

So, what have we done for you this year? That is the FIRST question that the Executive Committee of the LITPS asks itself at the start of each new event. After we determine what problems we encountered in the previous event and determine what core changes need to be made so as not repeat any problems, we always ask: what can we do differently and better than the previous year? One of the many issues that is critical in creating a successful symposium is to please the vendors and sponsors to assure that they return for a new event. Without their strong continued support and sponsorships, the cost of the symposium would not be acceptable to anyone. As such, we need to be sure that the vendors are satisfied. With the vast need to meet this goal, we have decided to reduce the educational time of the symposium by about 50 minutes each day of the event. This 50 minutes has been spread throughout affording the vendors the ability to spend more time with YOU! This change only affects the number of credits being offered over the three days of the symposium by just ONE CREDIT. Making the total CPE at 29 instead of 30! However, it is important to note that for those participants who purchase a 3-day pass to the symposium, they will ALSO be entitled to ONE FREE EVENING CHAPTER MEETING where you can earn another 2 credits. Therefore, for the same price as the past several years, you can earn a total of 31 CPE credits – actually a totally of ONE MORE than recent prior years!!!

What else have we done to improve the symposium? We are fortunate enough to get Jim Bourke to be one

of our keynote speakers. Jim will speak on Wednesday morning with one of the IRS's Taxpayer Advocates. You will definitely enjoy hearing BOTH of these speakers. Unfortunately, as you know all too well, the symposium will be missing one of its truly premier speakers and colleagues, Bob Katz. Our deepest condolences go out to Barbara, children and grandchildren. Bob's son, Neil, who has graciously been a speaker for us for many years, will continue to present the program that he and Bob used to present together. Neil has clearly evolved into a fantastic speaker and we are fortunate to have him return this year! Beanna Whitlock has also consented to return and we are truly grateful for her dedication. Beanna stated that she enjoys the Symposium participants so much, that she just had to return for another year.

We are once again able to maintain the same costs as in the past several years. The Executive Committee and I truly understand the fee pressures that we are all under, and as a result, have agreed to hold the cost to the same amount as the past several years! Crest Hollow has also been very supportive of our desire to hold cost increases to a minimum.

Once again, we ask for your support by donating non-perishable food and paper goods for local Long Island charities by bringing them to the Symposium. We will provide more details as we get closer to the event. YES, I know that November is almost here! You may already know that the LITPS Executive Committee has created a new charity solely for the benefit of other Long Island Charities. The name of the charity is the LITPS NCCPAP Development Appeal Fund – A.K.A. The LINDA Fund. The Fund was developed in memory of John Giunta and Linda Goldfarb. It is with great pleasure that we are able to announce that 100% of all donations to the LINDA Fund are used for charitable purposes. At the symposium this November, we will be making several monetary donations including one in memory of Bob Katz.

The registration booklet and on-line registration will be available at the end of September. We look forward to seeing you in November. If you have any questions in the meantime please do not hesitate to call me at 516-542-6300.

This article was submitted by: Robert L. Goldfarb, CPA, CGMA, CFE, CFP Chair, Long Island Tax Professionals Symposium

PROPOSED 385 REGULATIONS: NOT JUST FOREIGN TO US

On April 4, 2016 the Treasury and the IRS released proposed regulations (Reg-108060-15) under section 385 for when certain related party interest are to be treated, in whole or in part, as stock or debt. The nature of the proposed regulations was to address, the Treasury Department's stated concerns regarding earnings stripping and inversion transactions. The proposed regulations allow the IRS great latitude in their ability to re-characterize related-party indebtedness as equity. The broad reach of the proposed regulations go much further than to focus on the Treasury Department's stated concerns however. The broad application of the regulations to related-party indebtedness has no regard as to whether these are foreign or domestic companies. Yes! Foreign (whether inverted, or not) or Domestic companies. The proposed regulations as structured apply broadly to domestic-to-foreign, foreign-to-foreign, and domestic-to-domestic transactions between related parties. It should be noted that most of the regulations apply after the final regulations are passed however some of the regulations apply sooner.

The regulations do not apply to members of a consolidated group on the theory that the interest income and interest expense offset in consolidation.

The proposed regulations would: (i) allow the IRS to bifurcate debt instruments into part debt and part equity; (ii) establish extensive threshold documentation requirements in order for certain related-party debt to be respected as debt for federal tax purposes; and (iii) automatically re-characterize certain related-party debt as equity.

The proposed section 385 regulations apply an 80 percent threshold by either vote, or value for determining what "expanded group members" are. The definition of an "expanded group members" is broadened over the definition of an "affiliated group" in section 1504.

The expanded group includes S corporations, tax exempt corporations, and foreign corporations. They are also corporations held indirectly through partnerships. There is a 50% threshold for purposes of the bifurcation rules.

The documentation requirements mentioned above are mandatory, but are not by themselves enough to substantiate indebtedness treatment.

Here are some basic elements of what is required. There must be a reasonable expectation of repayment and you must look at the creditors' rights to enforce what is a legally binding obligation in an arms-length transaction. The proposed 385 regulations describe when documentation must occur and also have provided some limitations documentation requirements.

The documentation rules apply if the stock of the expanded group is publicly traded; if the expanded group's financial statements with total assets exceed \$100 million; or if the expanded group's financial statements show total revenue that exceeds \$50 million.

It should be noted that the proposed section 385 regulations include certain exceptions such as a threshold exception whereby if the aggregate issue of expanded group debt does not exceed 50 million dollars; E&P limitations, etc...

The proposed regulations create much concern over potential loss of interest deductions; treaty regulations regarding proper withholding on dividends compared to interest; potential loss of S Corporation status on a second class of stock issue; onerous administrative burdens regarding the potential each and every intercompany transaction; Financial statement reporting and disclosure issue; interpretation on the part of the IRS as to the classification of debt vs equity, etc..

What may not appear to be a concern for some right now really should be in light of what the final regulations may read?

This article was submitted by: Scott M. Cheslowitz, CPA of Rothenberg & Peters, PLLC. He can be reached at 516-773-3200 or scott.cheslowitz@rothenbergpeters.com.

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Etta Gelbien

N/S NCCPAP

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Bio

I am currently the Administrator for both the Nassau/Suffolk Chapter of NCCPAP and of the Educational Foundation of N/S NCCPAP.

Our Dale Carnegie course taught me to tell you something that you don't know about me, so I have a cat. His name is Tov. In Hebrew that means good.


Come and talk to me at the registration table and tell me something about yourself.

Import From LinkedIn

Import Your Info
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Education

Nassau Community College
 Garden City, New York
 A.A.S., 1999
 Liberal Arts
 1979 To 1999

+ Add
 

Job History


Nassau/Suffolk Chapter of NCCPAP - Educational Foundation of N/S NCCPAP
 Office Administrator
 Mineola, NY
 May 2004 - present
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Professional Associations

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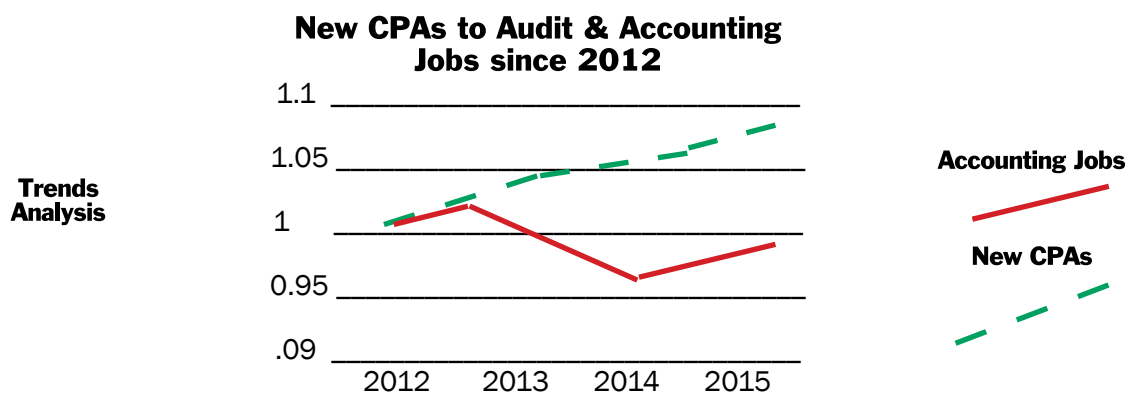
A SHORTAGE OF NEW CPAS: COMPARING STATE WORKFORCE DATA TO CPA EXAMINATION STATISTICS

Abstract

Data and surveys suggest that there is a shortage of qualified accounting professionals and new CPAs. By comparing Bureau of Labor Statistics' (BLS) work force data to National Association of State Board of Accountancy's (NASBA) CPA examination pass rates, states with the biggest deficits of CPAs to accountants are identified, and two areas of possible policy reform are briefly discussed.

According to the 2015 ManpowerGroup Survey of hiring managers, accounting and finance positions are among the hardest positions to fill with qualified workers (Manpowergroup 2015). Similarly, within the public accounting profession, finding and retaining qualified staff consistently ranks as one of the most pressing issues faced by CPA firms (Staffing Issues 2015). However, as Table 1 shows, while demand for accounting professionals in both public practice and private firms is rising, the supply of new certified public accountants (CPAs) in the U.S. remains flat. If this trend continues it may negatively affect the quality and reputation of the accounting profession. According to Ken Bishop (2015), NASBA CEO and President, the profession needs a wake-up call about the effects of the CPA shortage on the future of the profession and the economy.

Table 1 – New CPAs to Audit and Accounting Jobs since 2012



Since policies and issues related to CPA examination requirements vary across states, it may be a worthy endeavor to compare Bureau of Labor Statistics' (BLS) work force data to National Association of State Board of Accountancy's (NASBA) CPA examination pass rate statistics by state, in order to identify states which are most successful in replenishing CPAs and, alternatively, those states in most need of some type of policy relief.

In the United States (excluding Washington D.C. and territories) there are currently about 1,196,415 individuals working as accountants and/or auditors. The BLS identifies accountants and auditors as individuals who prepare and examine financial records, ensure that financial records and taxes paid are accurate, and/or assess the financial operations of organizations. Not all accountants and auditors need be CPA's, but being a CPA provides the structure and oversight, which allows individuals to showcase their financial expertise and continue their education. It is likely that there will be negative effects on the economy if the number of accountants and auditors continues to outpace the number of new CPAs.

In the United States (excluding Washington D.C. and territories) there are currently about 25,491 individuals who become CPAs each year. As shown in Table 1, this statistic has remained relatively flat over the last four years, even as the number of accounting students has increased (Accounting enrollments 2015). Table 2 shows state-by-state data on the total number of accountants and auditors to new CPAs. In Table 2 states are ordered by the percentage of "new CPAs" to "total accounting and auditor jobs" (Column 5), where the states at the top of the table (Alabama and Rhode Island) appear to have the biggest deficit of new CPAs to accountants and states at the bottom Table 2 have the lowest deficits (Alaska and New Hampshire). While it is difficult to know the optimal percentage of new CPAs to accountants, comparing states to each other provides some relative evidence on which states are likely contributing the most to the overall CPA shortage. It is probably safe to say that almost all states, but especially those in the top half of Table 2, need to take action soon to increase the supply of CPAs.

Table 2 – Accountants and Auditors to New CPAs by State

Area name	Population 2015	Accountants & Auditors	New CPAs	New CPAs to Accountants	CPA Exam Pass Rates
Alabama	4,779,736	14,465	88	0.61%	46.5%
Rhode Island	1,052,567	4,265	36	0.83%	47.9%
South Dakota	814,180	4,235	41	0.97%	55.3%
Kansas	2,853,118	11,435	113	0.99%	52.6%
Wyoming	563,626	1,810	18	0.99%	40.3%
Florida	18,801,310	74,090	826	1.11%	53.0%
Oklahoma	3,751,351	14,810	168	1.13%	48.1%
West Virginia	1,852,994	4,235	48	1.13%	39.5%
Nebraska	1,826,341	8,865	104	1.17%	55.8%
South Carolina	4,625,364	14,170	173	1.22%	53.6%
Mississippi	2,967,297	5,295	68	1.28%	38.2%
Nevada	2,700,551	7,705	99	1.28%	50.4%
Arizona	6,392,017	9,425	270	1.39%	53.7%
Hawaii	1,360,301	4,775	69	1.45%	39.9%
Pennsylvania	12,702,379	54,730	857	1.56%	49.2%
Maryland	5,773,552	26,615	421	1.58%	44.7%
New Mexico	2,059,179	6,465	103	1.59%	44.4%
Texas	25,145,561	111,795	1,822	1.63%	53.2%
New Jersey	8,791,894	36,815	644	1.75%	42.2%
Utah	2,763,885	10,175	190	1.86%	63.9%
Louisiana	4,533,372	11,775	222	1.89%	47.3%
Indiana	6,483,802	20,350	388	1.90%	49.8%
Ohio	11,536,504	39,210	767	1.95%	51.1%
Colorado	5,029,196	32,865	646	1.96%	51.8%
Kentucky	4,339,367	11,410	227	1.99%	47.8%
North Carolina	9,535,483	30,280	605	2.00%	55.5%
North Dakota	672,591	3,750	75	2.00%	52.5%
Oregon	3,831,074	11,440	230	2.01%	55.4%
Minnesota	5,303,925	25,520	520	2.04%	54.3%
Delaware	897,934	5,140	106	2.05%	41.6%
Missouri	5,988,927	22,815	476	2.08%	58.3%
California	37,253,956	144,390	3,026	2.10%	46.1%
Connecticut	3,574,097	15,240	322	2.11%	49.0%
Arkansas	2,915,918	5,725	122	2.12%	44.8%
Iowa	3,046,355	9,665	219	2.27%	54.7%
Idaho	1,567,582	3,680	85	2.31%	47.7%
Wisconsin	5,686,986	19,555	458	2.34%	59.7%
Michigan	9,883,640	27,160	641	2.36%	55.6%
Virginia	8,001,024	39,480	963	2.44%	51.9%
Georgia	9,687,653	36,770	904	2.46%	52.5%
Massachusetts	6,547,629	35,680	890	2.49%	54.5%
Tennessee	6,346,105	17,750	461	2.60%	51.6%
New York	19,378,102	99,770	2,769	2.78%	49.1%
Washington	6,724,540	25,465	767	3.01%	49.9%
Illinois	12,830,632	48,360	1,601	3.31%	53.1%
Vermont	625,741	2,835	141	4.96%	46.0%
Montana	989,415	3,040	213	6.99%	43.5%
Maine	1,328,361	4,310	303	7.03%	45.8%
Alaska	710,231	2,360	331	14.03%	42.5%
New Hampshire	1,316,470	4,450	867	19.47%	42.8%
Total	308,143,815	1,196,415	25,491	2.13%	49.5%

In addition to the number of accountants and auditors to new CPAs in Column 5, CPA examination pass rates are shown in Column 6. CPA examination pass rates vary greatly from a high of 63.9% in Utah, to a low of 38.2% in Mississippi. Hence, there are at least three approaches to address the new CPA shortage in the high deficit states, more people sitting for the CPA examination while pass rates remain stable, people sitting for the examination remains stable while pass rates increase, or both more sitting and higher pass rates. The data suggest that different approaches may be more efficient in certain high deficit states than others. For instance, in South Dakota and Kansas, pass rates are well above average, so stakeholders should discuss ways to move more people through their pipelines. However, pass rates for West Virginia and Mississippi are well below average, so adding more people to their pipeline would likely have very small returns. States with low pass rates should first focus on the quality of their accounting education programs and making sure that the most capable accounting graduates are sitting for the CPA examination.

While there is no shortage of ideas and theories on ways to improve CPA examination performance, there at least two complex educational related issues that I think should be considered further by stakeholders; the interactional effects of the 150 hour rule and undergraduate scholarship restrictions on student choices, and the lack of qualified accounting faculty at universities.

While empirical evidence on the topic is scant, as an academic advisor I have noticed that many of our best accounting students double major in order to gain as many hours as possible (toward 150) as undergraduate students. The main reason is that many state sponsored scholarships, grants, and loans only cover undergraduate classes, hence dual undergraduate degrees are fully covered financially. This fact has at least three negative consequences on the accounting profession. First, some of our best students no longer identify as strictly accounting majors and may be tempted to leave the occupation and lean toward their other major. Second, many students do not seek a masters degree in accounting since it is not covered financially by the scholarships and grants. Master level classes often cover the CPA examination topics in greater detail. Lastly, many traditional accounting students only become aware of (or concerned with) the financial issues related to the 150 hours when they get close to graduating with their bachelor degree. At this point many just decide to go to work and put the 150-hour plan on hold.

Many states are trying to remedy some of these problems by allowing students to take the CPA examination after 120 hours (Closing the gap 2015), but it is unclear what effect this change will have on accounting students' choices. In addition many universities are offering dual undergraduate and graduate degrees, where students can delay graduating and take more accounting classes while still covered under scholarships. However, often these dual degree programs clash with other universities policies and objectives. For instance, universities may have limits on how many graduate classes a person without an official bachelor's degree can take.

Another complex issue facing accounting education is the accounting PhD shortage and the emphasis placed on complex empirical research (instead of practice and service) at most AACSB accredited universities. To keep their accreditation, accounting programs have to attract and retain a certain percentage of faculty with accounting PhDs (the exact percentage differs across programs depending on the classification and strategy of the university). It is well documented that there are not enough accounting PhDs to fill all the open positions at universities (A PhD for me 2015). Smaller accounting programs often suffer as they spend more time and money attracting and retaining qualified PhD faculty. In addition, many new PhD's have to focus much of their attention on learning complex math models, computer programming, and technical writing, as opposed to teaching, accounting practice, mentoring, and continuing accounting education. Faculty members without a PhD (usually having more accounting work experience) are often overworked, underpaid, and have less time to interact with students.

In many ways, this current accreditation model of accounting education is likely not the most efficient model for closing the CPA shortage and leading students toward a successful CPA career. There has been some relief in this area as the AACSB has allowed for more faculty members to be "qualified" for accreditation purposes based on professional practice (Deploying Professionally Qualified Faculty 2016). However, it is likely that policy makers and stakeholders need to continue their work toward moderately rebalancing the priorities of accounting educators from expanding knowledge (research) to strengthening the future of the profession (teaching and service). Since the "research first" culture has been in place for sometime now, it is likely that continued change will need to come from stakeholders and policymakers working with accreditation bodies.

In summary, the shortage of new CPAs coupled with the growing accounting profession will likely have a negative effect on the economy. Some states seem to be more adept than others at producing new CPAs. However, there is likely room for improvement across the board. I discussed two areas for possible educational improvement here, but I encourage all CPAs to get involved in idea generation and activism toward helping to reduce the CPA shortage.

Resources

A Ph.D. for me? Really? . (n.d.). Retrieved June 20, 2016, from <http://www.aicpa.org/InterestAreas/YoungCPANetwork/Resources/Career/Pages/accounting-doctorate.aspx>

Accounting Enrollments Continue Upward Trend, Reach All-Time High." (8/11/2015). TSCPA. Retrieved from <http://bit.ly/1QJWzbt> on 8/25/2015.

Bishop, Ken. (2015, September). President's Memo: "I Am Concerned." Retrieved from <http://bit.ly/107b0re> on 6/20/16.

Closing the gap: How to meet the 150 hour requirement. (n.d.). Retrieved June 20, 2016, from <https://www.thiswaytocpa.com/education/>

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Deploying Professionally Qualified Faculty. (n.d.). Retrieved June 20, 2016, from <http://www.aacsb.edu/~media/AACSB/Publications/white-papers/wp-deploying-pq-faculty.ashx>

ManpowerGroup 2015 Talent Shortage Survey. (n.d.). Retrieved June 20, 2016, from <http://manpowergroup.com/talentshortage>.

Staffing issues surge to forefront of accounting firm concerns. (2015). Retrieved June 20, 2016, from <http://www.journalofaccountancy.com/news/2015/jun/accounting-firm-issues-201512451.html>

This article was submitted by: Brian K. Laird - Arkansas State University - College of Business. He can be reached at: blaird@astate.edu - (870) 926-6272 Last Updated 8/25/2016

THE BIGGEST MYTH ABOUT MILLENNIALS

The average age of an American small business owner is about 52 years old. That's me. And we all have challenges: taxes, getting leads, financing, accounting, operations. But the biggest issue that we're facing in 2016, and probably 2017? It's people — where to find them, and how to keep them motivated, productive and (most importantly) profitable! When we talk people, we have to talk Millennials. These are the people who are between 18-34 years old. Why Millennials? Because they currently comprise about half of the U.S. workforce. And the number is expected to rise over the next few years.

Unfortunately, there seems to be a huge myth about this generation. A lot of those in my generation think that the Millennial generation are slackers or too entitled. We see them on TV protesting against the one-percenters. Many speak loudly for better education, healthcare and other entitlements. But I say, no, fellow Gen-Xers and Baby Boomers, the Millennials don't work less than us. They just work smarter.

And they work to live. They don't live to work. According to many polls, a majority of Millennials would prefer more flexible working arrangements in lieu of a higher salary. To them, it's not about the money. This generation wants more balance. They want paid time off. They want the flexibility to be with their families and still fully contribute to their employers. They desire to be more entrepreneurial, but many are held back by overwhelming student debt and other costs. Of course they value their jobs and take personal responsibility for their professions. But they're smarter and more college educated than any generation before them. Which means they can appreciate how precious life is, how little time we have and how important it is to balance that time between making a living and just living.

So how does a business owner or manager respond? Not by complaining. Not by harping on the "good old days" when you used to work 18 hours for a penny. No one wants to hear that.

Instead, you must respond. You need to have competitive paid time off policies. You need to have a strong work from home or remote employee policy. You need to invest in technology — cloud apps, mobile devices, security, etc. — that will enable your Millennial employees to be mobile and work from anywhere, anytime. You need to tear up apart the old employee manual and update it for LGBT, pregnancies, workplace bullying and wellness programs. You need to stay ahead of the laws so that you're proactive in offering the best healthcare, minimum wage and benefits as possible. And you need to do all of this while maintaining control of your overhead and remaining competitive. Not an easy task. But if and when you find that balance you'll reap the words: a happy, productive workforce who will contribute to increasing profits and value for your company.

You can fight the change. Or you can adapt. A new workforce is upon us. And the smartest executives realize that and are changing along with them.

"This article is reprinted with the written permission of Gene Marks. The article was originally as a link on Accounting Today, http://cdn.accountingtoday.com/pdfs/Influencer_Brief_citrix-millennial_myths-052016.pdf"
Gene Marks is a columnist, author, and small business owner. He writes daily for The New York Times newspaper and weekly for Forbes magazine, The Huffington Post website, Inc. magazine, and several more publications. Gene's passion is to help business owners, executives and managers understand the political, economic and technological trends that will affect their companies so they can make profitable decisions.
<http://genemarks.com/> <https://twitter.com/genemarks> <https://www.facebook.com/geneQBW?fref=ts>

HOW TO BE A RAINMAKER

Rain-maker – An executive with exceptional ability to attract clients.

Many people believe that rainmakers have special talents. In some cases that may be true but the skills needed to be a rainmaker are easily learned.

Step 1 – Write a Marketing Plan

The marketing plan is a well-defined roadmap that will help you set goals and provide focus and accountability. The marketing plan will answer who, what, when, where and how.

- Who is my target market? Be specific. Define age, income level, industry...
- What services will I provide? Tax, auditing, business consulting...Estates, trusts, nonprofits, businesses, individuals...
- When should I market my business? 12 months per year!
- Where shall I network? Where will I advertise? Where will I get published?
- How will I get my name out to the public?

Step 2 – Know Your Competition

How better to evaluate your success than comparing yourself to the competition?

- Locate your competition by expertise and/or geographic area
- Determine what sets you apart from your competition and be prepared to exploit that difference
- Which of your competitors is more successful than you? Why? What are they doing that you are not? Learn from them.
- Form relationships with your competition. Often competitors can become referral sources.

Step 3 – Create Your Image

First impressions are important. Be sure your image reflects who you are and who you want to attract.

- Dress for success
- Get involved with the right organizations
- Have the proper credentials
- Evaluate the look and location of your business

Step 4 – Set Yourself Apart as an Expert

People will flock to you if they see you as an expert in your field.

- Lecture
- Teach a class or seminar
- Write an article or book
- Get quoted

Step 5 – Develop an Internet Presence

- Create a website
- Participate in social media
- Write a blog
- Post your newsletter
- Communicate with your clients, colleagues, vendors and prospects through regular email blasts

Step 6 – Network, Network, Network

First and foremost, remember that networking is more than exchanging business cards. Effective networking is building relationships and following through on leads, contacts and meetings.

- Research the meeting you plan to attend. Will the right people be in attendance? Who do you want to speak to?
- Don't monopolize anyone's time
- Focus on the person you're speaking with. Don't scan the room for your next target.
- Be generous. Be willing to give a lead before getting one.
- Follow up within 24 hours

Step 7 – Track Your Results

Remember your time is valuable. If you do not track results, you won't know what is working and you'll be wasting your time.

- Create a referral file
- Ask every person who calls, "How did you hear about us?"
- Don't waste your time on meetings, people, advertising, etc. that do not bring in results

Finally...

- Be consistent
- Learn from others
- Update your marketing plan periodically
- Be held accountable
- Market 365 days a year
- Market everywhere you go
- Make marketing a way of life
- Have fun!

This article was submitted by : Sandra G. Johnson, CPA, President of NCCPAP. You can reach Sandy at: (631) 271-8000 x. 208 or email her at: sjohnson@islandtax.com.

NEWS FROM WESTCHESTER/ROCKLAND CHAPTER

The Westchester/Rockland Chapter is actively looking to round out our incoming board this fall. Currently the chapter is looking to fill our Program Chair and Secretary positions. Volunteers can contact Mark Stewart at mstewart@feldsteinandstewart.com or call 845-634-4674. A position on the board means you have a direct input into the content of our CPE seminars and in the planning of our meetings with taxing authorities. New board members will be mentored by current and outgoing board members. Therefore, you will be eased into the process, so do not be afraid to volunteer!

Please make note that, for all of our fall meetings through the end of 2016, we will be back in the Doubletree Hotel in Tarrytown, NY. We extend a thank you to our partners at M&T Bank for being our gracious hosts for our monthly breakfast meetings during this year. We plan to be back at the M&T Bank Center in Tarrytown, NY once monthly breakfast meetings resume in January 2017. We have to move back to the hotel for the fall events as the M&T Bank Center does not have the space for larger meetings.

Finally, in the fall Sandy Zinman and Al Heffes will be stepping down as chapter President and Treasurer, respectively. Sandy and Al have been tireless workers and advocates for our chapter for many years. On behalf of all the members of the Westchester/Rockland Chapter, we extend a sincere thank you.



CALENDAR OF EVENTS 2016

Register now @ go.nccpap.org

All our events are subject to change
for up to date information please visit the website at:
<http://go.nccpap.org/events/calendar>

DELAWARE VALLEY, PA

Contact: Joseph Lowe, CPA - (610) 489-8007

Tuesday, December 13, 2016 - 5:30 PM - 8:00 PM

Election Update - 2 CPE/TAX

@ Peppers Italian Restaurant - King of Prussia, PA

FLORIDA

Contact: Lynne Marcus, CPA (561) 806-6299

Thursday, September 22 - 8:00 AM - 10:00 AM

Offer in Compromise - 2 CPE/TAX

@ The Egg & I, Boynton Beach, FL

Thursday, November 3 - **SAVE THE DATE** for Evening Meeting

Thursday, December 8 - **SAVE THE DATE** for Morning Meeting

LONG ISLAND EAST

Contact: Jim Diapoulos, CPA - (631) 547-1040

Wednesday, September 21 - 8:00 AM - 12:30 PM

A&A Updates, SSARS21 & Rules on Plain Paper Reporting - 4 CPE/A&A

@ Hotel Indigo East End - Riverhead, NY

Tuesday, October 18 - 5:30 PM - 8:00 PM

Payroll & Affordable Care Updates - 2 CPE/TAX

@ Hotel Indigo East End - Riverhead, NY

NASSAU/SUFFOLK

Contact: Chapter Office (516) 997-9500

Chapter Meetings: Registration/Dinner/Networking - 5:30 PM; Seminar - 6:30 PM

Location: The Woodlands @ Woodbury, 1 Southwoods Road, Woodbury, NY 11797 (In the Town of Oyster Bay Golf Course)

Map Meetings: On Parade Diner, 7980 Jericho Tpke, Woodbury, N.Y.

Wednesday, September 28 - 7:45 AM - 10:00 AM

Planning for the Elder Client - Checklist - 2 CPE/MAP

@ On Parade Diner - Woodbury, NY

Thursday, October 6 - 5:30 PM - 8:30 PM

IRS Practice and Procedures... - 2 CPE/TAX

@ The Woodlands @ Woodbury, NY

Wednesday, October 26 - 7:45 AM - 10:00 AM

Planning for College - How to Help - 2 CPE/MAP

@ On Parade Diner - Woodbury, NY

Thursday, November 3 - 7:45 AM - 10:00 AM

Understanding Lease Terms and How to Negotiate a Lease - (Rescheduled from July 27) - 2 CPE/MAP

@ On Parade Diner - Woodbury, NY

November 16-18 - All Day

2016 Long Island Tax Professionals Symposium
@ Crest Hollow Country Club

Wednesday, December 7, 5:30 PM - 8:30 PM

ACA Update - 2 CPE/TAX

@ The Woodlands @ Woodbury, NY

Wednesday, December 14, 7:45 AM - 10:00 AM

New Rules for 2016 1099s & W-2s, Due Date Changes to 1/31/17 - 2 CPE/MAP

@ On Parade Diner - Woodbury, NY

WESTCHESTER/ROCKLAND

Contact: Mark Stewart, CPA 845-634-4674

Tuesday, October 11 - 8:45 AM - 1:00 PM

Compilation and Review Update - 4 CPE/A&A

@ Doubletree Hotel - Tarrytown, NY

Friday, November 4, 2016 8:45 PM - 5:00 PM

Business Tax 2016 Update - 8 CPE/TAX

@ Doubletree Hotel - Tarrytown, NY

Tuesday, December 6, 2016 - 8:45 AM - 5:00 PM

Individual Tax Update - 8 CPE/TAX

@ Doubletree Hotel - Tarrytown, NY

Tuesday, December 20, 2016 - 8:45 AM - 5:00 PM

Tri-State Tax Update - 8 CPE/TAX

@ Doubletree Hotel - Tarrytown, NY

**Please check go.nccpap.org
for the schedules for
the
Central New Jersey,
Northern New Jersey,
New York City
and
Massachusetts chapters**



SAVE THE DATE

**2016
LITPS**

NOVEMBER 16, 17, 18



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Firm Information

Name: _____

Contact Person: _____

Is the firm required to have a peer review? YES/NO

Referred by: _____

Mailing Address: _____

Physical Address (if Different): _____

Email address: _____

Phone number: _____

Fax #: _____

Website: _____

CPA Owner/Partner/Shareholder – Entitled to Vote

Name: _____

Email Address: _____

CPA License #: _____ State: _____

PTIN #: _____

First Individual – non-CPA firm – No Voting rights

Name: _____

Email Address: _____

PTIN #: _____

Other Owner/Staff Member - No Voting rights

Name: _____

Email Address: _____

CPA License #: _____ State: _____

PTIN #: _____

Please list other owners(s)/staff member(s) on separate page

Each member firm shall subscribe to and agree to be bound by the NCCPAP by-laws and all amendments thereto which can be found on our website

Dues Schedule (includes \$195/base charge)

- | | |
|--|-------|
| • CPA owner - designated as the individual entitled to vote | \$270 |
| • Non CPA firm - First Individual - no voting rights | \$270 |
| • Each additional owner(s) or staff member(s) - no voting rights | \$ 75 |
| • Maximum dues for any firm | \$870 |
| • Retired CPA - no voting rights | \$135 |

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- **FTD 1-800-SEND-FTD** - 15% savings.
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- **Liberty Mutual** - NCCPAP Members (client #1984) are eligible to receive preferred rates with discounts of up to 10% Auto & 5% Home. Contact Marisa Gore at 800-599-0647 x52683 or email her at [marisa.gore@libertymutual.com](mailto:marisa.gore@libertymutual.com) for more information.
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