



# Y-CPA BUZZ!



By Darryl Nitta

## 2013 AICPA E.D.G.E. Conference



My expectations were very high walking into the 2013 AICPA E.D.G.E. Conference. After all, both the 2011 Conference in New

Orleans and the 2012 Conference in Orlando were phenomenal. As I reflect back on the week at the conference, I can honestly say that the 2013 E.D.G.E. Conference in Austin far exceeded my expectations.

I was very pleased to see that Hawaii representation at the conference went up 50% from last year! Amazing, right?!? Well, don't get too excited, it went from 2 (Donny Shimamoto and myself) to 3 (Thanks, Mark, for coming). Here is what they had to say about the 2013 E.D.G.E. Conference:

*"The EDGE conference is a great opportunity to develop "success" skills, network with other CPAs, improve on one's own management style, and learn how to work together to bridge the gap between firm leadership and the next generation of CPAs."* – Mark Inafuku –  
CW Associates, CPAs

*"This was the best year yet—almost every session felt like it had a lot of interaction, and the energy and buzz at the conference was amazing!"* – Donny Shimamoto –  
IntrapriseTechKnowlogies LLC

For me, there were many breakout sessions that stick out in my mind. For example, Rich Caturano, Chair of the

AICPA Board, was supposed to give a Professional Issues Update, but instead opted for a much lighter topic – Reflections on Life, Leadership, and the CPA Profession. Melissa Labant gave a very informative 2013 Tax Issues Update where she discussed the controversial issues surrounding Defense of Marriage Act or "DoMA". David Seiler condensed a full day of HR Bootcamp Basic Training into an hour of shocking revelations. I had no idea of some of the HR rules that need to be followed.

Still, my favorite "takeaway" from the conference was a session where we divided into smaller groups of 7-8 and discussed the top issues facing our profession as younger CPAs. We then took those ideas and shared them with the entire group. Do you agree with our unscientific findings? In no particular order, the agreed-upon top five issues facing young CPAs today are:

- Succession Planning
- Eating Time (speaking of eating ...)
- BBQ Brisket and Tex-Mex in Austin are unbelievable!)
- Work / Life Integration

- Leveraging / Filtering Social Media
- Finding "good" staff with 3-5 years of experience

The best part of the conference continues to be the networking with other CPAs like myself. The evening before the conference, we were able to reconnect with many Leadership Academy alumni on a three-hour Casino Riverboat excursion. Hearing them talk about their personal and professional success stories is very inspiring when you know you can do the same.

Evolve, Distinguish, Grow and Emerge (E.D.G.E.) – four key elements to transform a good CPA into an exceptional CPA. The conference is focused on cultivating the leadership skills and professional network you need to adapt, succeed, and lead in a rapidly changing global marketplace. Do you want to be exceptional? Do you want your staff to be exceptional? If you do, I highly encourage you to mark your calendars for the 2014 E.D.G.E. Conference. More details will be released in early 2014 so start planning now!!!

*In Memory Of  
Terry K. Kinoshita  
1953 - 2013*

Our sincere regret at the loss of a colleague, friend and a member of the HSCPA since 1981. We wish to express our deepest sympathy to his family and friends.

