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# 2013 GEORGIA TAX FORUM - SAVANNAH

**December 5-6, 2013**

**Coastal Georgia Center, Savannah**

**Event Code: 13060**

Arthur Auerbach, CPA, CGMA, kicks off the Forum with the Tax Update: Current Developments Affecting Individuals and Business. This year's Forum features a half-day Tax, Legal and Business Update on the Affordable Care Act, giving attendees a well-rounded perspective led by accounting and business professionals. Attend the Professional Legislative Issues Update led by The Georgia Society of CPAs CEO, Boyd Search, MBA, CAE, to stay current on important issues affecting the accounting profession today.

## FEATURED SPEAKERS

- Hon. Charles Beaudrot, Jr., Chief Judge, Georgia Tax Tribunal
- Douglas MacGinnitie, Esq., Georgia Department of Revenue Commissioner
- Richard Litwin, Esq.
- Arthur Auerbach, CPA, CGMA

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# Looking and Moving Ahead

*CEO Boyd E. Search, MBA, CAE*



The holidays are upon us, although judging from store shelves they have been upon us for the last several months. It's a time when many of us take a glance in the rearview mirror with, hopefully, some appreciation for what we accomplished or maybe even what we simply survived. We'll

be busy with the day-to-day of the holidays, and enjoying friends and family (okay...maybe sometimes it's simply tolerating). And we will also look forward to what's ahead.

For the profession, being that it's an odd numbered year, it means completing CPE requirements and renewing CPA licenses. For many it means client, employer, or personal tax planning. It means year-end and New Year preparations of all kinds.

For GSCPA, looking ahead to 2014 brings several things into view. As I've discussed in this very column earlier this year, our offices are moving (see story on page 8). Come March you'll have a new place to gather together and engage in your profession. But it also provides resources that mean you don't have to actually come to GSCPA offices to have a first rate experience in CPE or volunteering in leadership roles.

The New Year will also bring a fresh look for GSCPA. We are in the midst of developing a new logo with new colors. I can't tease you with images of some of the ideas we've generated to replace the man holding the globe, but I can tell you the major themes driving the design are Georgia, CPAs, diversity of the profession, and strength in numbers. We're looking forward to another very active legislative session. Tax reform will be debated hotly at the state house,

and GSCPA members will be playing a key role in trying to keep that debate level-headed. This past summer the Board appointed a Tax Reform Task Force charged with studying the tax reform debate and some of the ideas that are being floated and providing a nonpartisan no-nonsense look at it all. Chaired ably by Bill Harshman, the group will undoubtedly be a strong voice for the profession in the coming year.

The 2014 legislative session also means continued efforts to provide the Georgia State Board of Accountancy a more secure foundation on which to conduct its business, and House Bill 291 does exactly that. With Representatives (and GSCPA members) David Knight (lead sponsor), John Carson, David Wilkerson, and Howard Mosby leading the way, there's no question we have the right guidance and leadership at the state house.

There are no shortage of issues that the profession will face in the coming years, but one that you will see more attention given to by GSCPA is the notion of "competency versus compliance" as it relates to CPE. The way we learn is changing, drastically, and CPE standards will need to change to allow the profession to leverage those changes. If you haven't yet, spend some time looking at what Sal Khan has created in the Khan Academy – [www.khanacademy.org](http://www.khanacademy.org). Khan Academy does not specifically provide CPE, but they're changing the way knowledge is transferred and the value proposition that education has traditionally carried.

But it's the holidays and as a profession we have so much to be thankful for. These weightier issues can take a back seat while we all take some time to rest, reflect, and prepare. I wish for nothing but the most blessed of holidays and a very happy new year to each of you.



# FOR SEEING

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# Halfway There

*Chair Darrell J. Thaw, CPA*



It's hard to believe, but as you read this article we are halfway to the finish line on my voyage as chair of GSCPA. It has truly been exciting to meet and hear from so many of our members from around the state at various chapter meetings, CPE events, or

even while you are on vacation in the Golden Isles. Thanks to all of you who have called or stopped by while visiting St. Simons Island.

The view from the bridge can be summed up in one word... rewarding! It is absolutely gratifying to see our members, who care so deeply about their profession, giving of their time, talents, and resources to leave it better than they found it for the next generation.

Our talented task forces have been working tirelessly over the past few months reviewing the structure relating to chapters, sections, and the Leadership Academy. All members of each task force went into their respective assignment with open minds and a desire to better serve all the members of the Society.

Discussions continue regarding chapters and sections and more details form out of each meeting of the minds. I am excited with the directions proposed for these member entities and know that when final decisions are made, the best interests of the membership will be taken into consideration.

There are many changes taking place at GSCPA in 2014 with the move to the new building and update and enhancement of member benefits. As we move forward together in these new directions at GSCPA, rest assured that you still have one of the best staffs in the association business working hard on your behalf day in and day out. It has been my privilege to work alongside this staff and the finest group of professional volunteers to be found anywhere.

A simple way to get plugged in and involved is to participate in our GSCPA-PAC program. It is vitally important that we show our Georgia legislators that we are indeed a grassroots organization representing CPAs all across the state. Visit [pac.gscpa.org](http://pac.gscpa.org) and make a donation. If all of our members gave just \$10 annually to the fund, we would be one of the most powerful lobbies at the Gold Dome. Mark January 30, 2014 on your calendar and take some time out of your schedule to FLOOD the halls of the Capitol with CPAs. Come on down and get in the picture; you'll be glad that you did!

The calendar year is coming to a close and as we get ready to say farewell to 2013 and welcome 2014, Debbie and I want to send out the warmest of wishes to each and every one of you for a happy and restful holiday season. May your days be filled with the love of family and your belly full of good food. Take some time away from the office to reflect on the year and the many blessings it has brought.



FEATURE

GSCPA  
*is*  
MOVING  
NORTH  
*in 2014*





## Jamie Etzbach

For more than a century, The Georgia Society of CPAs (GSCPA) has been a mainstay for CPAs throughout Georgia. In 1905 seven men formed The Georgia State Association of Public Accountants in order to advance and protect the interests of public accountants. In 1913 the name was changed to The Georgia Society of Certified Public Accountants and had 11 fellow and three associate members; no main office or staff. The members oversaw operations individually from their own offices. In 1958 a state office was established in the William Oliver Building in downtown Atlanta. Over the next 27 years, membership grew and full-time staff was added. In 1975 the office moved north to Tower Place in Buckhead to meet the need for more space. In 2003 the office moved across the street to the Atlanta Financial Center, maintaining Buckhead as home base for 11 more years.

Fast forward to 2013. We now have almost 14,000 members and a staff of 25. GSCPA is a growing and ambitious association for CPAs across Georgia. Along with growth and progress comes change. In March 2014, after 38 years of calling Buckhead home, GSCPA is moving its offices north to the King building in the perimeter area of Metro Atlanta to continue meeting the needs of a growing organization. The new location will consist of three state-of-the-art studio classrooms, two conference rooms and space for staff.

“Buckhead has been GSCPA’s home for a long time and the decision to move out of the area was not made lightly,” said Boyd Search, GSCPA CEO. “Much time, research and discussion went into the assessment of where to move the office.”



*Pictured left to right: Boyd Search, Colin Blalock, Greg Wilder*

### It Started with a Task Force

A decision almost two years in the making, the process started with the formation of the GSCPA Building Lease Task Force, chaired by past GSCPA chair, Colin Blalock. Joining him were GSCPA immediate past chair, Marlan Nichols; GSCPA past president, Paula Mooney; Rodney Chandler; James Freeman; Wayne Williams; and Charles McGimsey.

In addition, an exhaustive search was conducted to find a brokerage team that would best work with the task force. GSCPA welcomed Russ Jobson and Michael Lipton of Colliers International to the lineup.

“I enjoyed working with Colliers and the Task Force to address this important decision for GSCPA,” said Colin Blalock, past GSCPA chair and Building Lease Task Force chair. “It was a complex issue, but the team focused on making a decision that was in the best interest of GSCPA members and the future of the organization.”

Now that the team was assembled, it was time to get down to business. Do we stay

where we are, or do we move to a new location? How much space is needed? And most importantly, how will the final decision best serve the GSCPA membership?

### The Decision Process

Multiple meetings were conducted; various scenarios were considered; data was collected; and member surveys were launched. All of these data points served as the basis for discussion and decisions on where to move the office so that it best serves the interests and needs of the members, as well as foster growth and advancement of the organization.

**New Building, continued on page 10**

## Members Matter

GSCPA members are the heart and soul of the organization. Where the majority of members live and work in Metro Atlanta had a major impact on deciding on where to go. Based on extensive demographic research, 65 percent of GSCPA members live north of I-20 and south of Highway 20 in north Georgia (Canton/Cumming). Further research shows through heat maps that the majority of that percentage are located around the I-285/GA 400 corridor of Metro Atlanta. Moving the office to the perimeter places us directly in the center of the majority of the membership.

The location allows easy access from all points around the state; the building is no more than two turns off of major routes through and around Atlanta, as well as accessible from MARTA. It doesn't matter where you live and work – GSCPA's new office is easily within reach.

## Filling the Space

The new office is being built from scratch as a carefully designed space that will foster member engagement and interactive learning. GSCPA values member involvement at all levels and desired a schematic where members can meet face-to-face, but also have in-house technology that allows the Society to bring the same meetings and CPE events to members outside of Atlanta and enrich the member experience across the state.

“Moving north gives us the opportunity to create a studio within the new space,” said Boyd. “The studio will enable GSCPA to broadcast seminars, conferences, and meetings directly to you.”

## Fiscal Stewardship

Aesthetics and location aside, moving out of Buckhead makes good financial sense. Over the life of the lease, GSCPA will save a considerable amount of money in rent and parking costs.

## What Does this Mean for You?

GSCPA will be moving in early March. Keep an eye on your email, the website and future issues of *Current Accounts* for updated information and more specific moving dates. While there may be minor small business interruptions during the move, GSCPA staff will be working quickly to resume “business as usual” in the new space.

Once we are settled, come visit! Our new address is:  
Six Concourse Parkway, Suite 800  
Atlanta, GA 30328-6111

The Georgia Society of CPAs may be physically moving staff offices and training center classrooms, but the mission and vision of the organization is not changing. GSCPA is still, and always will be, dedicated to enhancing, advancing, and protecting the integrity of the profession; offering timely, high-quality CPE, and meaningful member interactions.

“GSCPA is excited about the move and enhancing the way member benefits are delivered to you,” said Darrell Thaw, GSCPA chair. “The new space is designed to bring your association, products, and services closer to you, no matter where you live and work.”



## Want More?

As GSCPA progresses through the building process, we will keep you updated along the way. The photos within this article reflect the pre-construction office space, and even more are online.

Visit our new website dedicated to the move:

**[WeAreMoving.gscpa.org](http://WeAreMoving.gscpa.org)**

The site includes more photos and a video blog with Colin and Boyd discussing the new space and the decision to move. It'll also give you a peek into the space pre-construction.

---

**Jamie Etzbach** is the director of publications and marketing for The Georgia Society of CPAs. She ensures all member communications, both print and electronic, provide member value and strategically meet the needs of the Society's membership. She can be reached at [jetzbach@gscpa.org](mailto:jetzbach@gscpa.org).



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# 2014 Georgia Legislative Session: Ramping Up

*Don Cook*

2014 will be here before we know it, which means the Georgia 2014 Legislative Session is right around the corner. As we look ahead to the 2014 session, The Georgia Society of CPAs (GSCPA) is already preparing and getting boxes checked off before session begins in order to act as the voice of the CPA profession in Georgia and advocate on behalf of your interests. In every legislative session there are similarities and differences in the upcoming items that we are strategizing about, analyzing, and observing. This process takes place year-round as we consistently have a rolling list of what our focus will be as we approach each new session.

Each year we regularly concentrate on organizational matters such as outlining a clear calendar complete with a listing of legislators who will be receiving GSCPA-PAC contributions and making certain that their upcoming fundraisers are appropriately covered by GSCPA key people. Additionally, we always examine our current legislative areas of focus to ensure we have GSCPA key people in place for the proper legislators in order to provide the grassroots input needed for each of our issues or challenges. We also prepare you, our members, with the legislative center on GSCPA's website complete with an Action Center to keep you up-to-date as well as a Legislative Tool Kit to assist you in effectively advocating on behalf of the accounting profession. Resources in the tool kit include tips on how to communicate with your elected officials, a letter template for contacting your legislators, legislative talking points, and much more.

## Important Dates for the 2014 Legislative Session

- Legislative Session will begin on the second Monday in January as legislated. This year's session will start on Monday, January 13, 2014.
- As with all previous sessions, the weeks leading up to the first day are filled with opportunities to mingle with members of the House and Senate. Fundraising is not allowed during session, so there are numerous opportunities right before session to take part in the legislative process and meet legislators.
- **GSCPA's 2014 CPA Day at the Gold Dome will take place on January 30, 2014.** Registrations are being accepted: <http://tinyurl.com/nqbqurl>
- Crossover Day is on the 30th day of the Legislative Session. On this day, all bills need to crossover to the other house in order to be considered by the Governor. We will be monitoring any bills we are actively pursuing and make sure we put all of our effort into getting them over to the other side prior to day 30.
- Legislative Session will last for a period of 40 work days – not necessarily calendar work days. The two houses can decide to take days off around weekends and holidays or if there is a seemingly natural break for a day off.
- Session generally ends around the end of March or beginning of April. Session has ended at the end of March in the 2012 and 2013 sessions.

## Matters GSCPA is Monitoring This Session

- House Bill 291 – Public Accountancy Act of 2014** – The Georgia Society of CPAs will be heavily involved in pushing this Bill's passage in the next session. The State Board of Accountancy currently falls under the Secretary of State's Office within the Professional Licensing Boards Division. In this division the State Board is one of 41 boards. The chief complaint for a number of the 41 boards is funding. The Georgia State Board of Accountancy has far greater potential issues under the surface. These potential issues require a diligent staff with a set mission to appropriately enforce the rules and regulations as set forth – this is currently not the case. The ask in House Bill 291 is simple. Move the Georgia State Board of Accountancy from the Secretary of State's Office to the State Accounting Office where the State Accounting Officer is a CPA and understands the complexities of the profession.
- Tax Reform** – This is a recurring topic of conversation both within GSCPA and within the Georgia State Legislature. In the 2014 session, we will be monitoring conversation on this topic. The Georgia CPA Board of Directors has named a Tax Reform Task Force, which is charged with putting together a document outlining pros and cons around a potential tax reform solution to be looked at by the legislature. This group has discussed the potential impact of tax reform on their clients both from an individual tax and business tax perspective and what the higher level impact may be from an economic development (and attracting business to Georgia) point of view. They have had speakers come in and brief them on economics and have heard varying philosophies from others as well. This group hopes to serve as a resource to the legislature on the topic of tax reform as we move into both the 2014 and 2015 sessions.

During the upcoming session, other issues, bills and items of interest will arise along the way. However, there is one thing I can guarantee in the upcoming session: it will start on January 13, 2014 and as the Vice President of Legislative Affairs for The Georgia Society of CPAs, I will be there to let GSCPA members know how they can help and take part in the process on behalf of the profession that has served them so well.



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**Don Cook** is the vice president of legislative affairs at The Georgia Society of CPAs. He is responsible for legislative advocacy on behalf of the CPA profession in Georgia. Don is a registered lobbyist in the state and works on the grassroots training of GSCPA members while providing education on why members should strongly consider supporting the GSCPA-PAC.

# New Tax Considerations for Marital Status

*Kel-Ann Eyler, Ph.D. and Wilhelmina Ford, CPA*

There have been recent, significant changes related to tax “penalties” and new laws put in place. With tax season right around the corner, it’s important to know how these major changes affect higher income married couples, as well as possible strategies as a result of these new laws. Although Congress purported to mitigate the marriage penalty, it increased the “penalty” for higher-income taxpayers through the Affordable Health Care Act of 2010 and the Taxpayer’s Relief Act of 2012.

## Income Taxes and Social Security/Medicare Taxes

The 2012 legislation made permanent the marriage penalty relief provided in the Economic Growth and Tax Relief Reconciliation Act of 2012. However, other provisions of the 2012 Act and the 2010 Health Care Act penalize some married taxpayers.

- **Rate Schedule “Penalty”**  
Single and married filers are both in the 35 percent bracket when taxable income reaches \$398,350. The rate increases to a new top rate of 39.6 percent when single taxpayers reach taxable income of \$400,000 while married taxpayers get “catapulted” into the 39.6 percent bracket when their taxable income reaches \$450,000. Rate schedules are indexed for inflation.
- **Capital Gains/Qualified Dividends Tax “Penalty”**  
These taxes have increased from 15 to 20 percent when taxable income exceeds \$400,000 for single taxpayers and only \$450,000 for married filers. The threshold amounts are indexed for inflation.

- **Phaseout of Personal Exemptions and Itemized Deductions**

Personal exemptions/dependency deductions and itemized deductions are phased out for single filers at Annual Gross Income (AGI) of \$250,000 and at only \$300,000 for married filing jointly. These threshold amounts are indexed for inflation.

- **Additional 3.8 percent Health Care Tax on Unearned Investment Income**

The Health Care legislation initiates a new 3.8 percent tax on unearned investment income when AGI exceeds \$200,000 for single taxpayers and \$250,000 for married taxpayers. Note that these threshold amounts are not indexed for inflation.

- **Additional .9 percent Tax on Earned Income**

The Health Care legislation also initiates an additional tax of .9 percent on wages and self-employment income over \$200,000 for single taxpayers and \$250,000 for married taxpayers. These threshold amounts are not indexed for inflation. Thus, a single man and woman who each earn \$200,000 would not owe the additional tax, but if married, they would owe an additional \$1,350 (\$150,000 over the threshold multiplied by .9 percent).



## Estate and Gift Taxes

The change for estate and gift taxes is an area where the 2012 legislation proves advantageous for married couples. The law makes permanent the applicable exclusion amount of \$5,000,000, adjusted for inflation, for estate and gift taxes. It also makes permanent the portability of a deceased spouse's unused exclusion amount. "Portability" allows a married couple to transfer by inheritance or gift a total of \$10,000,000 (adjusted for inflation) without paying any federal transfer taxes.

---

**Dr. Kel-Ann Eyley, Ph.D.**, GSCPA Educational Foundation's 2009 Accounting Educator of the Year is an associate professor at Wesleyan College.

**Wilhelmina (Mimi) Ford, CPA** is an associate professor at Middle Georgia State College. She teaches tax and legal studies and may be contacted at [mimi.ford@maconstate.edu](mailto:mimi.ford@maconstate.edu).

To preserve portability of any unused portion of the exclusion amount of a predeceased spouse, a "special election" must be made by the predeceased spouse's estate by the executor of the decedent's estate on a timely-filed federal estate tax return. This return must be filed even though no return is otherwise required to be filed for the decedent's estate.

Tax preparers may want to advise clients who in 2012 made a gift of \$5,000,000 (in fear of Congress allowing the "sunset provision" to take effect) there are potential unused exclusion amounts for future years because of the inflation index provision.

## Conclusion

Legislation in the last few years has included marriage tax penalties for high-income couples. With the Supreme Court's overturn of the Defense of Marriage Act, same-sex couples will also be faced with marriage-related tax issues. Marriage is more and more becoming a decision involving financial as well as social considerations.



## IN BRIEF

Provisions of the 2012 Taxpayer's Relief Act and the 2010 Health Care Act penalize some married taxpayers.

The change for Estate and Gift taxes is an area where the 2012 legislation proves advantageous for married couples.

Legislation in the past few years has included marriage tax penalties for high income couples.

# Private Company Council Proposals May Not Be So Simple

*Mark L. Zyla CPA/ABV, CFA, ASA*

Last year the Financial Accounting Standards Board (FASB) formed the Private Company Council (PCC) to address the needs of users of financial statements of private companies. The PCC serves as the primary advisory body to FASB on the appropriate treatment for private companies for items under active consideration on the FASB's technical agenda. One of the functions of the PCC is to determine whether or not exceptions or modifications to Generally Accepted Accounting Principles (GAAP) are needed in financial reporting for private companies.

One of the concerns frequently expressed by users of financial information of private companies is the cost of complying with the accounting requirements for measuring identified assets, particularly intangible assets acquired as part of a business combination, as well as the testing of these assets for impairment in subsequent periods. In order to address these concerns, the FASB issued in July for public comment, Exposure Drafts for Accounting Standards Updates ("ASUs") proposing to revise accounting for intangible assets acquired by private companies in business combinations. These Exposure Drafts propose changes to ASC 805, Business Combinations and ASC 350, Intangibles – Goodwill and Other, just for private companies.

The primary proposed change to ASC 805, Business Combinations addresses the initial recognition of intangible assets acquired in a business combination. Under current accounting, an intangible asset is recognized as "identifiable" in a business combination if it meets one

of two criteria: 1) it is separable, that is, capable of being separated or divided from the entity and sold, transferred, licensed, rented or exchanged either individually or together with a related contract, identifiable asset, or liability, regardless of whether the entity intends to do so or, 2) it arises from contractual or other legal rights, regardless of whether those rights are transferable or separable from the entity or from other rights and obligations.

Under the proposed changes to ASC 805, a private company could elect to recognize (but not required to do so) only those intangible assets acquired in a business combination that arise from contractual rights. These rights are further delineated under the proposals as those with non-cancellable terms or that arise from other legal rights. If such an election is made, the private company would no longer recognize intangible assets that arise solely from the "transferable" or "separable" criteria. Even if the positions are adopted by the FASB, a private company can continue recognizing these "separable" intangible assets in accordance with ASC 805, in essence continuing with current accounting.

An interesting provision of the proposed ASU is that the fair value measurement of contractual or legal intangible assets would only take into account the remaining non-cancellable terms without regard to renewals or cancellations. This provision seems to be inconsistent with the market participant assumption in the FASB's definition of fair value.



If a private company makes the election under the proposed alternative accounting treatment, it would generally result in the recognition of fewer intangible assets with lower values. Since goodwill is a residual concept, a reduction in the recognition of intangible assets would also likely result in the increase the amount of goodwill recognized in a business combination.

Even if private companies make the proposed election, there are still many intangible assets which would still likely be recognized in a business combination. Examples include those assets that are either licensed or registered such as:

- trademarks,
- trade names,
- domain names,
- patented technology,
- software, and
- certain trade secrets.

Other contractual assets that are still likely to be recognized include:

- customer contracts,
- order backlogs,
- licensing agreements
- non-competition agreements,
- supply contracts,
- management contracts, and
- “use” rights.

Intangible assets which are recognized under current accounting standards as “separable” are not likely to be recognized by a private company making the election. These separable intangible assets include:

- customer relationships and lists,
- research and development,
- unpatented technology, and
- unregistered trade names.

The PCC also proposed to make certain changes to ASC 350, Intangibles – Goodwill and Other. These proposed changes would allow a private company to make an election to amortize goodwill recognized as part of a business combination over the useful life of the entity’s primary long-lived asset, not to exceed ten years. The private company making the election would not have to test goodwill for impairment unless a triggering event indicates the fair value of an entity may be below its carrying value. The elected impairment test would no longer be done at the entity-wide level rather than the reporting unit level indicated by current accounting. The amount of the impairment loss would simply be equal to the entity’s carrying value less its fair value. There would not be any additional steps.

These proposals provide an alternative accounting treatment by a private company for measuring the fair value of intangible assets acquired in a business combination as well as the subsequent testing of goodwill for impairment. While these proposed accounting standards for private companies’ intangible assets may simplify financial reporting and be less costly, there are several factors that preparers should consider before electing the alternative accounting treatment.

The proposed ASUs appear to simplify the accounting for business combinations for private companies in certain situations. However, these proposals will not necessarily reduce the cost of measuring the fair value of acquired intangible assets. A common method to measure fair value of an intangible asset is the multi-period excess earnings method (MPEEM). The MPEEM is a form of the discounted cash flow method. The MPEEM identifies the portion of the entity’s cash flow that is solely attributable to one intangible asset. This asset is typically considered the primary intangible asset of the entity which is usually the reason for

**PCC, continued on page 18**

the acquisition. Under the MPEEM, returns for the use of all the other assets (working capital, fixed assets, and other intangible assets) are subtracted from the returns of the entire entity. The theory is that the residual cash flow after deducting charges for the contributory assets is attributable to solely the primary intangible asset. Even if intangible assets are not recorded on the financial statements under the proposed ASU's, these identifiable intangible assets would have to be measured at fair values to in order to utilize the MPEEM method. As such, there would not be much cost savings under the proposal ASUs if the MPEEM is used to measure the fair value of the primary asset.

The proposed ASUs recognize only those acquired intangible assets that arise from the legal/contractual criteria limited to the remaining contractual term. This provision may actually increase the cost of measurement under certain circumstances. For example, acquired proprietary technology commonly include both patented and unpatented components. Under current accounting, these components are measured as one asset. Under the PCC proposals, only fair value of the cash flows from the patented portion of the technology are measured. On a practical basis it may be more costly for management to separate these specific cash flows than it would be to measure the fair value of technology as one intangible asset as is typical under current accounting.

Similarly, measuring the fair value of only the portion of customer related intangible assets that are contractual and non-cancellable may be more complex than measuring entire customer relationships. Typically valuation techniques that place customers into homogenous groups

for which expected cash flow and attrition rates are then calculated. This process may be simpler than separating and measuring the value of contracts by their terms.

Finally, one area of concern is the likely consequence of private companies making these proposed elections and then are subsequently acquired by a private equity group or undergo an initial public offering. If the company's financial statements are prepared using the proposed elections, then perhaps multiple years of financial statements may have to be restated to comply with GAAP for public companies.

While the PCC proposals intend to simplify the accounting for intangible assets in business combinations for private companies, under certain circumstances, while the accounting may be simpler, the cost to comply if elected may not necessarily be similarly reduced. The FASB is currently reviewing comments on the proposed ASUs. The final standards are expected to be released later this fall.



## IN BRIEF

The proposed changes attempt to make the most of taxpayer dollars by streamlining grant-making and ensuring financial integrity while delivering the right outcomes.

Proposed guidance streamlines eight existing OMB Circulars into one document including Circular A-133 and the various Cost Principles.

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**Mark L. Zyla CPA/ABV, CFA, ASA** is a managing director of Acutas, Inc., an Atlanta-based valuation and litigation advisory firm. Mark is the author of *Fair Value Measurement: Practical Guidance and Implementation 2nd ed.* published by John Wiley & Sons in 2013. He can be reached at [mzyla@acuitasinc.com](mailto:mzyla@acuitasinc.com).

# GOVERNMENTAL ACCOUNTING & AUDITING CONFERENCE

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# Management Accountants: Delivering Value Beyond the Numbers

Few organizations, regardless of size or industry, have escaped the shadow of uncertainty that has long hovered over the business community. This uncertainty has exhibited itself in ways ranging from intensified competition and market volatility to complex regulatory requirements and widespread digitalization. In spite of the inherent challenges of this environment, a reengineered formula for organizational success has emerged and finance teams are transforming and reenergizing themselves in its wake.

## Bridging the Talent Divide

The finance team's evolving remit is largely due to its greater role as a trusted partner with senior leadership and the higher demand for a specific combination of skills needed to guide the organization. Key decision makers are looking for financial professionals who combine analytical and financial expertise with strategic, management and decision-making insights.

An American Institute of CPAs (AICPA) and Chartered Institute of Management Accountants (CIMA) study, *Rebooting Business: Valuing the Human Dimension*, supports business savvy's more prominent footprint in corporate America, with nonfinancial senior executives stating that 68 percent of the value provided to the organization is nonfinancial. However, according to Deloitte's 2013 Global Finance Talent Survey, there is growing concern among many finance executives over recruiting, retaining and developing finance employees with such an in-demand combination of skills.

Management accountants, specifically those awarded the Chartered Global Management Accountant (CGMA) designation, are setting themselves apart from other professionals in fulfilling this unmet need. With their proven talent in both financial and management areas, coupled with their business acumen, management accountants

are advancing into key advisory roles that are critical to operations and strategy. In the process, they are filling a talent void that, if not met, could undermine sustainable growth and progress.

"As senior leaders continue to look to finance departments for insightful management advice and direction, opportunities will grow exponentially for CGMAs to prove their value to organizations, both in the U.S. and abroad," said Michael R. Nall, CPA, CM&AA, CGMA, founder of Alliance of M&A Advisors. "Among the ways CGMAs can ensure that their expanded new role will endure in the years ahead is to reach out to fellow members of the CGMA community to share best practices, and participate in programs that can further develop their skills, expertise and leadership perspective."

## Redefining Capabilities and Contributions

Similar to many of their peers from other leadership disciplines, management accountants' contributions span the full range of activities, making a measurable impact on executive decisions, performance and competitive position. Whether managing risk across a portfolio of projects, formulating strategy or initiating and leading innovation and change, management accountants are helping finance departments more proactively respond to leadership's call for deeper, more hands-on collaboration and partnership.

Further building management accountants' value is a skill set that extends beyond domestic operations. "Management accountants and CGMAs are also making tremendous contributions to global and non-U.S. operations, especially in long-term strategic planning, short-term business planning, and monitoring and control," said Hiroshi Miyamasu, CPA, CGMA, finance director at Nike Japan. "Among the benefits of their strengthening, multifunctional

role has been a measurable improvement to the top- and bottom-lines at a time when organizations of all types need to be at their competitive best.”

As the new business mandate moves beyond core financial accounting skills, management accountants are using a wide range of financial processes to move business operations forward. The following examples underscore some of the diversity of their responsibilities:

- Providing nonfinancial information and analysis of Big Data
- Advising on internal and external drivers of cost, risk and value
- Performing rigorous analysis of the data leading to performance improvements
- Sharing insights into product, sector and customer profitability to determine the success of marketing efforts
- Driving cost-reduction strategies within finance and throughout the organization
- Setting objectives to ensure that the business is run in the long-term best interests of stakeholders
- Helping to ensure that remuneration policy supports long-term value creation
- Leading the identification and assessment of new business opportunities
- Developing financial awareness and expertise within the organization
- Monitoring how organizational groups attain goals and contribute to performance
- Ensuring that goals are shared across the business and appropriate resources are allocated

Management accountants are increasingly preparing and being recognized for their expanded organizational role at a time when their contribution is strongly felt at all levels. According to a CGMA survey, *New Skills, Existing Talent*, 75 percent of global finance executives reported that when finance professionals support management, the organization better meets its objectives. In fact, there are few innovative

organizations today that are genuinely successful without the influence of management accountants and other finance professionals.

The *New Skills, Existing Talent Survey* also provides insights into management accountants’ potential influence on future leadership initiatives. When finance professionals and business managers were asked whether finance provided an appropriate training ground for future business leaders, the majority of each group responded that it was equal to or greater than other parts of the organization.

## Building a Sustainable Momentum

Looking ahead, management accountants will further identify new opportunities to broaden their scope of responsibilities, grow their capabilities and deliver even greater value. The result will be an organization that not only maximizes and benefits from the full potential of the finance team but is also poised for long-term success.



Access additional valuable resources and information on this topic and more at [CGMA.org](http://CGMA.org).

Not a designation holder? Find out more about the designation and eligibility requirements at [cgma.org/BecomeACGMA](http://cgma.org/BecomeACGMA).

## IN BRIEF

A reengineered formula for organizational success has emerged and finance teams are transforming and reenergizing themselves in its wake.

Management accountants will further identify new opportunities to broaden their scope of responsibilities, grow their capabilities and deliver even greater value.

# Reducing Fraud with Technology

Thomas G. Stephens, Jr., CPA, CITP

Fraud continues to run at epidemic levels, not only in the United States, but across most of the world. According to the Association of Certified Fraud Examiners 2012 Report to the Nations on Occupational Fraud and Abuse, the typical organization loses approximately five percent of its gross revenues each year due to fraud, with the median loss pegged at \$140,000. However, this need not be the case, because you already own some very effective tools for preventing and detecting fraud and they reside on your computer – namely Microsoft Excel and Access – which will help you detect fraud and to reclaim some of your profits that may be walking out the back door.

## Uncovering Financial Statement Fraud

One of the more expensive types of frauds committed is that of financial statement fraud. Common characteristics of fraudulent journal entries include those in round dollar amounts and those entered on weekends. In the example shown in Figure 1, selected fields from the Journal table have been extracted into an Excel Table from a company’s accounting database. Two calculated fields are used to identify transactions in round dollar amounts and those

transactions entered on Saturday or Sunday. After creating the formulas, the results can be filtered to identify specific transactions of interest.

Note the formulas used to identify transactions of interest in Figure 1. One formula uses the WEEKDAY function to identify the day of the week that the journal entry was recorded. Transactions entered on Saturday or Sunday evaluate to “7” and “1” respectively. The other formula uses the MOD function to calculate the remainder of the debit amount divided by 1,000. Transactions entered in even \$1,000 amounts generate a result of “0.”

## Finding Duplicate Payments

Another way that fraudsters may commit a billing scheme fraud is to make multiple payments on a valid invoice. Generally, when a legitimate vendor receives a duplicate payment, the vendor notifies the customer and asks how the duplicate payment is to be handled. In these cases, the person committing the fraud will request a refund and then intercept and negotiate the refund check. Identifying and investigating duplicate payments becomes an important part of the fraud prevention and detection process.

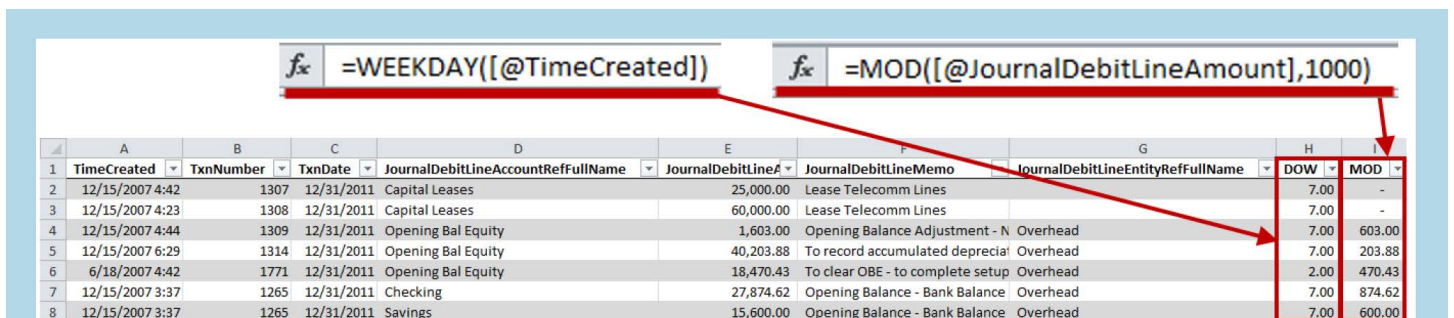


Figure 1 - Identifying Suspicious Journal Entries

Microsoft Access has a query wizard for identifying duplicate values in a field or across multiple fields. From a fraud detection standpoint, this feature can be very effective in identifying potential duplicate transactions, such as duplicate payments of the same invoice. To begin the process, select Create, Query Wizard from the ribbon. In the New Query dialog box, select Duplicate Query Wizard and then click OK, as shown in Figure 2.

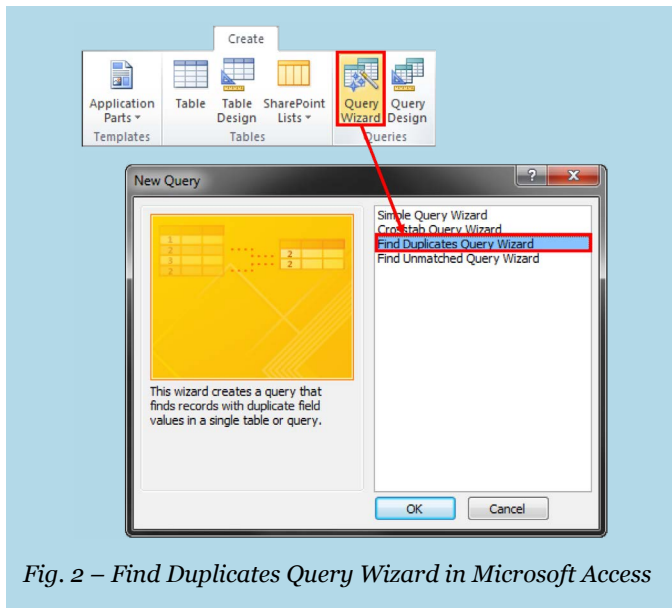


Fig. 2 – Find Duplicates Query Wizard in Microsoft Access

Next, select the source data to query. Once the data source has been chosen, select the field or fields containing possible duplicate values, and then select any additional fields to be displayed in the query results. In this case, select Name and Amount as the fields that contain the possible duplicates, and then choose to display all fields in the results. Finally, name the query for future recall and click Finish to view the results, as shown in Figure 3.

Name	Amount	ID	Type	Date	Num
Bank of Anycity	244.13	114	Check	10/22/2007	298
Bank of Anycity	550.00	119	Check	10/28/2007	296
Bank of Anycity	244.13	147	Check	11/22/2007	299
Bank of Anycity	550.00	153	Check	11/28/2007	297
C.U. Electric	250.00	122	Bill Pmt -Check	10/31/2007	225
C.U. Electric	250.00	132	Bill Pmt -Check	11/07/2007	231
Cal Gas & Electric	122.68	30	Bill Pmt -Check	02/03/2007	131
Cal Gas & Electric	122.68	87	Bill Pmt -Check	09/05/2007	186
Custom Kitchens of Bays	3,076.32	73	Bill Pmt -Check	05/23/2007	162
Custom Kitchens of Bays	3,076.32	80	Bill Pmt -Check	06/27/2007	169
East Bayshore Auto Mall	532.97	1	Bill Pmt -Check	01/11/2006	100
East Bayshore Auto Mall	532.97	3	Bill Pmt -Check	02/11/2006	103
East Bayshore Auto Mall	532.97	4	Bill Pmt -Check	03/11/2006	104
East Bayshore Auto Mall	532.97	5	Bill Pmt -Check	04/12/2006	105

Fig. 3 – Duplicate Payments Identified with Access Query

## Using the ActiveData Add-in for Excel

ActiveData is an add-in for Excel that uses pre-defined automated processes to overcome the general lack of user knowledge and skill required to perform sophisticated fraud analysis in Excel. Priced at \$249 per user, most potential users of ActiveData will not find the acquisition cost to be a barrier to obtaining the functionality embedded in this tool.

For example, ActiveData can be used to stratify data easily. Stratifying data is an effective technique for identifying areas of risk. Select Strata from the ActiveData tab, define the stratification bands, and then click Stratify. Click Finished to write the results along with a chart to a new sheet in the workbook, as shown in Figure 4. In this case, though 55.89 percent of all transactions are below \$1,000, 91.67 percent of the financial risk is borne by transactions in the \$1,000 to \$20,000 strata.

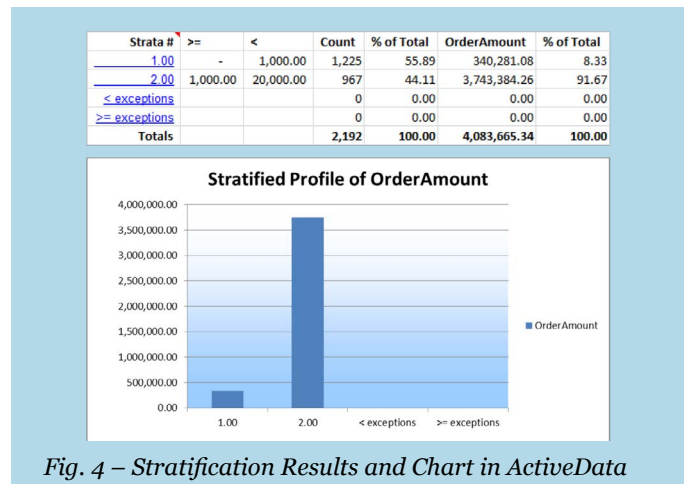


Fig. 4 – Stratification Results and Chart in ActiveData

## Performing a Benford's Law Test with ActiveData

Benford's Law is a powerful tool in detecting fraud because it allows examiners to test numbers against recognized norms. In doing so, significant deviations from these expected values can be investigated to determine if there is evidence of fraud. Benford's Law is especially useful at identifying bogus transactions and at spotting transactions manipulated to avoid authorization and approval. For accountants and auditors faced with the suspicion of bogus or illegal transactions entered by employees, Benford's Law provides an excellent means of highlighting transactions that do not fit expected norms.

Tech Fraud, continued on page 24

ActiveData provides an automated process for applying Benford's Law. Begin the analysis by selecting ActiveData, Digital Analysis to open the Digital Analysis Using Benford's Law dialog box.

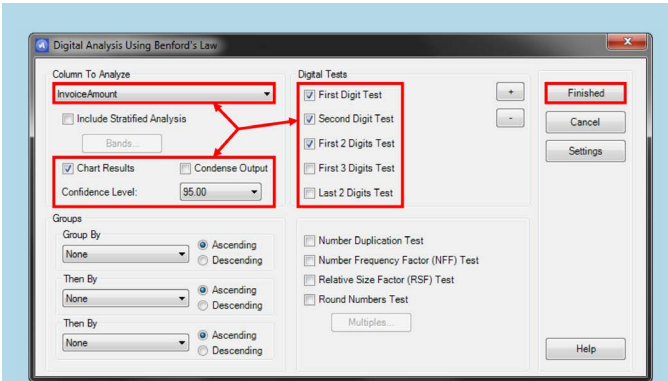


Fig. 5 – Setting Options for Benford's Analysis in ActiveData

In the dialog box, select InvoiceAmount as the Column to Analyze and set the Confidence Level to 95.00%. Check Chart Results, First Digit Test, Second Digit Test, and First 2 Digits Test, as shown in Figure 5. Click Finished, and ActiveData will complete and display the analysis on a new worksheet. The results of the First Digit Analysis are displayed in Figure 6.

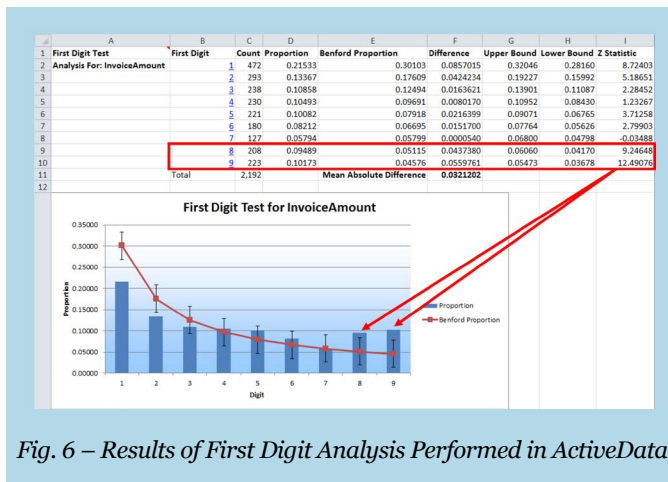


Fig. 6 – Results of First Digit Analysis Performed in ActiveData

Note that “8” and “9” are significantly oversampled, as indicated by the magnitude of the Z Statistic. An examination of the results of the First 2 Digits Test (not shown) indicates that “83,” “88,” “95,” and “97” are significantly oversampled. The auditor should concentrate his examination on those transactions whose invoice amounts begin with the oversampled numbers.

## Summary

Far from an exhaustive listing of all the ways you can use desktop technology to identify potential instances of fraud, the three examples presented above – 1) identifying potentially fraudulent journal entries with Excel, 2) testing for duplicate payments with Access, and 3) using Benford's Law to identify potentially fraudulent transactions – should be “eye-openers” with respect to how we can use technology to curtail fraud. Remember, with fraud running at epidemic levels, using technology to prevent and detect fraud can provide an immediate positive impact on your bottom line.



## IN BRIEF

The typical organization loses approximately five percent of its gross revenues each year due to fraud.

You already own some very effective tools for preventing and detecting fraud and they reside on your computer.

Using technology to prevent and detect fraud can provide an immediate positive impact on your bottom line.

**Thomas Stephens** is a shareholder in K2 Enterprises, where he develops and presents continuing professional education programs to accounting, financial, and other business professionals across North America. You may contact him at [tommy@k2e.com](mailto:tommy@k2e.com).



# HEALTHCARE

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This conference is a must-attend event for financial professionals who work with healthcare providers. This year's agenda features general sessions of interest to all healthcare financial professionals and concurrent sessions on more specific issues of interest. There are topics of interest for those working with physicians, hospitals, and other providers.

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# Staying Healthy During Tax Season

*Will Eckerson*

During the chaos of tax season, accountants tend to put their health on the back burner. Long work days and high-stress conditions often leave little time or energy for preparing healthy meals or exercising, which can take a heavy toll on both physical and emotional health. Yet some accountants prove that you don't need to sacrifice your health for your job.

Lyn Reagan, for example, shareholder emerita at Bennett Thrasher, recently came in first in her age group in the Allatoona Triathlon. Lyn went above and beyond the fitness goals of most accountants, but all could benefit from her example of making fitness a priority.

More and more, accounting firms are creating wellness programs to help employees stay healthy. Top concerns include staying physically active, keeping stress at moderate levels, and developing sustainable healthy eating habits.

## Staying Active

For an accountant during busy season, long days (and sometimes nights) at a desk are inescapable. After arriving home late, going for a walk may not seem like the most appealing way to relax; even taking the stairs instead of the elevator might seem like a daunting task.

Many firms are taking action to help employees to break the cycle of avoiding physical activity. Incentivizing fitness through group challenges and contests makes staying active fun, rather than just another obligation.

A new program of the Bennett Thrasher Wellness Initiative has employees enjoying some healthy competition, while keeping fitness a top of mind issue. The Fitbit Flex Wireless Activity and Sleep Tracker is a pedometer worn around the wrist that tracks steps taken, distance travelled, time spent doing vigorous activity, calories burned and the amount and quality of sleep per night.

Fitbit promotes medical research that recommends taking at least 10,000 steps a day to reduce stress and the risk of colon cancer, heart attacks, LDL cholesterol, strokes and Type II Diabetes. With this research in mind, the "BT Step Takers" challenge was born. The firm made a purchase of 100 Fitbit Flex Trackers and challenged employees to meet the daily goal of 10,000 steps. The first challenge was conducted in August 2013 during Tax Busy Season, with prizes awarded to top "steppers" and those who maintained a 7,500 daily step average. Ongoing challenges are planned to keep associates focused on healthy, active lifestyles during subsequent busy seasons. The "BT Step Takers" group Leaderboard on the Fitbit website displays who has taken the most steps, travelled the furthest distance and kept most active. To assist associates in meeting their goals, group activities such as on-site walking sessions using exercise DVDs and weekly after-work walks through the Chattahoochee River National Recreation Area are offered.

Other great ways that accounting firms are encouraging employees to keep moving include firm-wide 5k walk/run events, weekly group fitness instruction and recreational sports clubs. The best program will depend on the size of a firm, the interests of employees and firm culture. It makes sense to offer a variety of fitness programs, if possible, to create a "something for everyone" environment, when it comes to firm-wide fitness.

## Keeping Stress Moderate

Stress, in moderation, can be useful. The right amount of stress can motivate us to meet our deadlines and keep productivity high. Extreme stress levels, however, have a negative impact on work performance and on overall wellness.

To keep employees safe from the harmful effects of stress, many accounting firms are turning towards short but refreshing breaks from their busy work days.

During tax season at Bennett Thrasher, ping pong and Wii tournaments are a great chance to get up and moving as well as a fun mental break. Scheduled 15-minute chair massages are another excellent way for employees to relax, to let go of some of their built-up tension and become mentally refreshed for the rest of their work day.

When implementing “stress busters,” like fitness plans, remember that everyone relaxes differently. Offering a healthy variety of ways to refresh for fifteen minutes, from social activities to power nap pods, will ensure that everyone gets the mental break they need.

### Eating Right

During tax season, meals outside of the office may become few and far between. But eating in the office doesn’t need to be a bad thing.

Accounting firms can make eating right a little easier by providing healthy snacks, like fresh fruit and vegetables, in break rooms and healthier vending machine options, like trail mix and granola bars instead of potato chips and candy bars. These are great year-round practices, but during busy season snacks will not be enough—firms should provide healthy, catered dinners for anyone working late.

Though the availability of nutritious food is certainly important, equally important is an employee’s individual

drive to eat well. For this reason, it makes sense to incentivize good personal eating habits. At Bennett Thrasher, wellness programs such as the Eat Right for Life Challenge and educational lunch meetings make maintaining a proper diet a top of mind issue and a fun group challenge.



The Bennett Thrasher motto is that we are “Better Together.”

Through the BT Wellness Initiatives, the firm has been able to experience this effect on many levels. As a group, associates have the right motivation to get healthy and stay healthy. As a result, the office becomes an even better place to work and teamwork improves.

Taking control of firm-wide health through wellness initiatives is constantly making Bennett Thrasher a healthier, happier place to work.



## IN BRIEF

You don’t need to sacrifice your health for your job.

Staying active, eating right and keeping stress moderate are the main ways you can stay healthier when you are at your busiest.

**Will Eckerson** is the vice president of human resources for Bennett Thrasher and is responsible for all efforts surrounding recruiting and retention. He can be reached at weckerson@btcpa.net or by phone at 770-396-2200.



# Wave of the Future: GSCPA's New Private Insurance Exchange

*Elizabeth Kistler*

Your GSCPA membership not only provides you with savings on GSCPA's high-quality continuing education, but thanks to the power of group discounts, savings abound on group insurance products and services that you can use. The Georgia Society of CPAs has partnered with Prichard & Jerden to be certain that your insurance needs and requirements are not only met, but exceeded. Prichard & Jerden serves as The Society's administrator for all of your insurance requirements, offering a variety of affordable insurance plans to meet all your needs, including health, life, dental, disability, and long-term care.

## NEW!

GSCPA's NEW Private Insurance Exchange is the newest innovation to join the lineup of affordable insurance plans offered. The Society is very excited to bring you this benefit, as it is the first time GSCPA has been able to provide you with our very own Private Exchange. The benefits of these new guarantee issue products include not only private exchange-exclusivity, but also the ease of enrollment, as well as competitive plans and rates.

## What is a Private Insurance Exchange?

It is not health insurance – it includes work-site voluntary products (individually paid but deducted through payroll deduction or bank draft). GSCPA has created our very own Private Exchange just for GSCPA members and firms with key features like accessibility, simplicity, competitiveness and guarantee issue. The products that are now at your fingertips include coverage for: cancer, critical illness, life insurance, short-term disability insurance, a Medicare GAP plan and more. Created to be competitive with AFLAC, all of these products have cash payouts. With the element of guarantee issue, these types of products have never been more accessible and easier to acquire.

## Details of GSCPA's Private Exchange

- **Carrier:** Transamerica
- Open enrollment with guarantee issue beginning in November
- Very competitive products and rates
- Offering voluntary worksite products on a guarantee issue basis through payroll deduction
  - Guarantee issue amounts:
    - Permanent or Term Life: \$100,000 (higher amounts available through simplified underwriting)
    - Critical Illness: \$25,000 (one-time payout)
    - Disability: \$3,000 weekly
    - Cancer: high and low option available
    - Accident: high and low option available
    - Medical Gap (subsidize higher deductibles & out of pocket expenses on your health plan)
- **Eligibility**
  - All GSCPA members
  - Family Members of GSCPA members
  - All employees of Member Firms
  - Industry companies with affiliated CPA members
- **Participation**
  - Individual members and their families via payroll deduction (guarantee issue) or bank draft
  - No participation requirement for employers
  - All plans are portable (employees can take it with them upon leaving their employment)
- **Accessible Private Exchange**
  - All products will be on the Exchange
  - All members and member employees will have access to the Exchange
  - Educational videos and enrollment capabilities
  - Plan summaries, pre-enrollment and service contact information

## Questions?

The Georgia Society of CPAs will alert you as soon as open enrollment begins. In the meantime, if you have additional questions, please contact Prichard & Jerden directly as they handle all insurance requirements. Patrick Bell can be reached at 404-949-1098 and Jill Bushnell can be reached at 404-949-1083.

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**Elizabeth Kistler** is the director of membership and communications for The Georgia Society of CPAs and is responsible for managing the integrated messaging strategies designed to increase awareness and engagement of The Society and the profession. She can be reached at [ekistler@gscpa.org](mailto:ekistler@gscpa.org).

# Use Your Talents to Enhance GSCPA

Kara Peterson

Apply your skills, talents, interests, and ideas to enhance The Georgia Society of CPAs (GSCPA). The Society has numerous opportunities for members who want to contribute some time—even if it is only a small amount—to better the CPA profession in Georgia and the services provided by the Society.

As a GSCPA member, you can serve on one or more of the Society's 30+ committees, task forces, and chapter officer roles, often using a talent that you don't get to apply in your day-to-day work. Serving as a volunteer enables you to have direct input into existing Society activities, as well as to recommend and help shape new initiatives.

Besides the more formal commitment of membership on a committee, you have the option to serve on a short-term task force, or even to contribute by writing a piece for a Society publication, helping out at a financial literacy event, or participating in a legislative initiative, to name just a few possibilities.

## Volunteer Virtually

In-person meetings of statewide GSCPA committees generally take place at the Society offices in Atlanta, but if this is not convenient for you due to distance or other factors, you can volunteer right from your desk. Meetings can be attended via teleconference, video conference, and webinar.

## The Local Connection

Volunteering for GSCPA can take place at the chapter level as well as the statewide level. GSCPA Chapters have their own volunteer officers and committees. Participating as a volunteer in your community is a great way to stay connected and increase the visibility and vitality of the profession at the local level.

## Leading to Leadership

Think you might like to serve as a Board member or in another GSCPA leadership role some time in the future? Membership on a committee is a great way to start out on this path. You will learn more about the Society—and vice versa! Many leaders didn't even know they had leadership potential until they or others discovered it during their early volunteer service.

It is not only the Society that reaps the benefit of your volunteer service—you benefit as well. Serving on a committee or task force is a great networking opportunity and a way to share ideas and best practices and further your professional development.

*"I have enjoyed serving my chapter and its members, especially getting to know better, both peers and members. I now consider the fellow officers and members friends as well as professional colleagues. We feel comfortable bouncing ideas around and working closely as a small team within the larger Society."*

Marye Lord, CPA

*"My decision to volunteer with the Society has been invaluable. I have been able to collaborate and exchange ideas with fellow CPAs, and I have developed meaningful relationships. I look forward to continuing my involvement with the Society's volunteer efforts."*

Gina Auld, CPA



**Kara Peterson** is the member relations manager for The Georgia Society of CPAs. She is responsible for managing membership operations and assists with the execution of retention and recruitment programs. She also works with some of GSCPA's chapters and sections. She can be reached at [kpeterson@gscpa.org](mailto:kpeterson@gscpa.org).



# Help Us Honor Top CPAs in the Profession

The Georgia Society of CPAs recognizes three members each year who provide exemplary service to the profession and their community. The Society needs your help in identifying these individuals and is currently seeking nominations for the following awards:

**Meritorious Service Award**, GSCPA's highest honor is awarded to an individual who has given superior service to the profession or accomplished a significant achievement in the course of the year that supported or protect the profession.

**Public Service Award** recognizes a member who has given a significant amount of time to various organization that are not professionally motivated. Past recipients have served their local communities, chambers of commerce, and other various charitable organizations. Professional services related to accounting organizations will not be considered.

**Outstanding Member in Industry Award** recognizes an individual who has made significant contributions, professional and civic, that reflect the values and ideals to which CPAs in industry should aspire to be.

For more information or to submit a nomination, please visit [gscpa.org/Content/MemberConnections/awards.aspx](http://gscpa.org/Content/MemberConnections/awards.aspx).

**Deadline for nominations is December 30, 2013.**

## Expression of Interest

Are you interested in serving GSCPA at the state level? The Society is currently looking for members who have an interest in possibly serving on the Board of Directors and Leadership Council for the 2014-2015 fiscal year.

## Qualifications to serve:

- Must be a Fellow member in good standing of the Society to serve in a leadership position.
- Board officers must have served on the Board in one of the three immediately preceding years.
- The Board Chairman must serve as Chair-Elect during the preceding year.

If you would like to serve in any of these positions, please visit the Volunteer Opportunities area of GSCPA website, [www.gscpa.org](http://www.gscpa.org), and complete the form.

**Deadline for submission is December 15, 2013.**

**The Georgia Society of CPAs is seeking proposals from firms for not for profit audit and tax services.**

Entities include GSCPA, the Educational Foundation of GSCPA and GSCPA Group Insurance Trust Fund. In order to receive a formal RFP, please submit a summary of qualifications, including number of audit professionals, number of recent non-profit audit engagements to Bridgette Holmes, controller at [bholmes@gscpa.org](mailto:bholmes@gscpa.org) by **December 1, 2013**.

# Growing Georgia CPAs: Four Ways The Educational Foundation Makes a Difference

Anita Pittman, CPA

Whether you are a baby boomer planning your retirement, an overworked manager seeking qualified staff to share responsibilities, or a young CPA anxious to delegate tasks to someone else, The Educational Foundation of The Georgia Society of CPAs can help.

Year-end charitable contributions are a great tax deduction for you and your clients. However, choosing a deserving organization can be tough. Why contribute to The Educational Foundation? This worthwhile organization produces programs that directly benefit you and GSCPA's members, as well as supports the future of the profession.

1. The Foundation's Cash for Professional Awareness program attracts top students to major in accounting and become CPAs.

*"We have enjoyed our previous participation in this initiative and believe it helps us in attracting new students to our accounting program."* – Carl Gabrini, assistant professor, College of Coastal Georgia

2. The Foundation provides financial assistance to top accounting students – almost \$160,000 this year.

*"This scholarship ... equals about 10 hours [per week] of working year-round, time I could be growing in my profession, studying for the CPA exam and building connections with other accounting professionals."* – Andrew Fredericks, University of Georgia, 2013 scholarship recipient

3. The Foundation recognizes Outstanding Accounting Educators in Georgia who provide critical training of future CPAs.

Help the Best and the Brightest in Georgia Become CPAs

*"This prestigious award makes a statement to educators that our work is important. It is motivating."* – Martha Merritt, assistant professor of accounting, University of North Georgia and current Educational Foundation President, 2002 Award Recipient

4. The Foundation creates and expands brand awareness among students and educators through named and endowed scholarships.

*"Recognition as a scholarship recipient motivated me to pursue my CPA certification and work in public accounting."* – scholarship recipient Michael Maiorano, partner, Windham Brannon

Participate in the Foundation's Annual Campaign

*"Michael is a great example...this is why we have been such a big supporter of The Foundation."* – David Kloess, president & CEO, Windham Brannon

### These programs combine to:

- sustain an adequate supply of accounting graduates and CPAs,
- assure top quality instruction and highly qualified accounting graduates, and
- assist your entry level recruiting efforts.

The AICPA's 2013 Trends report highlights the ongoing need for Educational Foundation programs. While the number of accounting graduates has tripled over the past 40 years (from 26,000 to 82,000), the number of accounting graduates hired by CPA firms increased more than fourfold and the trend is expected to continue.

The Educational Foundation invites you to participate in its 2013 "Growing Georgia CPAs" Annual Campaign. Watch for a November email and please act on it. Your support is critical for the profession.

*\*The Educational Foundation is a 501(c)3 charitable organization. Contributions are tax deductible.*

Contribute online today at [foundation.gscpa.org\\*](http://foundation.gscpa.org)

Anita Pittman, CPA recently retired from Cherry Bekaert LLP after a 35-year career in public accounting. As chair of the Educational Foundation's Development Committee, she is driven by a passion for education and sustaining the future of the CPA profession in Georgia. She can be reached at [pittmanCPA@gmail.com](mailto:pittmanCPA@gmail.com)



# Member News

## PROMOTIONS & NEW POSITIONS

**Verner & Associates, LLC** is pleased to announce that **Ellen Gelfand, CPA** and **John B. Wolters, CPA** have joined the growing team.

**Mauldin & Jenkins, LLC** is proud to announce that **Aleisa Howell, CPA** has become a partner.

**McGladrey LLP** recently added two partners to the firm's Atlanta office: **Michael J. Anderson** is a tax partner and **Henry H. Niden** is an assurance partner.

**Cherry Bekaert LLP** is pleased to welcome **Beth Turner** as a partner with the tax practice.

**Moore Colson** announces the addition of **Christopher Fagan, CPA**, as a senior manager in the firm's business assurance practice.

**Draffin & Tucker, LLP** is pleased to announce the following promotions in the firm's healthcare practice: **Robert Cook** to associate II; **Keara Dowling** to supervisor; **Caleb Holloway** to associate II; **Tim Hunter** to associate II; **Lee Jamison** has been to senior; **Darin Lane** to associate II; **Kate Randall** to supervisor; **Becki Shaughnessy** to manager; and **Katie Venettozzi** to associate II.

## AWARDS AND HONORS

**Mark Wyssbrod, CPA**, of **Pro-Active CPA, PC**, was recently recognized as the Small Business Person of the Year by the Greater North Fulton Chamber of Commerce.

The Advisory Board has announced **Gale Crosley** as the recipient of the 2014 Hall of Fame Award.

**Daniel C. Henning & Associates, LLC** is pleased to announce that **C. Michael Duke** has passed his CPA exam.

**Brady Ware** is pleased to announce that **John Usry** passed the final section of the CPA exam.

**Frazier & Deeter** audit partner, **Sean Lager**, has been appointed to the Technical Issues Committee of the AICPA.

**J. Allen Poole, CPA**, retired partner at **Cherry Bekaert LLP**, has been elected president of The Panther Athletic Club (PAC) Board at Georgia State University.

## FIRM NEWS

**Carr, Riggs & Ingram (CRI)** expands in Atlanta by merging **Laney, Boteler & Killinger**.

**Moore Colson** recently announced that it has been named one of INSIDE Public Accounting's Best of the Best Top 50 CPA Firms in America for 2013.

**Deemer Dana & Froehle LLP** is pleased to announce the firm was named as one of the 2013 Best Accounting Firms to Work for by *Accounting Today* and Best Companies Group.

## IN MEMORIAM

We sincerely regret the loss of the following members and extend deepest sympathy to their families and friends.

**Tracy F. Cleveland**, Evans, Ga.  
**Donna G. Manning**, Marietta, Ga.  
**H. Glenn Savage**, Hoschton, Ga.  
**J. Roy White**, Decatur, Ga.

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MARCH  
2014

# WE ARE MOVING!

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THE GEORGIA SOCIETY OF CPAS

The King Building  
Six Concourse Parkway, Suite 800  
Atlanta, Georgia 30328-6111





# Clusters 2013

Attendees of the 2013 Clusters can customize their CPE based on four tracks of study:

## TAX

Leader: Susan Smith

### December 18

**8:30 a.m. - 12 p.m.**  
Federal Tax Update  
**Event Code: 12043**

**1 - 4:30 p.m.**

**NEW!** Partnerships and LLCs: Avoiding Common Pitfalls Facing Practitioners  
**Event Code: 12047**

### December 19

**8:30 a.m. - 12 p.m.**

**NEW!** Select Estate and Life Planning Issues for the Middle-Income Client  
**Event Code: 12051**

**1 - 4:30 p.m.**

**NEW!** Maximizing Your Social Security Benefits  
**Event Code: 12056**

## A&A

Leader: Joann Cross

### December 18

**8:30 a.m. - 12 p.m.**  
Current Issues in Accounting and Auditing: An Annual Update  
**Event Code: 12040**

**1 - 4:30 p.m.**

**NEW!** Fraud and Financial Reporting: Don't Be the Next Victim  
**Event Code: 12044**

### December 19

**8:30 a.m. - 12 p.m.**  
Compilation and Review Guide and Update  
**Event Code: 12048**

**1 - 4:30 p.m.**

**NEW!** Financial Statement Disclosures: Guide to Current Requirements and Developing Issues  
**Event Code: 12052**

## GOVERNMENT A&A

Leader: Fred Christensen

### December 18

**8:30 a.m. - 12 p.m.**  
**NEW!** Preparing OCBOA Financial Statements: Cash, Modified Cash and Tax Basis  
**Event Code: 12041**

**1 - 4:30 p.m.**

**NEW!** The Statement of Cash Flows: Preparation Guidance and Presentation Illustrations  
**Event Code: 12045**

### December 19

**8:30 a.m. - 12 p.m.**

**NEW!** Latest Developments in Government and Nonprofit Auditing 2013  
**Event Code: 12049**

**1 - 4:30 p.m.**

**NEW!** Accounting and Reporting for Nonprofits: Avoiding the Headaches and Heartaches  
**Event Code: 12053**

## MANAGEMENT

Leader: John Cox

### December 18

**8:30 a.m. - 12 p.m.**  
**NEW!** Controller/CFO Update: Hot Topics Facing Today's Financial Professional  
**Event Code: 12042**

**1 - 4:30 p.m.**

**NEW!** Gaining a Competitive Advantage: Critical Skills for CFOs and Controllers  
**Event Code: 12046**

### December 19

**8:30 a.m. - 12 p.m.**  
**NEW!** Innovative Forecasting and Budgeting: Moving Beyond the Traditional Techniques  
**Event Code: 12050**

**1 - 4:30 p.m.**

**NEW!** Thriving in a Chaotic Economic Environment: Planning and Strategy Formulation for Your Organization  
**Event Code: 12055**

To register for Clusters, visit [clusters.gscpa.org](http://clusters.gscpa.org) or call the CPE Department at 800-330-8889, Opt. 3.

# 2013 Don Farmer Tax Seminars

## Tax Pre-Season Review

### Individual Returns - Atlanta

December 4, 2013

8:30 a.m. - 4:30 p.m. | CPE: 8 hours General  
Event Code: 12064 | Cobb Galleria Centre

### Business/Corporate Returns - Atlanta

December 5, 2013

8:30 a.m. - 4:30 p.m. | CPE: 8 hours General  
Event Code: 12065 | Cobb Galleria Centre

## Federal Tax Review

### Tifton

November 12, 2013

8:30 a.m. - 4:30 p.m. | CPE: 8 hours General  
Event Code: 11045 | Rural Development Center

### Macon

November 13, 2013

8:30 a.m. - 4:30 p.m. | CPE: 8 hours General  
Event Code: 11033 | Macon Centreplex

### Duluth

November 14, 2013

8:30 a.m. - 4:30 p.m. | CPE: 8 hours General  
Event Code: 12027 | Gwinnett Center

### Atlanta

December 3, 2013

8:30 a.m. - 4:30 p.m. | CPE: 8 hours General  
Event Code: 12054 | Cobb Galleria Centre

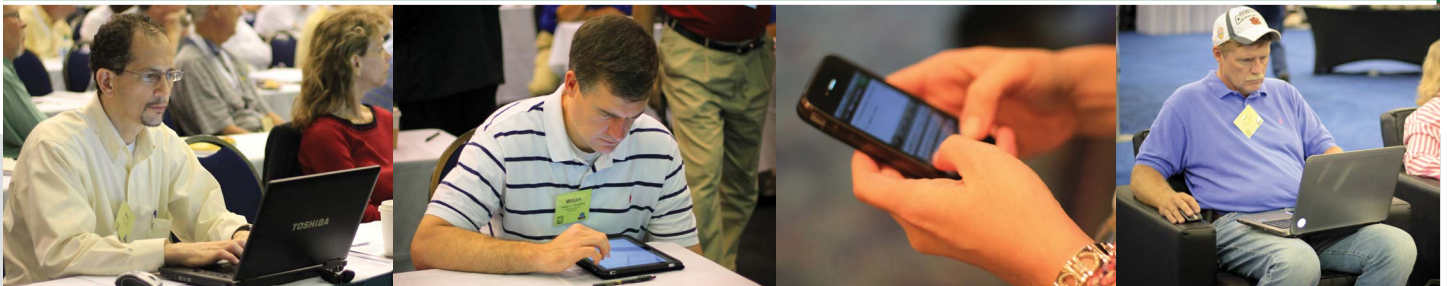
## LIVE STREAM OPTION

Join us live from the comfort of your home or office via live stream. Watch Don Farmer's 2013 Tax Seminars straight from the classroom.

To Register: Visit [gscpa.peachnewmedia.com](http://gscpa.peachnewmedia.com).

Fees: \$309 Members; \$409 Nonmembers

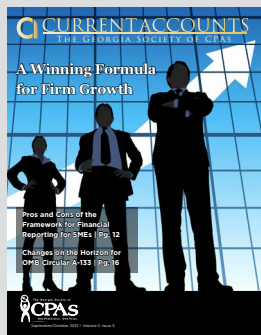
# Earn CPE from Your Home or Office through the *Online Learning Center*



## SELF-STUDY TESTS ARE AVAILABLE FOR TWO YEARS

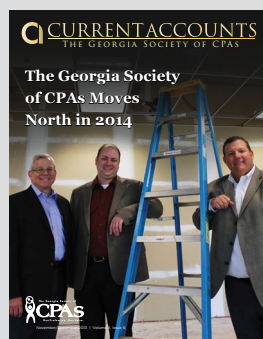
The self-study tests in the back of every issue of *Current Accounts* are a quick and easy way to earn two hours of CPE and each test is available for two years. For example, the July/August 2012 self-study test will be available until July 31, 2014. Take each test as you receive the issue or wait and take them all at one time. For more information on how to take a test, see page 36.

September/October 2012 Issue - Self-Study Test # CA20910  
 November/December 2012 Issue - Self-Study Test # CA21112  
 January/February 2013 Issue - Self-Study Test # CA30102  
 March/April 2013 Issue - Self-Study Test # CA30304  
 May/June 2013 Issue - Self-Study Test # CA30506  
 July/August 2013 Issue - Self-Study Test # CA30708



### < September/October 2013 Issue

Self-Study Test  
# CA30910



### November/December > 2013 Issue

Self-Study Test  
# CA31112

## Upcoming Live Streams

**Influencing an Organization's Success: Exploring New and Efficient Ways to Manage a Company**  
 November 11, 2013 • CPE: 8 General

**OCBOA: Preparing and Reporting on Cash, Modified Cash and Tax Basis Financial Statements**  
 November 13, 2013 • CPE: 8 A&A

**IRAs: Contributions and Distributions for Traditional, ROTH, SEP and SIMPLE IRAs**  
 November 15, 2013 • CPE: 8 General

**2013 Business & Industry Conference**  
 November 19-20, 2013 • CPE: 16 General / 8 A&A

**Social Security, Medicare and Prescription Drug Retirement Benefits: What Every Baby Boomer Needs to Know**  
 November 22, 2013 • CPE: 8 General

**Gary Zeune's Fraud 2013 Alert for Small and Midsize Firms**  
 December 4, 2013 • CPE: 8 A&A

**Ethics: When CPAs Make the Headlines**  
 December 5, 2013 • CPE: 4 A&A

**A&A for Tax People Who Hate A&A**  
 December 9, 2013 • CPE: 8 A&A

**The ABCs of Cost Accounting for Improved Performance**  
 December 12, 2013 • CPE: 8 A&A

REGISTER AT  
[CASELFSTUDY.GSCPA.ORG](http://CASELFSTUDY.GSCPA.ORG)

REGISTER AT  
[GSCPA.PEACHNEWMEDIA.COM](http://GSCPA.PEACHNEWMEDIA.COM)



# Current Accounts Self-Study Test

November/December 2013 | Test No. CA31112

How do you earn a quick two hours of CPE? Take the self-study test provided in each issue of *Current Accounts*. Simply answer the 10 questions based on content in *Current Accounts* and submit your answers to GSCPA. Receive a grade of 70% or better and earn two hours of CPE credit.

*\*Please Note: All Current Accounts self-study tests are available for two years from the issue date.*

## PRICING

	Online	Print
Members	\$25	\$30
Nonmembers	\$50	\$60

## ONLINE INSTRUCTIONS

1. Go to [caselfstudy.gscpa.org](http://caselfstudy.gscpa.org).
2. Click on "Register Here" for the appropriate issue.
3. After registering, you will receive an email confirmation with a link to the self-study test. Look for "CURRENT ACCOUNTS SELF-STUDY TEST" in the body of the email.
4. Complete the test and click "Submit" when you are finished.
5. Print the confirmation page for your records.

## PRINT INSTRUCTIONS

1. Detach the test insert from *Current Accounts*.
2. Take the test, recording your answers on the answer sheet by filling in the appropriate circle.
3. Complete the registration and payment information. Payment must be submitted with the test. Print clearly.
4. Mail this page, along with your payment, in an envelope to:  
 The Georgia Society of CPAs  
 Current Accounts Self-Study Test  
 3353 Peachtree Road NE, Suite 400  
 Atlanta, GA 30326-1414  
 OR Fax to the CPE Department at 404-237-1291.

## TEST RESULTS

Upon completion of the test, your answers will be graded and within two business days you will either receive an Event Acknowledgement stating you passed the test along with certificate of attendance or an email stating you did not pass along with a link to retake the test.

## QUESTIONS

If you have any questions about this test, please contact the CPE Department at 404-504-2985.

## ANSWER SHEET

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

## REGISTRATION INFORMATION

Full Name \_\_\_\_\_ Member # \_\_\_\_\_

Company/Firm Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

## PAYMENT INFORMATION

Check for \$\_\_\_\_\_ made payable to  
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Amount to charge to credit card \$\_\_\_\_\_

Discover  MC  AmEx  Visa  
 Personal OR  Company Card

Card Number \_\_\_\_\_ Exp. Date (required) \_\_\_\_\_

Name as it appears on card \_\_\_\_\_

Signature \_\_\_\_\_

## ATTRIBUTION

The Self-Study Test is developed and written by **Lowell Mooney, PhD, CPA**, Professor of Accounting at Georgia Southern University.



## GSCPA is Moving North in 2014

### 1. Select the incorrect statement from the following:

- A. The Society is moving its office to the North Perimeter area.
- B. The Society's office has been in the William Oliver Building in downtown Atlanta since its founding.
- C. The Society will achieve significant savings in rent and parking costs.
- D. The new office will include state-of-the-art technology, including a new studio.

### 2. Which of the following was not cited as a benefit of moving GSCPA's headquarters?

- A. Places the office directly in the center of the majority of the membership
- B. Positions the society for future growth and advancement
- C. Changes the society's mission so that it no longer includes protecting the integrity of the accounting profession
- D. Provides the ability to broadcast seminars, conferences, and meetings directly to members

## 2014 Georgia Legislative Session: Ramping Up

### 3. All of the following are ways GSCPA attempts to influence the legislative process EXCEPT:

- A. Have its Vice President of Legislative Affairs, Don Cook, introduce bills favorable to CPAs directly on the House floor
- B. Make PAC contributions to key legislators
- C. Maintain an Action Center on the GSCPA website to keep members up to date
- D. Provide a Legislative Tool Kit to assist members with their communications with elected officials

### 4. Which of the following explains why GSCPA is pushing for passage of HB 291?

- A. The bill will place the State Board of Accountancy under direct control of the Georgia Society of CPAs.
- B. The bill will provide badly needed tax reform.
- C. The bill will eliminate all licensing boards.
- D. None of the above

## Private Company Council Proposals May Not Be So Simple

### 5. The proposed changes to ASC 805, Business Combinations, will:

- A. create the Private Company Council.
- B. make it mandatory for private companies to change the way they account for intangible assets acquired in a business combination.
- C. address concerns over the cost of complying with GAAP.
- D. require ALL companies to change the way they account for intangibles.

### 6. The objectives of the proposed Accounting Standards Updates (ASU) discussed in the article include:

- A. To simplify the accounting for certain transactions
- B. To lower compliance costs
- C. To provide private companies with alternatives to GAAP
- D. All of the above.

## New Tax Considerations for Marital Status

### 7. The Affordable Health Care Act of 2010 and the Taxpayer's Relief Act of 2012 will impact John and Sue who are married taxpayers with taxable income exceeding \$450,000. Select the incorrect statement from the following:

- A. The couple will move from the 35% tax bracket to a 39.6% bracket.
- B. The couple's capital gains tax rate will remain at 15%.
- C. The couple will be subject to a new 3.8 percent tax on unearned investment income.
- D. The couple will be subject to an additional tax of .9 percent on their wages and self-employment income over \$200,000.

## Management Accountants: Delivering Value Beyond the Numbers

### 8. What reason was given for management accountants' greater role as a trusted partner with senior leadership?

- A. Higher demand for the management accountant's specific combination of skills
- B. Shortage of managers from other discipline areas
- C. Management accountants are less expensive than other executives
- D. Management accountants are more creative in smoothing earnings

## Reducing Fraud with Technology

### 9. The auditor is concerned about the possibility of multiple payments of the same invoice. Which of the following tools would be useful in addressing this concern?

- A. Microsoft Excel WEEKDAY function
- B. Microsoft Access query wizard
- C. ActiveData add-in for Microsoft Access
- D. Benford's Law add-in for Microsoft Word

## Staying Healthy During Tax Season

### 10. Some firms are implementing incentive programs to help employees stay healthy. Which of the following is not an incentive program offered by Bennett Thrasher?

- A. Eat Right for Life Challenge
- B. Sports (e.g., ping pong) Challenge
- C. Reading Challenge
- D. Walking Challenge



## Increasing the Relevancy of Academic Accounting Research

Mark Dawkins, Ph.D., CPA



*Please Note: The views and interpretations reflected below are those of the author and do not necessarily reflect an expression of opinion on the part of The Georgia Society of CPAs.*

The practitioner view of accounting faculty is that we teach, research, and provide service to our campuses and communities, with the greatest emphasis on teaching. However, most schools primarily reward faculty for publishing in accounting journals, and the greatest rewards are provided to faculty who publish in the top-6 accounting research journals (i.e., *The Accounting Review*, *Journal of Accounting Research*, *Journal of Accounting & Economics*, *Contemporary Accounting Research*, *Review of Accounting Studies*, and *Accounting, Organizations & Society*). This current practice allows accounting faculty members to decide what research questions to address, what research methods to use to investigate those research questions, and then convince journal reviewers and editors that the resulting research findings make a significant incremental contribution to the existing literature.

The current accounting research approach often results in research that is not relevant to accounting practice since accounting service firms and practicing accountants have little input into which research questions accounting faculty investigate, and how and where the research results and findings are disseminated. In the motivation section of most studies, accounting faculty members state how the research questions, findings, and results are relevant to various professional constituencies; yet this approach is mostly ex post rather than ex ante since accounting faculty rarely consult with such constituents before conducting research studies to verify their relevance for these groups. Since most academic reward systems do not emphasize the relevancy of academic research, it is not surprising that Dirk Simons, associate dean for research at the Business School of the University of Mannheim, notes that “Business schools are under pressure to answer the question of whether they’re doing any valuable research at all” (Shinn 2010, 30).

I would be surprised if many practicing accountants have heard of, or are familiar with, any of the top-six accounting research journals mentioned above. The practitioner journals most accountants read include the *CPA Journal*, *Journal of Accountancy*, and *Strategic Finance*. Thus, to increase the relevancy of academic accounting research, most schools (including research-focused schools) should explicitly reward accounting faculty for publishing practitioner versions of research articles. This recommendation is consistent with the AACSB’s (2009) Impact of Research Task Force report which encouraged faculty at business schools to produce both scholarly and practical research since both have value. In fact, of the Task Force report’s seven recommendations, most recommendations focused on strengthening the ties between business research and practice.

Encouraging accounting faculty to publish practitioner versions of research articles is also timely because of the AACSB’s passage of its new accreditations standards, which now require assessment and measurement of the impact of faculty members’ research. Each school will determine how to measure research impact, and the expectation is the metrics will go beyond citation counts. This recommendation is also consistent with the Pathways Commission report, which notes a need for “a better balance in recognizing faculty contributions” beyond research, and recommends reforming accounting education to reward teaching and service as critical components in achieving the institution’s mission (Pathways Commission 2012, page 33). Publishing practitioner versions of research articles should be part of the service mission of accounting faculty since such publications help make academic research relevant to accounting practitioners.

Additionally, I encourage GSCPA chapters to invite local faculty to monthly meetings to present their research and solicit feedback. I have presented my research to the DeKalb, Gwinnett, and the Northeast Georgia chapters, and the insightful feedback and questions I received significantly improved my research studies. My experience is that practitioners often view research questions and issues through a totally different and more practical lens than accounting faculty, and thus ask questions and raise issues that I should have considered but had not incorporated in my research.

---

Mark C. Dawkins, Ph.D., CPA is the associate dean for academic programs and an associate professor of accounting in the Terry College of Business at the University of Georgia.





## BUSINESS SERVICES

Peer reviews for sole practitioners and small firms. We have the client base, technical skills, plus the understanding, to help your firm. Fifteen years of peer review experience with 150 firms ensures efficient work on engagement reviews. Contact Joe W. Kilpatrick or Steve Rea, Crescent Centre, Tucker. 770-455-8706 or jwkilpatrick@kilpatrickcpa.com, www.kilpatrickcpa.com.

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## SITUATIONS WANTED

CPA available for per diem work in accounting and tax. Experience in public and corporate accounting. Call/email Bob for info at 770-498-8889 / bobh7734@gmail.com.

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Dame, Walker, Hughes & Co., LLC, with an office in South Georgia, looking to continue growth through acquisition and/or merger opportunities. We are looking for firms ranging in size from \$200,000 to \$2,000,000. To confidentially discuss how our firms may mutually benefit, please contact Tim B. Dame, CPA at timdame@southeastcpas.com or 229-259-0909.

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Looking for established audit manager/partner to take over and grow the audit practice of North Atlanta CPA firm. The firm currently performs approximately 25 audits with total fees of \$225,000. Applicant must have audit experience at the partner or manager level and a client base which can be brought into the firm. Please respond to GSCPA File Box 456.

Central Florida firm with revenue of \$1.5 million seeking a talented individual to join our succession team. Ideal candidates will have an entrepreneurial spirit, along with strong client-management, tax, accounting and business-consulting skills. This is an outstanding opportunity for the right person. Replies will be held in strict confidence. Reply to jbradley@cohensmithcpas.com.

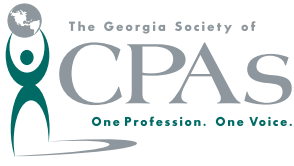
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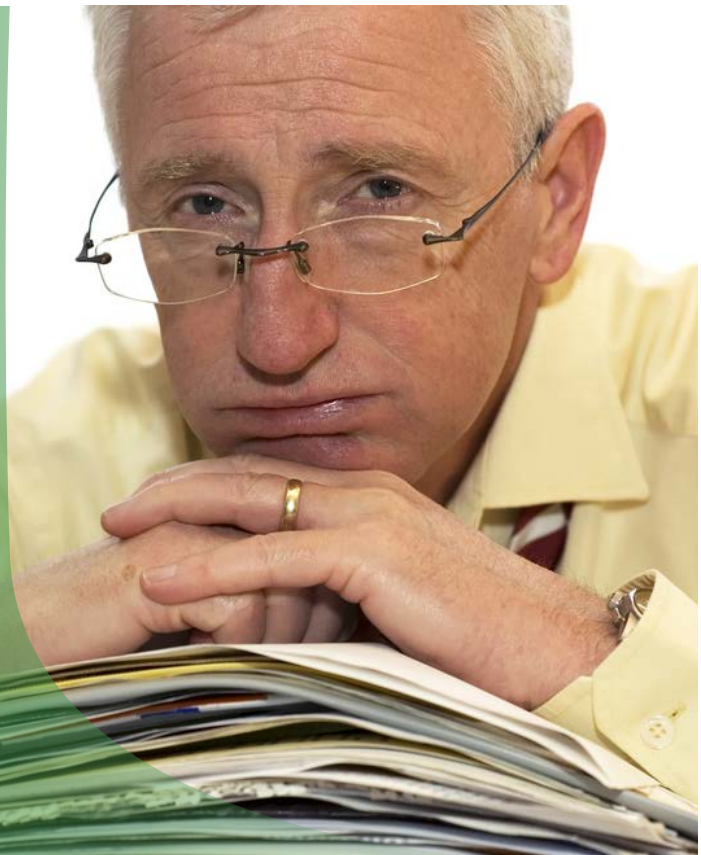
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