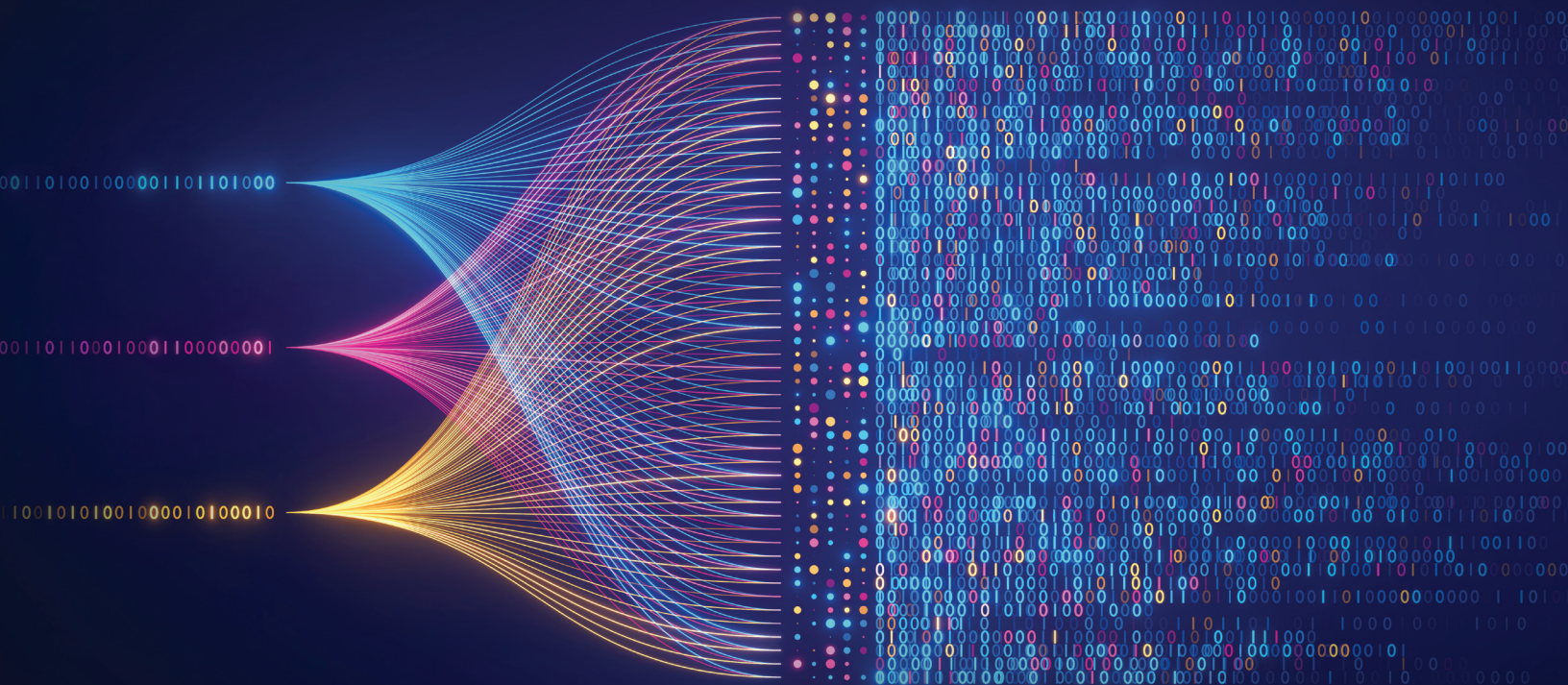


Summer 2024

Connecticut CPA

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CTCPA Accounting Scholarship Foundation

Golf Tournament

Monday, July 22, 2024

The Farms Country Club, Wallingford

\$3,000 and \$1,800 Major Sponsorships

\$1,400 Gold Sponsorships (Foursome Plus Sponsor Recognition)

\$300 Tee/Green Sponsorships

Consider Donating a **Raffle Prize!**

\$275 Individual Player Registration

Join us as we get together and raise money for the CTCPA Accounting Scholarship Foundation to help provide scholarships for tomorrow's accounting professionals.

Want to help make a great event even better?
Join the Golf Committee at www.ctcpas.org/Golf!



Connecticut CPA

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CTCPA Executive Director & CEO

Bonnie Stewart



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Editor's Note

Technology Resources: From First Steps to Advanced

Earlier this year, we conducted a member survey to help identify our most popular member benefits and your most pressing needs moving forward. It was no surprise that staying abreast of constantly evolving technology ranked first on the list of member concerns. (The entire top five list appears below.)

With a wealth of resources already available and many more to come, we are committed to helping you navigate the technology landscape – whether you're an adept user or you're interested in exploring some new possibilities.

This issue of *Connecticut CPA* brings you articles on implementing new software, getting started in artificial intelligence (AI), and more. If you've never tried out generative AI, our piece from well-known tech expert and CPA **Tommy Stephens** of K2 Enterprises will give you some simple steps to get started and try out these powerful new tools.

In addition, I can't say enough about the opportunity to get advice and answers at our quarterly TechConneCT meetings. Hosted by members of the CTCPA Technology Committee, these informal and informative sessions start with a discussion topic, but never limit conversation. Bring any and all questions you have to these free meetings. Get the meeting link by registering in advance at www.ctcpas.org/MemberMeetings.

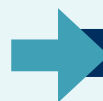
TechConneCT meetings complement hundreds of targeted CTCPA webinars, seminars, and conferences on topics from cybersecurity and advanced Excel to Power BI, Teams, and so much more. Simply select the field of study "Computer Software & Applications" at www.ctcpas.org/Catalog to find the training and education you and your team need.

As we move forward, we'll be bringing you additional resources including software demo days, new product partnerships and discounts, and innovative speakers. If you have ideas for ways we can help, please reach out to me at kirstenp@ctcpas.org. We welcome any and all ideas and requests.



See you next issue,

Kirsten Piechota, Managing Editor



CTCPA Member Top Concerns

- 1 Technology (AI, software, etc.)
- 2 Recruitment/retention/onboarding
- 3 Succession planning
- 4 Leadership development and business skills
- 5 Human resources issues

2024 AICPA Spring Council Update

Top Takeaways from Council Members Katherine Patnaude and Amber Moore



(from left) CTCPA Executive Director Bonnie Stewart, Katherine Patnaude of PKF O'Connor Davies, and Amber Moore of Goldblatt Bokoff at the spring AICPA Council meeting.

In May, CTCPA Executive Director **Bonnie Stewart** headed to Orlando, FL with AICPA Council members **Katherine Patnaude** of PKF O'Connor Davies and **Amber Moore** of Goldblatt Bokoff for the spring AICPA Council meeting.

Current Connecticut AICPA Council members also include CTCPA Chair **Kevin Lawlor**, **Joe Radziewicz** of Stanley Black and Decker, and **Paul Young** of Liberty Bank; this particular meeting marked the end of the terms of immediate past chair **Tim Hedley** of Fordham University and **Susan Martinelli** of RSM US.

Katherine and Amber had a front row seat to the profession, gleaned insight on where we stand today and where we're going in the not-distant-at-all future. Given that both sit on our Pipeline Taskforce, Amber just finished her second term as chair of the Technology Committee, and Katherine serves on two of our audit committees, they were the perfect representatives!



Artificial intelligence is transforming the profession – and employees need and want training.

More than 90% of employees want Generative Artificial Intelligence (GenAI) training, yet less than 10% of employers are providing that education at a satisfactory level. Employers need to be looking at their AI policies and training – and soon! There's a lot to think about, including that employees aren't providing identifiable information to become part of the open AI models.

Artificial intelligence can actually be a tool used to help fill the pipeline. AI can automate certain work, making it less time-consuming for employees, which enhances the employee experience by making workloads more manageable and using the latest technology.

>> Visit CPA.com's GenAI toolkit for first steps, tips, and use cases at www.cpa.com/Gen-AI.



The National Pipeline Advisory Group (NPAG) has outlined actionable steps to help fill the CPA pipeline – including a Pipeline Pledge that all members can take.

The National Pipeline Advisory Group (NPAG) has conducted extensive research and interviews to develop a data-driven multi-step plan with recommendations including:

- Address the time and cost of education.
- Make the academic experience more engaging.
- Enhance the employee experience by evolving business models and cultures.
- Prioritize strategies to expand access for the underrepresented at every stage.
- Grow support for CPA Exam candidates.
- Tell a more compelling story.

One thing every single one of you can easily do on an individual level is that last step: tell a compelling story to students and new employees about what this profession has to offer. If you're proud to be a CPA or finance professional – talk about it!

>> Read the advisory group's recommendations and sign the Pipeline Pledge at www.accountingpipeline.org.



Dynamic Audit Solution (DAS) adoption is accelerating – and proving attractive to young professionals.

Dynamic Audit Solution (DAS) is a “technology-enabled, all-in-one audit workflow tool” developed by AICPA, CPA.com, Caseware International, and leading audit practitioners that is shifting the way firms are approaching the audit.

Eighty percent of the stakeholder consortium is either in the evaluation, planning, or adoption phase, with 2,500+ engagements completed.

Younger professionals in particular seem to like the DAS methodology, helping them understand the “why” behind an engagement and better serve client needs.

>> Learn more about DAS at www.cpa.com/DAS.

From the Executive Director and CEO



Debate Over 150-Hour Requirement and Alternative CPA Pathways Heats Up Across the Country

The hottest topic at every national accounting meeting I've attended this year – particularly those hosted by the American Institute of CPAs (AICPA) and the National Association of State Boards of Accountancy (NASBA) – has been removing barriers to CPA certification.

At the forefront of this discussion are potential modifications to the 150-hour credit requirements. There are many who advocate in favor of eliminating it, many who would like to develop additional or more flexible pathways to meet it, and some who are staunchly against any major changes.

The vast majority of individuals I've spoken with in our state – and throughout New England, for that matter – are in favor of eliminating or reworking the 150-hour requirement.

Alternative pathways include the AICPA/NASBA Experience, Learn and Earn (ELE) pilot program, which began in January. This integrated program allows candidates to earn up to 30 credit hours online at a reasonable fee (about \$5,000) while working in a paid accounting position.

Other options being discussed include requiring an increased number of years of experience for CPA candidates with only 120 credit hours over those with 150 credit hours.

However, some significant and vocal groups – including some large states and jurisdictions – are opposed to changes that would eliminate the 150-hour requirement at this time.

The biggest challenge we face is mobility; if there are any changes to the 150-hour requirement, each state will need to modify the provision of their regulation or legislation. We will need to carefully address these issues going forward in order to maintain mobility between jurisdictions or regain it as soon as possible.

While all parties involved agree that the profession's pipeline issues are dire and must be addressed, it unfortunately seems as though a nationwide resolution will not be identified quickly. With 55 NASBA CPA licensing jurisdictions and many questions and issues to address along the way, it will likely be a slow road to make any sweeping and meaningful changes.

We will continue to keep you informed and seek your feedback as the conversation progresses.

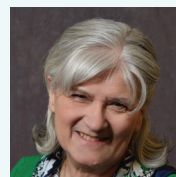
Bonnie Stewart, Executive Director & CEO

CTCPA Membership Team Staffing News

Cindy Panioto, who has most recently served as CTCPA Director of Operations and Advocacy, will be transitioning back to her prior role as Director of Membership and Business Development. Cindy has been instrumental in enriching membership value, overseeing recruitment and retention, engaging students and educators, supporting aspiring CPAs and young professionals, and forging strategic partnerships.

She joined CTCPA in 2018 after serving for 27 years as the Conference & Events Manager at the Connecticut Business & Industry Association (CBIA). She is a past President of Meeting Professionals International (MPI) and served for more than two decades with the United States Army Reserve.

We are pleased to welcome **April DiFalco** as our new Outreach and Engagement Coordinator. April will work alongside Cindy to enhance member engagement, recruit new members, support pipeline initiatives, and more. Prior to joining the CTCPA, April served for almost 10 years as President of the Greater Manchester Chamber of Commerce. She has extensive experience in member service, community engagement, and program management.



Director of Membership and Business Development

Cindy Panioto

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Outreach and Engagement Coordinator

April DiFalco

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april@ctcpas.org



2024 CTCPA Annual Meeting a Celebration of the Profession and Opportunities for the Future

2024 CTCPA Annual Meeting

Almost 200 members came together in person to celebrate our strong, supportive community and the individuals who make it great at the 2024 CTCPA Annual Meeting.

We were joined by keynote speaker **Liz Barentzen**, Vice President, Operations and Talent Initiatives for the Center for Audit Quality, whose keynote address delved into innovative programs her organization is spearheading to attract a diverse population of new candidates to the profession.

Congratulations to new CTCPA Chair **Kevin Lawlor** and Jack Brooks Leadership Award winner **Drew Andrews** of Whittlesey, and special thanks to outgoing Chair **Timothy Hedley** of Fordham University.

The 2024-2025 Board of Directors was installed, as were members of the 28-person Advisory Council.

Our new Board of Directors members and officers are:

Chair

Kevin Lawlor, CPA

Formerly of Fairfield University and Seton Collaborative

Chair-elect

Mary Manfredi, CPA

General Dynamics Electric Boat

Treasurer

Muhammad Malloy, CPA

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Rachel Tressy, CPA, CIA, CRMA

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Karen Zeilnhofer, CPA

Deloitte LLP



2023-2024 CTCPA Chair Tim Hedley of Fordham University speaks about the importance and benefits of participating on a CTCPA committee.



2024-2025 CTCPA Chair Kevin Lawlor shares insight on the vital role technology plays in the profession today and into the future.



Keynote speaker Liz Barentzen of the Center for Audit Quality shares research related to her organization's Accounting+ campaign to help draw students to careers in accounting.

>> View more photos on the following pages and at www.ctcpas.org/Photos.



Drew Andrews of Whittlesey Honored with Jack Brooks Leadership Award



Drew Andrews of Whittlesey (left) accepts the 2024 CTCPA Jack Brooks Leadership Award from 2023-2024 CTCPA Chair Tim Hedley of Fordham University.

The Jack Brooks Leadership Award is presented annually to a CTCPA member whose personal efforts have advanced the accounting profession and strengthened the organization. It is named in memory of former CTCPA Executive Director Jack Brooks, a loyal champion of Connecticut CPAs.

This year **Drew G. Andrews** of Whittlesey was honored for his dedicated service to the CTCPA and the finance and accounting community as a well-respected, engaged, and passionate leader.

For 16 years, Drew has been Managing Partner and Chief Executive Officer of Whittlesey, one of the largest regional CPA and consulting firms in New England. Under his leadership, the firm has experienced significant growth, more than tripling revenue and expanding geographically with three offices across Connecticut and Massachusetts.

Drew is not only responsible for developing and executing firm strategy, but also serves a select clientele and mentors others to reach their full potential. His enthusiasm for the profession shines through when he talks about it, emphasizing its crucial role in serving the public and supporting individuals and their families.

Drew is a staunch supporter of the CTCPA and our mission, encouraging his interns and professional staff to join and become engaged with the organization. He's the driving force behind our new Hartford Managing Partners Group, collaborating with CTCPA Executive Director and CEO **Bonnie Stewart** to bring together firm leaders for thoughtful discussion and networking on a regular basis.



2024-2025 CTCPA Board of Directors members were elected and installed at the event. Pictured (from left) are: Chair Kevin Lawlor (Formerly of Fairfield University and Seton Collaborative), Advisory Council Chair Eliot Bassin (Fiondella, Milone & LaSaracina), Member-at-Large Kariann McDougall (Marcum LLP), Member-at-Large Karen Zeilhofer (Deloitte LLP), Treasurer Muhammad Malloy (CohnReznick LLP), Member-at-Large Rachel Tressy (Voya Financial), Chair-elect Mary Manfredi (General Dynamics Electric Boat), and Secretary Amber Moore (Goldblatt Bokoff, LLC). Unable to attend was Members-at-Large Christopher King (King, King & Associates, P.C. CPAs).

Event Sponsors



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Exhibitors



Contributor: Marie Benedetto, CPA – Innovative Business Solutions

CTCPA Recognition Reception Honors New CPAs, Scholarship Recipients, Educators of Excellence

The CTCPA Accounting Scholarship Foundation (ASF) provides scholarships to Connecticut high school and college students, helping provide a strong pipeline for the profession for years to come. This year, trustees awarded more than \$50,000 in scholarships to help aspiring CPAs.

The Recognition Reception, held at the The Farms Country Club, brought together scholarship recipients, accounting educators, new Connecticut CPAs, and leadership from the CTCPA, State Board of Accountancy, and Department of Consumer Protection.

\$500 High School Accounting Scholarships



Trustees present the merit-based **\$500 High School Accounting Scholarship** annually to up to 10 Connecticut high school seniors planning to pursue a career in accounting to help them finance their post-secondary education.

Pictured are (back row, from left):

Eric Levesque

Tourtellotte Memorial High School (UConn)

Amelia Stearnes

Griswold High School
(Eastern Connecticut State University)

Sofia Ruffo

William H. Hall High School (UConn)

Aiden Smith

Bristol Central High School
(University of Saint Joseph)

Alyssa Wenzel

Berlin High School (UConn)

(front row, from left):

Danielle McFarlin

Naugatuck High School (UConn)

Lindsey Pidlipchak

Amity Regional High School (UConn)

Lianna Johnson

Newington High School (UConn)

Unable to attend:

Kevin Hidalgo

Suffield High School (UConn)



New CPAs in attendance, including keynote speaker and prior scholarship winner **Christina Roy** of Fiondella, Milone & LaSaracina (pictured above), were congratulated by (from left) emcee and CTCPA Treasurer **Muhammad Malloy** of CohnReznick LLP, State Board of Accountancy Chairman **John Schuyler**, and Department of Consumer Protection Commissioner **Bryan Cafferelli**.

Educators of Excellence Awards

The Educators of Excellence Award (the "Eddy") returned this year by popular demand to honor the critical role accounting educators play in nurturing accounting students and CPA candidates. Emcee Muhammad Malloy presented the awards.

Michele Ganon, Ph.D., CPA, CGMA Western Connecticut State University



Dr. **Michele Ganon** is the head of the Western Connecticut State University accounting department and a full-time accounting professor. She has spent more than 30 years at Western.

The nomination that her student submitted is a true testament to her commitment to education and to her students: "Dr. Ganon has consistently demonstrated exceptional dedication, expertise, and passion in cultivating a dynamic learning environment for students. Her unwavering commitment to academic excellence, innovative teaching methodologies, and mentorship has profoundly impacted countless students and colleagues alike."

In Memoriam

CTCPA Past President Lawrence Gramling University of Connecticut



This year, we also presented a very special award. On October 17, 2023, the CTCPA and Connecticut's accounting community lost a tremendous advocate with the passing of CTCPA past president **Larry Gramling**. Larry was an enthusiastic champion of the profession and an integral part of preparing the next generation of CPAs and accounting professionals in our state.

Larry was frequently greeted at CTCPA events by the countless students he inspired over his many years as a professor at the University of Connecticut. In addition to his CTCPA service as president and a member of the Board of Governors, he was active on numerous committees. He was also a trustee of the CTCPA Accounting Scholarship Foundation.

Larry's award was accepted by Gramling family members (from left) Tim, Scott, Cathy, Amy, and Gary.

College Accounting Scholarships



Pictured (from left) are scholarship winners Naiiya Patel, Juliana Sarbieski, and Stephanie Santiago.

\$5,000 Four-Year College Accounting Scholarships

Laura Melin, Fairfield University
Ryan Paltauf, University of Saint Joseph
Naiiya Patel, University of Connecticut
Stephanie Santiago, Albertus Magnus
Juliana Sarbieski, Quinnipiac University
Micah Tarlton, University of Saint Joseph

\$5,000 Community College Scholarship

Sarah Martin, Middlesex Community College
(Southern New Hampshire University)

\$500 Children of CTCPA Members Scholarship

Connor Gleason, Salve Regina University
Child of CTCPA member Dana Litwinka

\$5,000 Minority Accounting Scholarship

Mayreliz Estrada, Southern Connecticut State University

\$5,000 150-Hour Education Scholarship

Yasha Laskin, Quinnipiac University

(continued)



New Connecticut CPAs

Congratulations to these new Connecticut CPAs who joined us to celebrate their achievement.

Pictured are (back row, from left):

Nicholas Trewartha, CPA
Meghan Glynn, CPA
Michael Stafko, CPA
Austin McAnneny, CPA

(front row, from left):

Christina Roy, CPA
Mariana Goncalves, CPA
Chloe Wood, CPA



Trustees in attendance were 2024-2025 ASF Chair Stefan Prins of PKF O'Connor Davies, Caitlin Nero of Whittlesey, and 2023-2024 ASF Chair Ralph Anderson III of PKF O'Connor Davies.

Thank You, Trustees!

This event marked the first event of this year's ASF trustees, whose terms began at the Annual Meeting in May:

Stefan Prins of PKF O'Connor Davies
Ralph Anderson of PKF O'Connor Davies
Michael Delaney of the Office of the State Comptroller
Michael Liapakis of KPMG
Caitlin Nero of Whittlesey
Brad Oatley of Goldblatt Bokoff LLC
Jayme White of Roller & Sheppard CPAs, LLP

Michael Cefole of YMCA Retirement Fund and **Lany Pfeifer** of BYYCPA LLC both completed their terms at the Annual Meeting – thank you for your service.



53%

of leaders say
attracting employees
is a struggle.*

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*2024 Priorities for Business Leaders report



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2024 Connecticut Professionals' Leadership Academy Graduates

This spring, 19 Connecticut residents graduated from the 2024 Connecticut Professionals' Leadership Academy, a program designed to strengthen leadership skills, build relationships, and create a collaborative professional services community.

This landmark program brings CTCPA members together with professionals from various industries and backgrounds, including:

- American Institute of Architects Connecticut,
- CFA Society Hartford,
- Connecticut Bar Association,
- Connecticut Young Insurance Professionals, and
- Hartford County Bar Association.

"The continued success of this collaborative leadership academy is a testament to the strengths and talents of these up-and-coming professionals and the organizations they represent. The leadership skills and relationships they have formed will serve them, their employers, and our community well as they lead through an ever-evolving environment today and into the future," said CTCPA Executive Director and CEO **Bonnie Stewart**.

The program encourages participants to help evolve and grow their careers and industries, professional association groups, and companies through dynamic sessions including Legislative Day at the Capitol, personal branding, how to lead a team effectively and efficiently, business finance, and a Lean principles and practices team-building workshop.

Meet the 2024 CTCPA Graduates



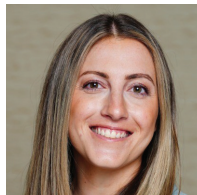
Nick Agnelli
Deloitte



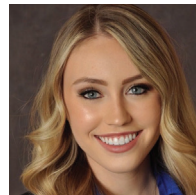
Madisyn Bianchini
KPMG



Alyssa Boerenko
CTCPA



Paige Donnelly
Deloitte & Touche LLP



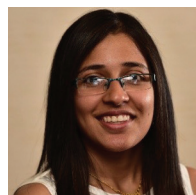
Haley Kaercher
Beers, Hamerman,
Cohen & Burger PC



Cassandra Palencia
BDO USA, LLP



Misal Panchal
Connecticut Insurance
Department



Minnu Saji
Deloitte & Touche LLP



Barbara Tenerowicz
HarperWhitfield



Danielle Wellington
Voya Financial



Carly Whitmer
KPMG LLP



Quynh Young
CTCPA



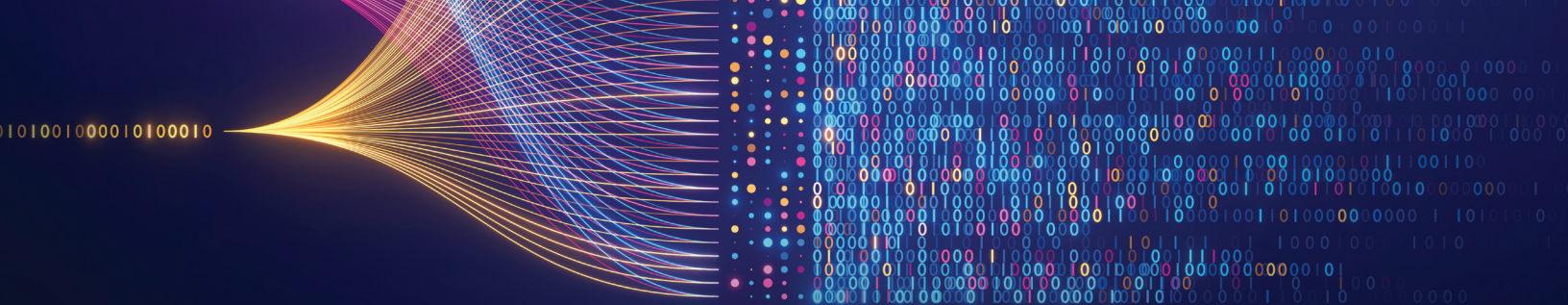
CTCPA Women's Awards

Celebrating Connecticut's exceptional female CPAs

Each January, we celebrate outstanding females making their mark on the accounting profession, their companies, and their communities. Nominate someone for a 2025 award.

Categories: Distinguished Service, Women to Watch, and Aspiring CPAs.

Nominate an outstanding member at www.ctcpas.org/CTCPAWomen.



Effective Automation and AI Implementation: Standing Firm in Efficiency and Organization for Client Accounting and Advisory Services

By Patrick Ball, CPA – Director of Technology, Innovation, and Partnerships, Aprio

In the midst of the generative Artificial Intelligence (AI) hype, automation often takes a backseat, with the assumption that AI will solve our problems. However, effective automation and AI implementation are impossible without proper processes, technology, and organization. Keeping this in focus, we'll explore tools to help your firm achieve its goals and foster a healthy work-life balance for your team.

Starting the Process with a Customer Relationship Management System

The initial step is engaging a client in the sales process. The effective way to track clients through this process is with a Customer Relationship Management (CRM) system like HubSpot or Salesforce. Utilizing these tools to track key data points including contact information, number of touches, and stages provides for both statistical insights and understanding of the client's story with the firm.

CRM systems have become vital tools for large and medium-sized firms. Using the tools built into systems like HubSpot and Salesforce will allow you to send marketing materials to your clients and potential clients. Tracking what services a client has signed up for will allow you to focus your efforts on what they could need in the future from the sales point of view. Additionally, you can make notes about what services your clients passed on to avoid any unwarranted sales attempts.

One of the biggest benefits of a CRM system is the automation it will afford you. You may have heard that "how you start is how you finish." Utilizing a CRM tool gives you a head start. To help some of the data flow correctly into your system, using contracting software like PandaDoc ensures you capture key pieces of information in your contracts that will automatically flow into your CRM.

Integrating Systems

Think we are ready for the general ledger system? Nope, not yet! First, we need to "automate to be great." As we will discuss later in this article, some task management software has built-in integrations with CRM systems. This makes getting all the correct information from one system to the next much more accurate.

Depending on the sophistication of the systems, you can add dynamic aspects to the automation to select appropriate templates for the services sold.

If integrations are not inherently available in the CRM and chosen task management software, you can always use a no-code application like Zapier to integrate these systems. Zapier operates in a way that makes it easy for anyone to write automation. While a CPA by trade, I was able to learn Zapier quickly and apply it to create efficiency in our communications.

Zapier is a unique software that drives automation across many different tools. When I think of Zapier, I think of it as the internet's duct tape. It can connect many applications and make them work together very efficiently.

Initially, I utilized Zapier to transfer data from our CRM into our task management system. Then, I broadened the application to include our contracting system, document storage, email, and beyond. To guide our automation priorities, I often pose the question to my team: "What tasks are we manually repeating?" This prompts them to identify areas where automation can free up time.

To start using Zapier, simply visit their website and sign up. I found it beneficial to explore and experiment with Zapier and both my skills and my team's proficiency improved over time.

Tracking Tasks with Precision

When considering client accounting and advisory services, it's crucial to track details with precision due to the rapid pace of activities involved. Zapier can be invaluable in this regard by seamlessly pushing information into your task management system.

Tax and audit typically have larger systems that operate at a project level, focusing on each client's annual filing. Depending on the scope of your client accounting and advisory services

engagements, you could be performing tasks monthly or even weekly. This integration enables you to effectively keep pace with the demands of the workload.

It is always easier to build up than to dig for something that may not be there. When thinking about a task management system, if it does not have tasks (digging for something that isn't there), you may not be able to track the work appropriately.

An appropriate task management system creates a certain efficiency in your communications that removes unnecessary conversations and allows for clear expectations.

In the past, I have leveraged several task management systems for this purpose: Asana, ClickUp, and Monday. Each of these systems integrates with different CRMs through Zapier. The integrations between these systems can ensure your projects are all in accordance with the scope of the firm's contracts.

As we think of the rapid pace of accounting and advisory services work,

utilizing a task management system allows us to create a due date for every task in the process. Whatever your required level of review, this can be set up.

You can schedule your data entry team complete reconciliations by the 5th of the month, your senior accountant review by the 10th, the manager review by the 15th, and you can send the financials by the 20th. Plus, you can analyze your team's client load by due date to ensure the proper mix of clients, so no one is overwhelmed at a given point in the month.

Choosing the correct task management system for you and setting it up appropriately is a critical step to getting work done at a good margin. Much of people's time is lost in internal communication. Task management systems answer who, what, when, and how, and provide updates along the way.

Leveraging General Ledger Systems

Now, let's discuss the general ledger system. I advocate for a cloud-based system. This enables all team members, regardless of location, to access information and perform tasks with

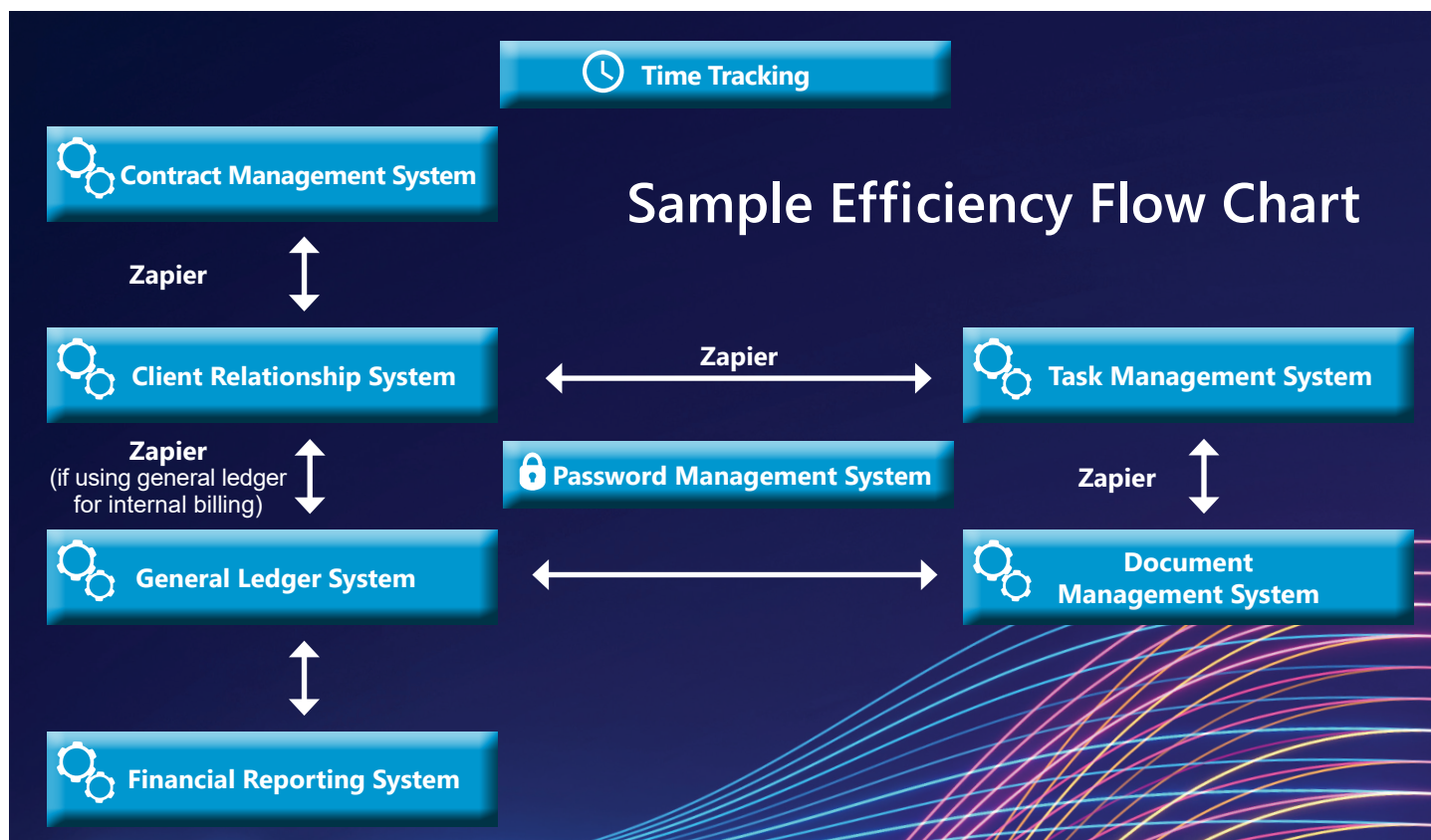
relative ease. A cloud-based system facilitates access to top talent that aligns with your firm's needs.

Intuit and Xero offer multiple versions of their products, most of which support cloud-based work and enhance efficiency for your team. Both systems automatically import transactions for many banks through their software. When the data is present, it makes the work more effortless.

Bank rules can be leveraged to automatically categorize transactions appropriately as the data comes in. Additionally, having hard bank reconciliations with documentation in each of these systems allows for an appropriate check for the review team.

Constantly having transactional data pushed into your general ledger system and being categorized is one of the best things you can do for a smooth tax season. Why wait until the busiest time of the year to do a year's worth of work? Maintaining a system that keeps your client's books updated is crucial for both your clients and your team. It ensures you have the latest data when advising your clients on their business.

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Accessing Banking Data

As mentioned earlier, automating accounting and advisory services work heavily relies on the automatic import of bank transactions. While the general ledger systems import transactions, importing bank statements is a relatively new feature and is not supported by every bank.

It is important to have access to your client's bank, credit card, and loan accounts. Most banks offer third-party access that grants your team access to the data, without the ability to move money.

Safely storing this sensitive information is paramount and using a username/password system like LastPass or Keeper is essential. These systems allow controlled access to each client's login details, ensuring privacy and control within your organization, and limiting access to authorized personnel only. Both systems allow controlled access to each client's login information. This ensures a level of privacy and control.

Creating Secure, Organized Storage Systems

Clients provide information to their accountants frequently. It is important to have a safe, secure, and organized document storage system. Although Microsoft and Google offer their own storage solutions, platforms like Box provide a secure method for clients to share information with you. Utilizing cloud storage ensures that every team member can access the data regardless of their location.

Remember, even top-notch software, data, and processes can be undone with a lack of organization. Developing a proper folder structure for the client, down to the names of each of the files (e.g. Client Name 1234 Statement – July 2023), will allow for more effective and efficient use of the software. When paired with a proper task management system, it will reduce the effort the team expends when looking for documents a client may or may not have provided.

For example, if files are named in a similar cadence and stored in similar

folders across the board, a staff accountant can easily find the document if it has been received. If a document is expected but has not yet been sent by a client, you can leverage the task management system to report the missing item.

Some task management systems offer email as an option that allows for tracking of what others are sending to clients. This prevents asking a client for materials that have recently been requested or have already been received.

Automating File Sharing with Clients

Many firms still save financial reports into their document management system and then email them to the client. However, there are now much better options than the long and time-consuming process this has become.

Several tools like Fathom sync with QuickBooks Online and Xero daily and allow for a quick-click method to provide custom financial statements to clients. Financial reports can even be scheduled to be sent out on the same day each month.

As you think about scaling and applying consistency in the product that your clients see from you, a tool like Fathom becomes increasingly critical. With the ability to use the same template on multiple locations, the consistency of your deliverables will improve.

Fathom also offers the ability to compare clients on your platform to each other in benchmark groups. This provides key insights for your advisory team to discuss with each client. As you grow, tools like this will allow you to move from accounting work to more advisory work.

Tracking Time and Billing

Lastly, it's critical to implement a system for tracking the time spent on each client. While there are differing perspectives on billable hours in client accounting services, I view it as a capacity goal.

We were hesitant when facing the idea of switching from our old analog system to a VoIP system, however after working with Universal Connectivity we wished we had made the switch sooner. Not only did they make the transition easy and seamless, their support has been nothing but spectacular. The new system allows us to stay connected to the office no matter where we are allowing us to provide the response our clients deserve.

— Anthony Pizzorusso, CPA
Partner, BYCCPA LLC



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By utilizing a task management system and establishing estimated times per task, you gain a clearer understanding of your team's capacity. A time tracking system enables you to assess your team's efficiency and identify clients where too much time is being allocated.

Scope creep can have adverse effects on your margins, particularly with flat fee billing. While flat fee billing eliminates uncertainty about incoming revenue, it places the responsibility for efficiency squarely on the firm. Implementing a time tracking system helps pinpoint areas for improvement.

You have heard "time is money," and here it is more important than ever. These technologies come with costs. Considering your team's time as the capacity metric helps quantify the use of these technologies versus hiring more staff for routine tasks.

Comparing entities isn't always "apples to apples." If an entity has 10 bank ac-

counts, it will take longer to perform the work on that entity as opposed to one with only one bank account. When considering your firm's profit margin, would you prefer to invest in more labor or enhance your technology?

Moving Forward

In this article, we've talked a lot about systems and technology. Technology is great, but you must design your processes to work with the technology. Technology alone will not be enough.

Having proper processes set up to allow the technology to work together and augment your team will lead to the best possible outcome. Even Tony Stark had to learn how to use the Iron Man suit!

As you think about implementing this throughout your firm, remember you must design your processes to work with your technology. Going forward, I would challenge you to think about what you are doing manually today that

is repetitive. This is the low-hanging fruit in the automation world.

Getting the appropriate tech stack in your firm will allow you to automate to be great.



Patrick Ball, CPA is the Director of Technology, Innovation, and Partnership with Aprio's Managed Services Department. Over the past five

years, Patrick has honed his expertise in small business, private equity, and technology, with a particular emphasis on integrating automation and streamlining operations within accounting firms. His dedication lies in empowering clients to achieve financial growth while enhancing the Aprio team through his commitment to process enhancement and automation advancement. He can be reached at patrick.ball@aprio.com.




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Get Started With Generative AI

Thomas G. Stephens, Jr., CPA, CITP, CGMA – Shareholder, K2 Enterprises

Artificial Intelligence (AI) is today's hottest technology topic. AI provides opportunities for accounting and financial professionals to work more efficiently and effectively than ever before. Yet, many of these same professionals may be intimidated by AI and, therefore, reluctant to use it. In this article, you will learn how to get started with three popular AI tools – ChatGPT, Bard, and Copilot.

Getting Started With ChatGPT

OpenAI's ChatGPT is likely the most popular AI tool in use today. It is an example of a generative AI tool, which simply means it can generate responses to your questions or tasks. Thus, you can use ChatGPT to create engagement letters, draft responses to IRS notices, write blog posts, and research accounting and auditing standards, among many other tasks.

You can use ChatGPT to create engagement letters, draft responses to IRS notices, write blog posts, and research accounting and auditing standards, among many other tasks.

To get started with ChatGPT you first need to create an account. To do so, visit <https://chat.openai.com> and choose whether you want access to a free or paid account.

(Note that a free account does not provide access to ChatGPT's most up-to-date content, but can serve as a great platform for getting started with artificial intelligence.)

Once you create your account, use those credentials to log into ChatGPT. Then, in the Message ChatGPT box near the bottom of the window, enter the task you want ChatGPT to perform. For example, you might choose to enter any of the following:

- Create an engagement letter for an individual tax return.
- Generate a comparison of S corporation taxation vs. C corporation taxation.
- Help me to understand Large Language Models.

Upon entering your prompt and pressing enter, ChatGPT will generate a response for you. Once the response displays, you can refine your request. For example, if you enter "Help me to understand Large Language Models" and press enter, ChatGPT provides a response. Then, you can enter the phrase "Provide more details" and ChatGPT will provide a more technical response.

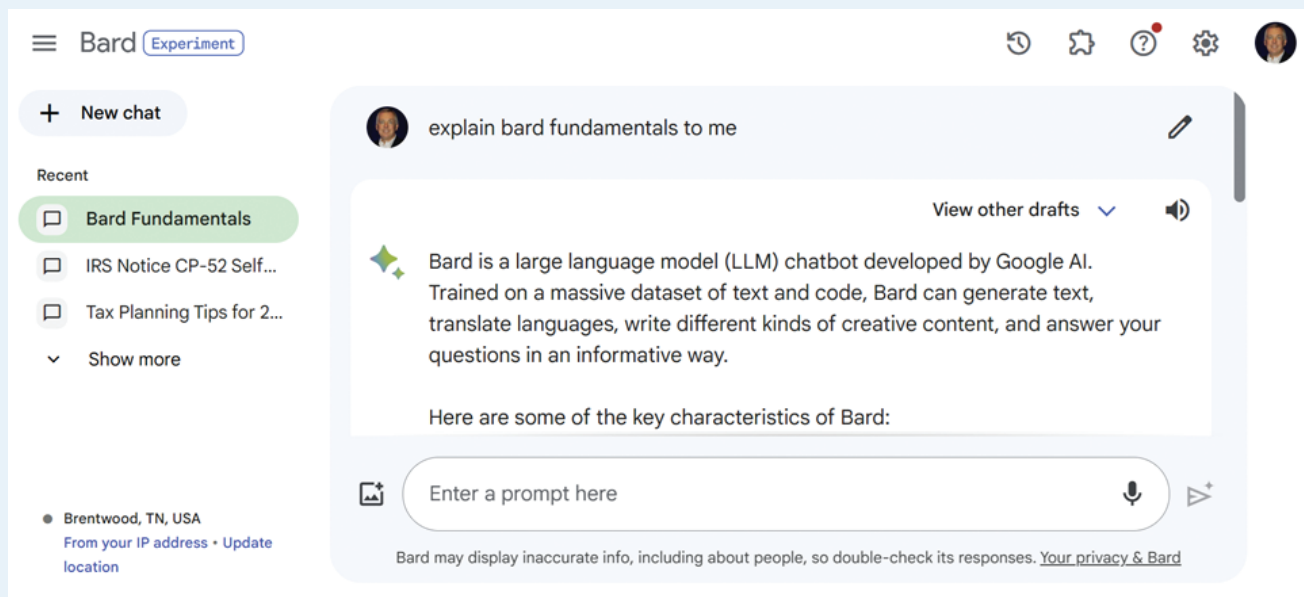
What Is Generative AI?

Since 2022, generative AI has emerged as one of the most talked-about technologies ever. As their name implies, generative AI tools can generate content for you. That content can be text-based or visual. Generative AI can also generate other forms of content, such as music, videos, and even computer code (including Excel macros)!

Large datasets known as Large Language Models (LLMs) power generative AI platforms. Engineers "teach" LLMs complex relationships between the items in these datasets so that they can respond to users' requests or prompts.

Generative AI represents one of several types of AI, and in the near term, generative AI is likely to be the most commonly used in business circles.

The sky is the limit when prompting your generative AI tool. Once you issue a prompt and receive your initial reply, you can modify your prompt, much like having a conversation with a human.



Likewise, you can enter “Provide a less-detailed response” and ChatGPT will respond accordingly. As you can see, getting started with ChatGPT is really quite easy.

Using Google's Bard Platform

If you would like to try Google's Bard generative AI tool, you will find the process for doing so very similar to using ChatGPT. However, one striking difference between the two platforms is that Bard is presently free to all subscribers, although Google indicates that a paid option is forthcoming.

To use Bard, create an account and then log into your account. Once you've logged in, enter your prompts or questions, and Bard will respond appropriately, as shown in the image above.

Like ChatGPT, you can modify your query by entering additional text in the prompt and then pressing enter.

How to Take Advantage of Microsoft Copilot Using Bing Chat

Microsoft's Copilot platform differs in several aspects from ChatGPT and Bard. First, no account or subscription is necessarily required. In fact, if you run Windows 11 or use Microsoft's Edge browser, you already have access to much of Copilot's functionality by taking advantage of a feature known as Bing Chat.

Second, if you have a qualifying Microsoft 365 subscription, a paid version of Copilot may be available to you. The paid platform will automate tasks such as generating a PowerPoint presentation from a Word document or creating responses to email messages you receive. For purposes of this discussion, we will focus on using Copilot as it is available in Edge.

To use Bing Chat in Edge, open the Edge browser and enter a search phrase as you normally would. Upon pressing enter, you will notice that Edge opens a pane on the right side of your screen and populates the response with the AI-generated text. To refine your request, click the Let's Chat button at the bottom of the pane. Then, you can modify your search.

An alternative way of accessing this feature is to click the Bing button near the upper right corner of the browser window. Regardless of which access method you choose, you may need to enable Copilot integration for Edge. To do so, follow the steps outlined below.

1. Open Copilot on your PC using the Win + C keyboard shortcut.
2. Click on the three dots along the top edge.
3. Click Settings.
4. Under “Share Microsoft Edge content with Bing Chat,” turn the toggle to “on.”

The sky is the limit when prompting your generative AI tool. Once you issue a prompt and receive your initial reply, you can modify your prompt, much like having a conversation with a human.

Summary

AI offers tremendous promise to all business professionals, yet many remain unaware of how to get started with this powerful technology. As you can see, getting started with AI can be very easy, even for users with minimal technology skills. Now that you know how to get started with artificial intelligence, the only question left to ask is, “what's holding you back?”



Thomas G. Stephens, Jr., CPA, CITP, CGMA is a shareholder of K2 Enterprises. He focuses on creating and delivering content and is responsible for many firm management and marketing functions. You can reach him at tommy@k2e.com or www.k2e.com.

Generative AI Solutions: Understand Your Risks

By Suzanne M. Holl, CPA – Executive Vice President of Loss Prevention Services, CAMICO

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

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

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

Accuracy and quality control – AI-generated content cannot be relied upon as-is, as the information may be outdated, misleading, or – in some cases – fabricated. All AI-generated content must be reviewed for accuracy before placing any reliance on it and should be given the same consid-

eration as you would to the work of an intern or first-year staff person. Firms need to have proper oversight procedures in place to ensure that personnel with the appropriate competencies review and interpret the data and content provided, make informed decisions, and provide expert guidance in applying the AI-generated information to specific client and/or firm fact patterns.

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

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

Ethical considerations – As generative AI has raised concerns about its potential for misinformation, deception, and manipulation of public opinion, firms need to consider the implications related to its actual or perceived unethical use. For example, firms should establish written guidelines to clarify that these technologies must not be used to create content that is inappropriate, discriminatory, or otherwise harmful to others or the firm.

Risk Management Tips

Get educated, as AI is here to stay – Learn more about the generative AI tools that are available and take appropriate due diligence steps to assess which, if any, of these tools may be appropriate to deliver the most benefit to your firm.

Develop an implementation strategy – Successful integration of generative AI, or any new technology, requires a well-crafted implementation plan which should include, among other things, appropriate education and training to ensure responsible use.

Document – Document your firm's authorized usage (e.g. open use, limited use, or prohibited use) of generative AI and communicate these terms and conditions to your staff.

Although generative AI solutions can provide benefits for CPA firms, there are critical risks associated with generative AI that should be vetted by firms and mitigation strategies implemented to minimize potential exposures.



Suzanne M. Holl, CPA is Executive Vice President of Loss Prevention Services at CAMICO. With more than 30

years of experience in accounting, she draws on her Big Four public accounting and private industry background to provide CAMICO's policyholders with information on a wide variety of loss prevention and accounting issues.



Top Five Tips for Recognizing Email Threats

By Chris Sanford – Manager, Client Service Delivery, ADNET Technologies

There has been a sharp rise in email security incidents recently. Taking a few minutes to examine emails before acting can prevent them from becoming an issue. Here are my top five tips for recognizing email threats in all those messages from unknown senders sitting in your inbox:

1

Verify the sender's identity.

Confirm that the email address aligns with the official communication channels of the alleged sender. Exercise caution with generic or misspelled email addresses, as they may indicate phishing attempts. Look for typos, or letters or numbers in places they shouldn't be. Look at the domain to see that it matches the alleged organization, rather than a free email account.

Is this someone you have done business with, or have any kind of relationship with? If not, while it might just be a marketing email or someone trying to sell something – it could also be someone reaching out for more nefarious purposes.

2

Hover before you click.

Prior to clicking, hover your mouse over the link to preview the URL. Ensure that it matches the expected destination and doesn't redirect to suspicious websites.

3

Examine the email content.

Scrutinize emails for spelling and grammar errors. Legitimate organizations usually send well-crafted messages. Be wary of urgent requests or unexpected attachments, as these may be tactics to induce hasty actions.

4

Avoid requests for personal information.

Legitimate organizations will not request sensitive information, such as passwords or financial details, via email. You should treat these requests with suspicion.

5

Be mindful of multi-factor authentication (MFA) prompts.

Multi-factor authentication prompts are the steps you're required to take to log into certain software or websites such as entering a code that's sent to you through text, email, or an app. Don't enter the code or click to approve if you didn't do anything that might prompt it. Always double check the location the MFA prompt indicates and ensure it matches your location (or your VPN's).

If your organization has an email solution that indicates external senders (senders outside of your organization), pay close attention to the banner, popup, or indicator that someone isn't in your organization. Many malicious emails pretend to be from people you know or interact with, and that can be an easy way to spot those.

While these tips can help, there's no substitute for proper security awareness training, managed security services, and security risk assessments. Tools like Endpoint Detection and Response (EDR) and MFA are also integral to being proactive about security. Be sure to review your security services and tools on at least an annual basis to ensure that they're still creating a comprehensive cybersecurity strategy for your business.



Chris Sanford is experienced in a diverse array of IT environments and technologies. As ADNET's Manager of Client Service Delivery, Chris oversees ADNET's Technical Assistance Center, as well as daily support operations, ensuring that clients receive excellent service. Christopher is CompTIA A+ and CompTIA Network+ certified.

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CTCPA Town Hall Meetings

9:00am - 10:00am • Online

Join us for this opportunity to gather with CTCPA Executive Director and CEO **Bonnie Stewart** and special guests to discuss hot topics and issues affecting the profession.

Wednesday, July 17

Wednesday, August 21

Wednesday, September 18

Wednesday, October 16

Wednesday, November 27



Small Firm Roundtables

9:00am - 10:00am • Online

All small firm owners, partners, and principals are invited to join CTCPA Executive Director and CEO **Bonnie Stewart** for open discussion on topics of importance to small firms.

Wednesday, July 24

Wednesday, October 30



New and Young Professionals Events

Annual Dodgeball Tournament

Thursday, July 18 • 4:00-8:00 p.m.

Nomads Adventure Quest, South Windsor

Team of Eight: \$100 • Individuals: \$20

This will be one of the most fun-filled, exhilarating, action-packed events of the year! Register as an individual or a team of eight.

Mixed Profession Networking at Elicit Brewery

Thursday, August 22 • 5:30-7:30 p.m.

Elicit Brewing Company, Manchester

Members: \$35 • Non-Members: \$45

Enjoy a complimentary drink and appetizers while connecting with other young professionals from the Connecticut Professionals' Leadership Academy and New and Young Professionals Cabinet.



Governmental Accounting and Auditing Committee Meeting

Tuesday, September 10 • 9:00-10:00 a.m. • Online

Discuss developments, new regulations, and compliance issues. This group includes public sector finance professionals and those who serve them in public accounting.



Accounting Scholarship Foundation Golf Tournament

Monday, July 22 • 8:30-5:00 p.m.

The Farms Country Club, Wallingford

Individual Players: \$275

Gold Sponsorships: \$1,400

Includes foursome for golf and recognition

Additional sponsorships available!

Join us as we get together to raise money for the CTCPA Accounting Scholarship Foundation to help provide scholarships for tomorrow's accounting professionals. Register at www.ctcpas.org/Golf.



New England CPA Society Karter Kup Tennis Tournament

Thursday, August 22 • 12:30-4:00 p.m.

International Tennis Hall of Fame, Newport, RI

Individuals: \$150

This event, cohosted by the New England CPA societies, will take place on the grass courts of the Tennis Hall of Fame in Newport, RI!

All members and their guests are welcome to play. Non-member guests must be registered by a member. This is a fun day on the courts and all levels are encouraged to participate.

CTCPA Committees and Groups

Join groups and find upcoming meetings at www.ctcpas.org/Groups.

- | | |
|---|--|
|  <p>Accounting, Auditing, & Financial Reporting Committee
Discuss exposure drafts and enhance relationships with standard-setters.
Contact: Cindy Panioto • cindyp@ctcpas.org</p> |  <p>Governmental Accounting & Auditing Committee
Talk FASB, GASB, and single audits with public sector and audit professionals.
Contact: Lisa Bugryn • lisab@ctcpas.org</p> |
|  <p>Bylaws Committee
Each year a group of members are assembled to serve on the Bylaws Committee. <i>Membership by CTCPA Chair appointment.</i>
Contact: Bonnie Stewart • bonnies@ctcpas.org</p> |  <p>Investment Committee
Oversee the CTCPA's investment portfolio and report to the Board of Directors.
Contact: Bonnie Stewart • bonnies@ctcpas.org</p> |
|  <p>Cannabis Committee
Meet and learn together with others exploring and working in this new hot topic.
Contact: Lisa Bugryn • lisab@ctcpas.org</p> |  <p>Membership Committee
This group of company ambassadors help the CTCPA with recruitment as well as evaluating member benefits.
Contact: Cindy Panioto • cindyp@ctcpas.org</p> |
|  <p>Firm/Company Administrators Group
Connect and learn about best practices and tools to help your organization grow.
Contact: Bonnie Stewart • bonnies@ctcpas.org</p> |  <p>New & Young Professionals Cabinets
Plan programs and volunteer opportunities for members aged 35 and younger.
Contact: Cindy Panioto • cindyp@ctcpas.org</p> |
|  <p>Educators FOOD Group
Discuss hot topics in this candid, conversational group.
Contact: April DiFalco • april@ctcpas.org</p> |  <p>Not-for-Profit Organizations Committee
Focus on accounting, taxation, and financial reporting for not-for-profits.
Contact: Lisa Bugryn • lisab@ctcpas.org</p> |
|  <p>Employee Benefit Plans Committee
Discuss issues affecting benefit plans, program audits, and employers.
Contact: Lisa Bugryn • lisab@ctcpas.org</p> |  <p>Peer Review Committee
Stay ahead of changing standards and explore the peer review market niche. <i>Membership by CTCPA Chair appointment.</i>
Contact: Lynette Lindner • lynettel@ctcpas.org</p> |
|  <p>Environmental, Social, & Governance (ESG) Committee
Discuss and collaborate on sustainability reporting, disclosures, risk management, and more.
Contact: Cindy Panioto • cindyp@ctcpas.org</p> |  <p>Professional Ethics
Investigate ethics complaints and maintain the Code of Professional Conduct. <i>Membership by CTCPA Chair appointment.</i>
Contact: Lynette Lindner • lynettel@ctcpas.org</p> |
|  <p>Fairfield County Chapter
Meet for networking and educational events in Fairfield County locations.
Contact: Cindy Panioto • cindyp@ctcpas.org</p> |  <p>Southeastern Connecticut Chapter
Meet in locations across Southeastern Connecticut.
Contact: Bonnie Stewart • bonnies@ctcpas.org</p> |
|  <p>Federal Taxation Committee
Discuss issues and build relationships with legislators and regulators.
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Navigate the regulatory and legislative aspects of Connecticut tax compliance.
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|  <p>Financial Institutions Committee
Share trends, regulatory and legislative developments, and new pronouncements.
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Ask and answer questions on anything related to technology or software at our interactive roundtables.
Contact: Cindy Panioto • cindyp@ctcpas.org</p> |
|  <p>Golf Committee
Support scholarships/grants by helping plan our annual golf tournament.
Contact: Cindy Panioto • cindyp@ctcpas.org</p> |  <p>Trust, Estate, and Gift Taxation Committee
Meet for discussion of taxation, trusts, gifting strategies, and more.
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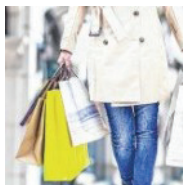
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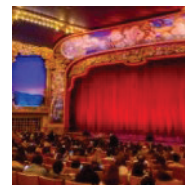
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Identity Theft Protection

Protect you, your family, and your workforce from identity theft and cyber attacks with a suite of protective tools and support services. Learn more at www.ctcpas.org/MemberPerks or contact Lauren Kuhn with Progressive Benefit Solutions at 203-208-4841.



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Nationwide provides affordable pet health coverage from preventive care to significant medical incidents. Visit <https://benefits.petinsurance.com/ctcpas> to explore plans and get a no-obligation quote with your member discount.



Professional Liability Insurance

Save money on the professional liability insurance you need. To learn more, call Ken Gross from PACE at 1-800-453-4021 and mention that you are a CTCPA member.

Professional Development

Date	Title	Course Code	Member Standard/Early	Nonmember Standard/Early	CPE Hours
7/15-18	Level I: Basic Staff Training	BST1-24	\$830/\$955	\$830/\$955	24
7/16	2024 Not-for-Profit Accounting and Auditing Update	611549-E	\$129/\$159	\$129/\$159	4
7/17	K2's Small Business Internal Controls, Security, and Fraud Prevention and Detection	ITC-A	\$309/\$434	\$274/\$399	8
7/18	Surgent's Fiduciary Income Tax Returns – Form 1041 Workshop with Filled-in Forms	1041-5	\$279/\$404	\$279/\$404	8
7/19	Single Audit and Uniform Guidance Issues Update	622100-E	\$250/\$300	\$250/\$300	8
7/22	How Fraud Can Affect Smaller Organizations	KEFAS4-C	\$149/\$214	\$149/\$214	4
7/23	2024 AICPA Regulatory Ethics Update	24ARE2-C	\$89/\$124	\$89/\$124	2
7/24	Secure Act 2.0 – Everything That You Need to Know	501197-C	\$79/\$109	\$79/\$109	2.2
7/25	2024 Annual Update for Accountants and Auditors	610317-F	\$225/\$275	\$225/\$275	8
7/26	2024 Partnerships/LLCs: Understanding Tax Basis Capital Accounts	631283-F	\$79/\$109	\$79/\$109	2
7/29	2024 Corporate Transparency Act Developments and Proposed FinCen Reporting Requirements for Real Estate Sellers	636328-C	\$79/\$109	\$79/\$109	2
7/30	K2's Artificial Intelligence for Accounting and Financial Professionals	AIF4-A	\$99/\$134	\$99/\$134	4
7/31	K2's Advanced QuickBooks Tips and Techniques	AQB4-A	\$160/\$225	\$140/\$205	4
8/1	Accountants, Meet Chatbot: Starting ChatGPT Conversations	GWAMC2-D	\$89/\$124	\$89/\$124	2
8/2	CFO Series: Tactics to Improve Bottom Line: 1st Improve ROI	BMTIB2-A	\$89/\$124	\$89/\$124	2
8/5	How to Start a CFO Service	ALCFO1-D	\$239/\$364	\$239/\$364	1
8/6	2024 Nonprofit Taxation Rules and Form 990	630751-G	\$79/\$109	\$79/\$109	2
8/7	What's New: DOL's Proposed Changes to the Salary Exemption and Best Practices	616872-C	\$39/\$59	\$39/\$59	1
8/8	Surgent's Compilations, Reviews, and Preparations: Engagement Performance and Annual Update	CRAU-11	\$299/\$424	\$299/\$424	8
8/9	Communicating Financial Information to Non-Accountants	JDCF12-F	\$89/\$124	\$89/\$124	2
8/12	2024 Accounting and Attestation for ESG	609871-F	\$79/\$109	\$79/\$109	2
8/13	CFO Series: Advanced Profit Enhancements	CFOS1APE	\$309/\$434	\$274/\$399	8
8/14	CFO - 360-Degree Budgeting	CFOS2DB	\$309/\$434	\$274/\$399	8
8/15	ACPEN Signature 2024: Small Business: Hot Tax Issues Today!	622225-E	\$250/\$300	\$250/\$300	8
8/16	Electronic Audit Evidence in Employee Benefit Plans	MCEAE2-D	\$89/\$124	\$89/\$124	2
8/19	Surgent's Managing Millennials	MMLS-4	\$99/\$134	\$99/\$134	2
8/20	Leadershift: How to Embrace Disruption and Lead Change	TDEDL1-D	\$55/\$75	\$55/\$75	1
8/21	Transforming Strategic and Financial Management with ChatGPT – Insights for CPAs, CFOs and Controllers	612276-F	\$79/\$109	\$79/\$109	2.2
8/22	The Controllership Series – The Future Role of the Controller Part 1	612770-H	\$59/\$79	\$59/\$79	1.5
8/23	Four Most Overlooked Business Risks: Preparing for the Future	MOBR	\$309/\$434	\$274/\$399	8
8/27	Fraud & Forensic Conference (VIRTUAL)	FFCWEB	\$310/\$375	\$260/\$325	6
8/28	Business Consulting for CPAs	460152-I	\$129/\$159	\$129/\$159	4
8/29	Surgent's Understanding S Corporation Taxation: Late S Corporation Elections, Disproportionate Distributions, and Selling Shares	SCL2-3	\$99/\$134	\$99/\$134	2
9/4	The Successful Family Business	612072-I	\$129/\$159	\$129/\$159	4
9/5	Becoming a Powerful and Effective Delegator	SMBPD2-B	\$89/\$124	\$89/\$124	2
9/6	Risk Assessment Under SAS No. 145: The Key to Audit Quality?	HTRAU2-E	\$89/\$124	\$89/\$124	2
9/9	K2's 2023 Advanced Excel	589892-E	\$225/\$275	\$225/\$275	8

▶ Register for these programs and hundreds more at www.ctcpas.org/Register.

Date	Title	Course Code	Member Standard/Early	Nonmember Standard/Early	CPE Hours
9/10	Understanding the New Forms K-2 and K-3	AMNFK2-E	\$89/\$124	\$89/\$124	2
9/11	2024 Year-End Tax Planning: Thinking Outside the Box	630041-C	\$129/\$159	\$129/\$159	4
9/12	Surgent's Annual Update for Defined Contribution Plans	UDCP-7	\$99/\$134	\$99/\$134	2
9/13	Surgent's Applying the CECL Credit Loss Standard to Non-Banking Situations	CEC4-6	\$159/\$224	\$159/\$224	4
9/16	Balance Sheet Management: The Least Understood Risk?	BSM	\$160/\$225	\$140/\$205	4
9/17	Cash Management Techniques, Systems and Solutions: Make Your Money Work Harder	CMT	\$160/\$225	\$140/\$205	4
9/18	Surgent's Successfully Completing a Gift Tax Return - Form 709	F709-5	\$99/\$134	\$99/\$134	2
9/19	Small Business Accounting and Auditing Update with Renee Rampulla	SBAA8	\$309/\$434	\$274/\$399	8
9/20	LinkedIn Profile Secrets for CPAs	SLLPS2-E	\$89/\$124	\$89/\$124	2
9/23	CFO Series: Chief Reviewer	CFOS2CR	\$309/\$434	\$274/\$399	8
9/24	K2's Next Generation Excel Reporting	NGE-A	\$309/\$434	\$274/\$399	8
9/25	K2's Implementing Internal Controls in QuickBooks Environments	ICQ4	\$160/\$225	\$140/\$205	4
9/25	K2's Data Analytics for Accountants and Auditors	DAA4	\$160/\$225	\$140/\$205	4
9/26	Cases in Corporate Ethics: Discuss Real Life Conflicts	JDERL4-I	\$149/\$214	\$149/\$214	4
9/27	Surgent's Six Common Barriers to Investment Success	CBIS-5	\$99/\$134	\$99/\$134	2
9/30	Estate Planning Strategies: Advanced Techniques and Tools	EPBB	\$309/\$434	\$274/\$399	8

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Member News

Send your news to **Caitlin Bailey O'Neill** at caitlinb@ctcpas.org. Headshot photographs will also be published as space allows.



Mark Zampino

The Southern Connecticut State University School of Business recently presented CTCPA Honorary Member **Mark Zampino** with its "Outstanding Career Service Recognition Award." The award "honors staff members who have shown exemplary dedication, commitment, and impact in providing career services to students, alumni, or the broader community."



Susan Jackson

Susan Jackson has been named as the Managing Partner of KPMG's Hartford office, making her the first woman to lead that office. As Audit Partner, she served as a lead engagement partner for several prominent Hartford insurance and healthcare clients. Susan also serves on several nonprofit boards, including as board chair of Junior Achievement of Southwest New England.



Greg Lainas

CTCPA Past President **Greg Lainas** recently served as a panelist at the Institute of Management Accountants (IMA) NorthEast Regional Council (NERC) Student Leadership Conference held at Salve Regina University in Newport, Rhode Island.



Corey Veneziano

MahoneySabol has appointed **Corey Veneziano** as a Partner in the firm's tax department. He specializes in tax consulting, planning, and compliance services, utilizing his extensive understanding of tax laws and regulations to assist clients in minimizing tax liabilities and overcoming specific challenges unique to their respective industries.



Lisa Wills

Lisa Wills, a partner and leader of the nonprofit practice at Whittlesey, has been appointed to the Board of Trustees at Elms College. Lisa is an Elms College alum who graduated with a BA in Accounting and Business Management. She has 35 years of audit and advisory experience serving nonprofits and educational institutions, serves on the CTCPA Not-for-Profit Organizations Committee, and is a recognized speaker on nonprofit industry issues and women's leadership.

Two members were named to the *Hartford Business Journal* 2024 "Top 25 Women in Business" list: **Susan Martinelli** of RSM US LLP and **Kimberly Napp** of Whittlesey.



Susan Martinelli



Kimberly Napp

Three members were named to the *Forbes* "America's Top 200 CPAs" list: **Drew Andrews** of Whittlesey, **Lisa Willauer** of Fiondella, Milone & LaSarcina, and **Heather Ziegler** of Deloitte.



Drew Andrews



Lisa Willauer



Heather Ziegler



Matthew Piechota

Matthew Piechota of Cheshire Academy won the National Business Officers Association (NBOA) "Will Hancock Unsung Hero Award," recognizing chief business officers who have made extraordinary contributions to their schools. As Cheshire Academy's CFO, he spearheaded a comprehensive modernization of the business office and designed and executed a tuition reset strategy, attracting a surge of day students and the largest ninth grade class in more than two decades.

Harper & Whitfield, P.C. rebranded to **HarperWhitfield**. In addition, the firm announced the following personnel changes:

Todd Shelansky was elected Managing Principal. He provides tax planning and compliance services to individual clients and accounting and tax services to a variety of closely held businesses and their owners. His clients include those in the manufacturing, construction, professional services, consulting, investment advisory, real estate, and not-for-profit entities.

Dale Boutot joined the firm as a Director. He has more than two decades of public accounting experience in assurance and tax services to individuals, partnerships, and corporations. His experience covers a variety of industries, as well providing services to high-net-worth individuals. He also specializes in coaching and mentoring firm team members.

Agatha Hueller was promoted to Supervisor. She works in both tax and accounting and joined the firm directly from her position as a co-op accountant through the firm's relationship with Central Connecticut State University.

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As a leading, progressive firm in Fairfield and New Haven Counties, expanding regionally, we are interested in exploring a merger or affiliation with another strong firm to allow us to continue to grow, diversify our services, and expand our client base. For a confidential discussion, please contact Tony Cirone at CironeFriedberg, LLP by phone at 203-798-2721 or email tcirone@cironefriedberg.com.

CPA Practice for Sale or Merger – Two experienced professionals preparing for practice retirement, oversee a thriving practice generating \$1.2 million in revenues in South Central CT, and actively seek merger or sale opportunities. Their diverse practice includes robust management advisory services and billing, making it an appealing prospect for firms seeking a multi-disciplinary approach. One practitioner is eager to transition soon, while the other is willing to remain onboard in a sales/production capacity to facilitate a smooth transition. The practice currently boasts a remarkable 52% net profit margin and merging with an established multi-partner firm could potentially increase this margin by 10%. This presents a ready-made opportunity for several buyer structures including a growth-minded partnership, a one-owner, or an expansion of an existing practice. Please email nhccpas@gmail.com to express your interest.

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Practices for Sale (Accounting Practice Sales) – Gross revenues shown: New Haven area CPA \$550K; SW Hartford County CPA \$300K; Washington County, RI CPA \$425K (motivated seller); Pawtucket RI CPA \$100K. For more info on these opportunities or to sell your practice, contact Lori Newcomer, CPA and Tim Price, CPA at 888-553-1040 or PNgroup@APS.net, or visit www.APS.net.

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