

BEYOND THE NUMBERS: JOAN McCLURE SMITH

Best advice this CPA can pass on: It's OK to breathe!

Employer: Baker Newman Noyes

Title: Tax Partner

How long in the profession: (Gulp!) 34 years

MECPA member for how long? 27 years



Joan Smith with her husband Andy McCullough.

How has being a member of the MECPA helped you or allowed you to help someone else? Being a member has provided me the opportunity to meet some amazing people (and find a few new team members as well). The organization provides great, cost-effective training opportunities and keeps me abreast of important legislative and tax updates. It's a trusted resource!

What's your volunteer organization and role in it? I'm on the Board of the American Heart Association, Maine Chapter, and on its Executive Leadership Team for the Go Red for Women Luncheon. Raising awareness of signs and symptoms of a heart incident is so important to increasing rates of survival. I'm also on the Board of CASA, an amazing organization that serves people with physical and mental health concerns. Their mission is to assure that people with disabilities have safe, healthy and secure homes that promote growth and independence. As you can imagine, COVID could have been a catastrophe for them. I'm happy to report that we successfully managed through that period with very few hiccups!

- See BEYOND, page 8

EXECUTIVE DIRECTOR NOTE

Join us as we put the focus on attracting and retaining talent

You've conquered another busy season! Congratulations! I hope you

take some time to enjoy the view from 'the summit!'

A big stress factor in busy season is, of course, ongoing talent shortages. The MECPA is working on this issue on several fronts, and we invite



you to learn more about possible pipeline solutions at our <u>Annual</u> <u>Meeting</u> on May 18 in Freeport.

The event, **Pump Up the Pipeline: Propelling Accounting Forward**, features a panel that includes NASBA President Ken Bishop. Panelists will offer valuable insights and solutions for the path forward.

The event also offers an opportunity to celebrate newly licensed CPAs and our **Rising Above Award** winners. Hope to see you there and at other great events and programs in the coming months.

- Executive Director Trish Brigham

"Pulling a good network together takes effort, sincerity and time."

– Alan Collins

We've done the hard part! As a member of the MECPA, you're part of a good – no, make that GREAT – network! Watch for a member renewal email soon, and **rejoin** to take full advantage of this great, supportive community.

WHAT'S COMING UP?

MAY 18

Annual Meeting – Pump Up the Pipeline: Propelling Accounting Forward. Freeport. Register.

JUNE 6 Going Solo: Starting Your Own Practice. Virtual. <u>Register.</u>

JUNE 12

ESG in the Current Environment: What You Need to Know. Portsmouth. Co-hosted with the N.H. Society of CPAs. <u>Register.</u>

JUNE 12

Motivation: Inspire & Influence for Greater Productivity & Satisfaction. Virtual. <u>Register</u>.

JUNE 20

Kickball! MECPA vs Bankers. Portland, then Rising Tide Brewing Co. See page 9 for details.

JUNE 27

Maine's 2023 Legislative Session Wrap-up. Virtual. <u>Register.</u>

Events are updated frequently at mecpa.org.

From Washington to Maine, we're looking out for you

Representing your interests on the legislative front is something we know you value.

MECPA representatives will head to Washington D.C., next month for the AICPA's Spring Council. They'll meet with Maine's U.S. legislative delegation to discuss issues impacting our profession. This year, our advocacy efforts are focused on:

1. STEM designation for accounting, to attract talent and funding to the profession.

2. Fiscal State of the Nation Report aimed at providing all members of Congress with a more comprehensive picture of the federal government's Consolidated Financial Statements.

3. Federal tax extension legislation that would reduce the burden on and simplify the extension process for practitioners and individuals preparing their own returns. It would streamline the process of filing federal tax extensions,

enabling individuals, trusts, estates and C corporations to calculate a safe harbor of 125% of the prior year tax to be paid by the original due date to avoid the failure to pay and file penalties.

To share comments on any of these topics, please contact <u>Trish Brigham</u> or <u>Karla Brannen</u>, MECPA's AIPCA Designated Representative.

IRS Backlog

While there appears to be some progress by the IRS on eliminating the backlog of returns, service issues remain a concern.

The AICPA and industry leaders are strongly encouraging the IRS to invest a significant portion of additional funding provided by federal legislation in 2022 into service improvement.

Tell us about your experience this year, so that we can communicate concerns and share data, on your behalf.

Closer to home

We're monitoring several tax-related bills, including:

LD 529: Would remove the annual filing requirement for a property tax rate freeze for homeowners over 65 who meet certain residency criteria. This issue will likely be resolved during supplemental budget discussions.

LD 1213: A tax reform bill that would reduce tax rates for lower income brackets.

LD 1337: Would require corporations (but not other business entities like LLCs and partnerships) in Maine to file a disclosure with Maine Revenue Service that would be publicly available and include information such as taxable income for the corporation and its affiliates, value of deductions and total of receipts. The MECPA opposes this bill because of concern over the lack of taxpayer confidentiality and the administrative burden imposed on corporations, government employees and tax professionals.

Payroll & Human Resource COMPLIANCE





Thank you to all those supporting our pipeline efforts

Some of our members and companies are really stepping up to support the MECPA's efforts to promote the accounting profession by sharing their interesting and impressive career stories:

Deloitte – Major grant funding for DEI and Outreach efforts

NBT Bank – which provided grant support for MECPA operations during the current fiscal year.

Jake Black and Leah Clair of BerryDunn and Donna Oxley of BBSC – Hampden Academy Career Fair

Jake Black and Leah Clair of BerryDunn – Brewer High School Career Fair

Nick DeBlois of One River CPAs, Scott Boies of Baker Newman Noyes and Grace Graham of BerryDunn – Southern Maine Community College Classroom Speakers



Lauren Curley of Wipfli, Jane Rankin of Verrill, Cheryl Sommer of Albin Randall & Bennett, Jenn Libby of the Maine Department of Administrative & Financial Services, David Stone of BerryDunn and Ian Robinson and Brianna Damon of Baker Newman Noyes – Pick Your Path Virtual Career Fair, co-hosted with the Massachusetts and Connecticut CPA Societies

Nick DeBlois of One River CPAs – JMG Student Job Shadow host Interested in joining these efforts? Reach out to **<u>Trish Brigham</u>**.

Getting involved really does pay off

It's natural to wonder sometimes if efforts like the ones outlined here have a real impact, and then we get feedback like this, from University of Southern Maine student Jacob Curtis, who took part in our Pick Your Path Fair:

"The event provided an opportunity to expand my horizons within the accounting field. The professionals I spoke with provided insight on occupations that may fit my interests. Each professional shared their personal experiences and gave practical advice on how to pursue certain career paths. This event granted me the confidence to explore different options and pursue a career path that aligns with my interests and strengths."

We love promoting our profession and wonderful members

Connecting members to business development opportunities is a winwin for the Society and its members.

Spencer Hathaway, CPA, Baker Newman Noyes, and **Eric Purvis**, CPA, ABV, MST, CVA, Marcum LLP (*at right*), recently presented at the Aquaculture Industry Forum and Brewers Guild Summit, respectively.

They joined other professionals to lend financial expertise to small business owners in Maine's blue economy and brewing sectors.

"A belated but no less enthusiastic THANK YOU! for your involvement and presentation at the Summit," said Sean Sullivan, Executive Director of the Brewers Guild. "We received a number of comments in our survey specifically referencing the value you all provided and you threaded



the needle so well with covering the bases without making it all about 'selling the biz.' Thanks for your commitment to a professional, valuable presentation to the brewing community!"

Additional thanks to ...

Peter Hall of PJ Hall CPA, who resigned from the MECPA Board of Governors after four years of service, including one as president. Pending approval, he'll move to the Board's Advisory Committee.

Elizabeth Flynn and **Angelica Hartel**, for serving as the our first student representatives to the Board. We wish them well as they graduate from St. Joseph's College and Husson University, respectively.

Mike Santo and **Lauren Curley** of Wiplfi and **Pete Dufour** of Dufour Tax Group, who have been media liaisons for the MECPA.

On the light side ...



MEMBER NEWS

MECPA BOARD OF GOVERNORS

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ListenUp! Meet a member who loves to mentor

Leah Clair of BerryDunn in Bangor is our most recent ListenUp! podcast interviewee. Tapping into her leadership and interpersonal relationship skills, this former outdoor educator enjoys



Leah Clair

- influenced her decision to become an accountant. Listen to the episode here.

And like so

BOARD PRESIDENT LETTER

Energy given to small actions can yield big results

Let's all take a deep breath. What a few months it has been! I'm always in awe of how the busiest months of the year fly by so quickly. All of the work

seems to smush into

one giant memory.

I can personally say

I'm incredibly proud

Every winter season has its

challenges but also its success

stories. I'm sure you all have

of them. Share them. Write

them down. These stories

this incredible profession.

us but, rather to motivate; to empower. Front of mind

continues to be the talent

your own success stories from

the past few months. Be proud

remind us as to why we chose

But the work never ends,

right? I don't say that to scare

shortage, which is being felt far

and wide, not only by public accounting firms, but anybody

of all that's been

months.



in a finance role. The AICPA has been active on the matter and so has the MECPA. Even during the busy winter months, we put volunteers in front of students to share their stories and invoke excitement.

I know for a fact that

David Stone

accomplished over the past few

this work is paying off. A coworker recently told me that they interviewed someone who attended one of our classroom visits. The interviewee was surprised by how exciting a career in accounting sounded and was inspired to pursue the career. Small actions can yield big results!

I hope to connect with you all at the MECPA's May 18 Annual **Meeting**. One of my favorite parts of this role is getting to connect with likeminded accountants. I'd love to hear your success stories from the past few months. Thank you and happy spring!

- David Stone, Board president

Let's recall some good reasons we became accountants

Once you have a chance to catch your breath, we'd love to share your success stories about busy season (or any others).

As David Stone says above, these go a long way toward sustaining us and reminding us about why we chose this profession in the first place. Share one of these ways:

Email Trish

Post at Forum

Post at LinkedIn

All about connection

Would you like to be the next MECPA member featured in Beyond the Numbers? Or be interviewed by Executive Director Trish Brigham in an upcoming ListenUP! segment? Let us know!

Pipeline solutions: Let's try thriving, not just surviving

Learn about some steps the MECPA is taking to help solve the accounting pipeline dilemma on pages 3 & 6 – and a whole lot more by attending our May 18 Annual Meeting. We've lined up a great trio of presenters on the topic:

Ken L. Bishop is president and CEO of the National Association of State Boards of Accountancy. Before joining NASBA in 2007, Bishop served as Executive Director of the Missouri State Board of Accountancy, Assistant Director of the Missouri Department of Public Safety, an undercover narcotics officer, under-sheriff and chief of police and commander of the Missouri Major Case Squad.

He holds a bachelor's degree in

Our 2023 **Rising Above Award** winners ... revealed! See page 10.

education from the University of Missouri and a master's in criminal justice, and is a graduate of Harvard University's Kennedy School of Government Executive Program.

Lynn Thomas is a tax attorney turned consultant who has worked with more than 480 companies, helping them to finds innovative ways to attract and retain top talent. She has spoken at over 300 conferences and conventions, published two books, and authored many articles in trade publications.

Thomas holds a J.D. cum laude from

Suffolk University and is a member of the Massachusetts Bar Association.

Henri Akono is an Associate Professor of Accounting at the Maine Business School. He holds a Ph.D. from the University of Texas at San Antonio. His research interests include executive compensation, capital market audits and analyst forecasts and recommendations.

His research is published in accounting and finance journals, and he has coauthored a chapter on audit fees and production models in the Routledge Companion to Auditing.

Please see Annual Meeting details below and <u>register here</u>.



PIPELINE

Efforts to expand the pipeline are EXPANDING

Finding talent is THE top issue facing the accounting profession, and efforts to address this issue have taken on new urgency and garnered significant attention and effort.

The AICPA recently issued a Draft Pipeline Acceleration Plan, which identifies eight action areas designed to accelerate solutions to pipeline challenges.

The proposed initiatives range from STEM recognition to scholarships to exam windows and high school strategies. Implementing them requires collaboration



A future accountant already preparing for his career? You never know what pipeline efforts may yield.

among stakeholders, including firm leaders, educational institutions, and state CPA societies. Discussions among these groups will likely continue through the AICPA Spring Council meeting and beyond. You can <u>read the plan here</u>.

Spurring the most concern, questions and even controversy in the Plan's action items is an Experience-Learn-Earn (ELE) proposal that purports to offer an alternative pathway to earning the additional 30 hours required for CPA licensure.

It's heavily dependent on coordination between colleges and firms from both an educational and financial standpoint. It also maintains the 150-hour credit requirement, which a growing number of practitioners believe poses a barrier to licensure. Earning the extra 30 hours is an added expense, including an opportunity cost in delayed wages.

At the request of the AICPA, the Maine and New Hampshire Societies sent a joint letter endorsing most of the Plan's initiatives, with a few exceptions. They expressed the belief that the exam window should be extended to at least 24 months (from 18 months), and the 150-hour requirement should be re-examined and alternate pathways to licensure considered - for example, 120 hours with more work experience.

What do you think of the 150-hour requirement?

The MECPA has undertaken a variety of efforts on the local level to promote the accounting profession as an attractive career path. We speak in classrooms, host and attend career fairs, coordinate job shadow opportunities and internships, connect with educators, and more. (*See page 3.*)

You'll hear more about these efforts and have an opportunity to engage in discussions with nationally recognized panelists at this year's Annual Meeting & Rising Above Awards event on May 18 in Freeport. The theme is **Pump Up the Pipeline: Propelling Accounting Forward**. (See page 5 for details.)

Please plan on joining us! Register here.

Encouraging the next generation of accountants via MECPA Endowed Scholarships

About 10 years ago, the MECPA distributed the remaining funds in its scholarship foundation to the University of Southern Maine, University of Maine and Husson University.

These institutions now manage endowed scholarships awarded each year in the name of the Maine Society pf CPAs.

We congratulate this year's recipients and wish them well in future endeavors:



Alexander Eason



Zachary Hurlburt



Angelica Hartel

with the University Singers of UMaine. His post-graduation plans include a move to Pennsylvania to pursue a job in government.

Zachary Hurlburt, a senior at the University of Maine. A graduate of Massebesic High School in Waterboro, he plans to continue his studies to earn the 150 credit hours required to pursue CPA licensure. He'll be an intern at Baker Newman

Noyes this summer.

Alexander Eason, a senior at the University of Maine, who graduated from Mt. Desert Island High School. Alex performed

Angelica Hartel, a senior at Husson University. Angel worked with BBSC, Bangor during the winter tax season and served as a student representative on the MECPA Board of Governors.

INDUSTRY NEWS

5 Key Traits of thriving firms

These are my takeaways from a recent great ADPsponsored webinar. – Trish

Many challenges facing public accounting firms today are universal to the industry. Yet some firms are more adept at navigating choppy waters and succeeding in spite of adversity.

At a recent ADP Accountant Summit, John Mitchell, Culture & Staffing expert for Right Networks, and Darren Root, CPA, CITP, CGMA and Chief Strategist for Right Networks, shared some insights on the attributes that defined thriving firms:



Organized Business Model

Clearly defines who you want to serve, how you want to serve them and what you want to sell them.



Controlled Tax Season

Prioritize your team by rightsizing the number of returns you want to be preparing, factoring in the number of hours you want people to be working. Make sure your systems infrastructure supports efficiency.



Holistic/Intentional Client Management Experience

Put a system in place that facilitates a pro-active business advisory practice rather that a reactive one. Encourage communication between practice groups.



People-Driven Culture

This must be a priority and interwoven with other activities – for example: a controlled tax season.



Focus on Mental Health

Firm supports the "life" of its employees

According to Mitchell and Root, the biggest reasons firms don't pursue such initiatives are a fear of change and an inability to see the big picture.

Senior decision-makers may feel that they'll forfeit too much revenue if they do so.

But, the speakers argue, the long-term viability and sustainability of the firm is the net positive result of investing in such measures.

Client Advisory Service opportunity: Moving toward spend management

Seventy-two percent of small and midsize businesses are looking for a proactive approach to expense management, but only 34% of accounting firms offer these services.

CPA.com's new survey report sheds light on the growing demand for this advisory area and the untapped opportunities for CAS practices. **Read more**. *Source: CPA.com*



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Be in the know by visiting <u>MECPA.org</u>!

CPA Evolution implementation date draws near

CPA exam'content and administrative changes scheduled for 2024 will impact everyone in the testing pipeline. Please make note of the following dates:

Nov. 15, 2023

NASBA stops processing Authorizations to Test (ATT) for Business Environments & Concepts (BEC).

Nov. 22, 2023

NASBA begins processing ATT for new disciplines.

Dec. 15, 2023

Last day for testing for all CPA exam sections in the current format.

Jan. 10, 2024

Testing begins for the new core + discipline model.

All but a few states have approved an 18-month extension so that if a candidate passes at least one section by Jan. 1, 2024, their exam will not expire until June 30, 2025.

Maine's Board of Accountancy has not yet formally approved this. The MECPA is strongly urging BOA members to do so.

Go here for more information on the CPA Evolution.



Considering selling your practice? Know these common misconceptions

Myth # 1:The seller needs to stick around to assist the buyer in the transition.

Not necessarily. After a meeting or two, during which the seller provides some overall guidance, it's best that the seller move on, before becoming a hindrance.

Myth # 2: The best buyer for an accounting practice is another accounting practice.

Not necessarily. An existing firm may not have the time or motivation to take on another practice. Instead, an individual with several years of experience and a desire to own a practice may be more motivated and willing to invest the time and energy required for a successful transition.

Myth # 3: Accounting practices have an intrinsic value that all potential buyers recognize and likely agree on.

Not necessarily. An accounting practice is not a commodity product. Buyers have different perceptions of value and varying degrees of motivation and interest. The pool of buyers with equal motivation and



willingness to pay some known price is not limitless The best sales strategy is to first identify all potential buyers and then select the top 5-10% in terms of motivation and ability to service clients and run the business.

Have plans to strike out on your own and purchase/build a practice? Be sure to attend the first seminar in our onehour 2023 Breakfast Briefs, Going Solo: Starting your Own Practice on June 6. **Register here.**

BEYOND THE NUMBERS - Continued from page 1

Best advice you have received?

Although it took years of reminding me to actually get through to me (thanks to Lisa Varela, one of my teammates): "Remember, we don't get a repeat of any moment, minute, hour, or day. It's OK to breathe."

When you have free time, what do you do? There is nothing I like more than to sit outside and READ. When I went through Leadership Maine, we learned "fail fast and fail cheap" so if the book doesn't grab my attention quickly, I move on to the next book. I also LOVE being with my family and friends. A dinner where you lose track of time because you're laughing so much is the best.

Favorite vacation spot? Did I mention that I HATE to be cold and I like to try new places? I rarely go back to the same spot twice, but my favorite type of vacation is one where we have warm weather with a nice breeze, adventures we can go on, some local history we can learn, a few family members or friends that join us, and where the stories and laughs are plentiful.

The 2023 UMaine Distinguished Accountant Alumni Award goes to ...

The MECPA presented the University of Maine Graduate School of Business Distinguished Accountant Alumni Award March 30 at the iconic Custom House in Portland. The 2023 recipient of the award is Jane Rankin, CPA and Director of Finance at Verrill.

Rankin, who began her career at Baker Newman Noyes, joins last year's recipient, MECPA Board member Ryan Curry, in being recognized for their professional achievements and contributions to the community.

This year's celebration was special as it was the first time the awards were presented in-person.



From left: Trish Brigham, MECPA Executive Director; award winner Jane Rankin; and John Volin, UMaine Executive Vice President for Academic Affairs and Provost.

New benefit for members: Digital Library at mecpa.org

Later this spring, we'll offer a new feature to members – the MECPA Knowledge Hub – featuring rich, engaging content for accounting professionals.

The information will be easily accessible at <u>mecpa.org</u>. You'll be able to select the topics of most interest and pertinence to you, and opportunities to contribute content will be available. More info will be coming soon via email.

Congratulations to Maine's newly minted CPAs

Congratulations to Maine's new licensed Certified Public Accountants:

Robert Begin Robert Blaisdell April Bolstridge Matthew Brand Kelly Burbank Emily Cowan Anne Cushman Nicholas Dorr John Enkosky Terrence Gallagher Ronald Grant Noah Hood Samuel Hornblower



Jordan Kennedy Emily Latulippe Edward Lincoln Shane Mallory Melissa Mayo Michael Nelson Michael Nutter Kimberly Oldakowski Hemalkumar Patel Mitchell Petracca Victoria Polchies Nicholas Pye Morayma Rivera Serrano Megan Ruby Marc Scalamandre Richard Schriewer Liubov Shevchenko Matthew Strout Robert Thaggard Briggs Twitchell Victoria Vergara Matthew Walker Kim Wheeler

We strive for accuracy. Sincere apologies if we inadvertently omitted a name.

---- BRIEFLY SPEAKING ----

Take this quiz to see if you fit the accountant stereotype

Accountants are quiet, reserved and introverts ... right?? Maybe not! <u>Take</u> <u>this brief quiz</u> to see if you defy this stereotype!

Maine Development Foundation issues economy report card

Check out this report from the Maine Development Foundation. It's a useful summary and interesting analysis of Maine' economic progress and longterm plans for a vibrant and sustainable economy, supporting a high quality of life for Mainers.

Mandatory Retirement Plan requirement delayed

A bill to require Maine employers with more than 25 employees to be enrolled in the Maine Retirement Savings Program by Dec. 31, 2024 is in progress in the Maine Legislature. Delays kept this requirement from taking effect this month; hence this bill. Questions? Email: info@mainesaves.org.

For bankers rematch, let's try kickball!

In spite of losing to a talented MECPA Dodgeball team this winter, M&T Bank players are willing to take their game to the kickball field, challenging the MECPA to some more friendly competition.

The game is set for 5:30 p.m. Tuesday, June 20 at Fox Field in Portland. A social gathering at Rising Tide Brewery, right across the street, will follow.

Interested in playing? Email MECPA Difference Makers Committee Chairs <u>Sam Hornblower</u> or <u>Kirin Schrum</u>.

Spectators, friends, family and fans are all welcome!

Congratulations to our 2023 Rising Above Award winners!

THE RISING STAR

An outstanding CPA/professional in the early stages of their accounting career

Cassidy Pinkham Albin Randall & Bennett Audit Senior



Cassidy is very involved in ARB's recruiting and retention efforts and is passionate about building a firm culture based on kindness, collaboration and supporting each other's growth. As an 'ARB Buddy,' she helps new hires assimilate. Cassidy holds a B.S. and MBA from Thomas College, where she earned numerous leadership awards. In an effort to improve effectiveness and better serve clients, she also

is known for challenging how something is done and thinking outside the box.

THE WISE SAGE

An outstanding CPA/professional in the latter stages of their accounting career

Jamie Boulette One River CPAs Tax Director



Since graduating from the University of Maine, Jamie has spent the past 30 years helping to build One River CPAs, which has expanded to three Maine locations and grown tenfold. He is now focused on mentoring younger staff members who will take over when he retires. Outside of work, Jamie has been recognized by the Central Maine Youth Hockey association as a coach and led

fundraising efforts for a new rink, road races and a variety of Waterville community events.

THE GIVER

For generously giving back through volunteerism and community service

Scott Small Wipfli Partner



Scott, who is retiring this spring after 40 years in public accounting, providing tax and advisory services, is widely recognized for his knowledge of group self-insured workers' compensation trusts. A Husson College grad, Scott serves on the Board of MaineGeneral Health and chairs the Augusta Country Club Nominating Committee. He formerly was on the Augusta Board of Trade and volunteered with United

Way of Kennebec Valley, Friends of Lithgow Library and other organizations in the Augusta area.

THE FORWARD THINKER

A firm leader driving innovation, inclusion and progressive ideas

Chris Mouradian BerryDunn Senior Manager



Chris, a UMaine grad, specializes in not-for-profit and healthcare organization audits and is always looking to advance what BerryDunn provides clients. He chairs the firm's Innovation Council and Innovative Audit Solutions Committee and has been instrumental in its ongoing process to research, analyze and demo AI audit software. Chris is involved in training that keeps the firm up to date on issues relevant to the not-

for-profit industry group. In his spare time, he enjoys cooking and making the most of Maine's outdoors.

A BIG THANK YOU TO OUR JUDGES

Mark Foster, vice president at M&T Bank; Gabriel Marchese, account executive at Cross Insurance and Wayne Morphew, assistant vice president of business development at Southern Maine Finance Authority