

JUNE 2022

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The Official Publication of the Hawaii Society of Certified Public Accountants



Marketing Trends for Recruitment and Hiring



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President's Message

By Ed Nakano

Thank You for the Opportunity to Serve as Your President

It has been an honor and privilege to serve as your servant leader and President of the Hawaii Society of CPAs during my tenure. Thank you to Executive Director Kathy Castillo, Administrative Support Debbie Cortes, and the Board of Directors for supporting me and the HSCPA, especially during these challenging health and economic conditions these past two years.

As the saying goes, “when the going gets tough, the tough gets going” and this is how the HSCPA staff, Executive Committee and Board performed during the past two years to serve the membership and profession. Their actions included:

1. Pivoted from in-person to online training. Training events increased due to ease of scheduling and attendees being ‘comfortable’ with virtual events. Members surveyed have adjusted to this type of training and have expressed continuation of this method. This has been a WIN-WIN for both members and the HSCPA staff by increasing participation due to no travel time and related costs.
2. Y-CPA Squad continued to promote the profession to elementary, high school and college students, all virtually. These efforts were critical to address the recruiting and employment challenges during the pandemic.

3. After 30+ years in Pioneer Plaza, the HSCPA relocated its office to the Cades Schutte Building with lower operating costs and enhanced technology to conduct efficient training and meetings to improve service to its members.



4. We established the HSCPA DEI CPA Exam Review Course grant with financial support from Deloitte. Through our partnership with Surgent CPA Review, a discounted fee and subsidy allowed 6 members – so far – to take advantage of this benefit.
5. The HSCPA continues to promote and support accounting students through its various university and college scholarship programs, and

HSCPA scholarships through the Hawaii Community Foundation. We are grateful for the initial support of American Savings Bank, Wo Family Foundations and Ed and Diane Nakano for helping to establish the HSCPA Family Scholarship Endowment which supports all 10 campuses in the UH System.

6. Continued HSCPA's partnership with the AICPA and other state societies on a national level with monthly remote meetings.
7. Continued to promote the CPA profession by collaborating with the AICPA in the dual student recruitment campaign.

I am confident that the HSCPA will continue to promote the profession and serve its members under the leadership of President-Elect Ryan Suekawa, Managing Director of Deloitte. Ryan has served on the HSCPA Board since 2017.

Thank you, take care and be safe!



Marketing Trends for Recruitment and Hiring

By Heather Robinson of Boomer Consulting, Inc.

Chances are, your firm has a few roles that need to be filled and your traditional recruiting tactics – job ads and word-of-mouth – just aren't cutting it.

If you want better hiring and recruiting results, it's time to bring in a new strategic partner: your firm's marketing department.

Marketing's role in recruiting

Today, job candidates are savvier and more informed than ever before. They research jobs in much the same way as they would make a major purchasing decision, and the internet provides the resources to learn everything about your firm before they even think about applying.

Job candidates today use multiple technologies to do that research, so it's essential to ensure you have brand consistency when job seekers interact with your brand across channels. Have you

put any thought into what they see, read and hear about your firm when they do that research?

All the touchpoints along the journey can make or break their experience with your firm and ultimately directly affect your bottom line.

Your marketing department can help you think of the whole journey, from the job ad or career page on your website to the online application, follow-ups, interviews, automated nurturing, job offer and onboarding. They can ensure you have synergy across all messaging, creating an engaging and authentic experience for job candidates.

Online presence and social media

Your employer brand is and will continue to be a focus as you seek to gain the attention of new talent. Your firm's online presence and social media help

showcase your brand values and your firm's culture.

Tap your marketing department to help communicate your brand and culture on your website and social media channels. This includes benefits, career growth opportunities and work/life balance. In addition to engaging written content, this might consist of photos of your actual team members (as opposed to stock photos), employees writing blogs or taking part in recruitment videos talking about their work experiences.

Streamlining the hiring process

If your hiring process takes too long, you will miss out on hiring top talent. In-demand professionals get snapped up quickly, so it's crucial to work fast to get them in the door and make your offer.

Your marketing department can help you streamline your hiring process, so you don't lose out to your competition. One-way video interviews are one tool for accomplishing this. Another is to keep the upfront information you request to a minimum – name, phone number, email, and resume or LinkedIn profile. You don't need a lengthy job application or full history to start the conversation with them.

Employee value proposition

The Society of Human Resource Management (SHRM) defines the employee

Hawaii Practices For Sale

Gross revenues shown: Honolulu CPA \$1.166M, Kamuela/Waimea Area Tax & Bookkeeping \$268K; Kauai Island CPA \$100K; Kailua/Maui/Honolulu CPA \$530K; Honolulu CPA \$282K; The Big Island \$284K. For more information, please call 1-800-397-0249 or visit www.APS.net to see listing details and register for free email updates.

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value proposition (EVP) as “everything of value that an employer provides to its employees – pay, benefits, training, career development opportunities and so on.”

New talent wants to know who you are, what you stand for and how they would benefit by working for you. Work with your marketing team to clarify your Employee Value Proposition (EVP), incorporate it into your brand and market it to the workforce.

Communicate your beliefs

Older generations may have been taught not to talk about politics or sensitive social issues at work. They kept their personal beliefs separate from their

work lives, but that separation is not appealing to many Millennials and Generation Z members.

Younger workers have high expectations for their employers when it comes to social purpose and accountability, and they want to work for companies that uphold their values. So put some effort into understanding where your firm aligns on social issues such as environmental responsibility, diversity, equity and inclusion, etc. Then work with your marketing department to communicate those beliefs authentically and consistently.

Marketing professionals have become incredibly sophisticated in how they interact with potential customers, so

extending that skill set to assist with recruiting makes good sense. So, if you're trying to attract talent to your firm, start with the same people who help you attract clients – your marketing team!

As the Marketing Manager for Boomer Consulting, Inc., Heather's primary focus is on developing the firm's marketing strategy and brand awareness to help drive business results. She manages and executes marketing and business development initiatives, with daily oversight of the website, social media, and thought leadership content. In addition, as a part of the Business Development team, she provides leadership and strategic planning on marketing and communication practices for the firm.

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CPA Evolution will impact today's interns. How can firms prepare?

By Carl Mayes, CPA



For the past few years, the American Institute of CPAs (AICPA) and the National Association

of State Boards of Accountancy (NASBA) have collaborated with stakeholders to reimagine CPA licensure through the joint CPA Evolution initiative, an effort to transform the CPA licensure model. The organizations have now reached the critical implementation phase of this initiative, which addresses the rapidly changing skills and competencies required of a 21st century CPA.

Many of the students slated for spring and summer 2022 internships will sit for the new, CPA Evolution-aligned CPA Exam, which is expected to launch in early 2024. This has implications for firms in a variety of areas, from recruiting considerations to engagement with academia. The time to start plotting out your firm's strategy is now.

CPA Evolution will bring about some of the most substantive changes to licensure in decades, including a new Core + Disciplines licensure model, increased cov-

erage in areas like information systems and data analytics, and the addition of personal financial planning.

But what does it all mean for your firm? Here are some top considerations to aid your hiring and recruitment strategies.

Students are more interested in pursuing CPA under the new licensure model.

In a fall 2021 AICPA-NASBA survey of accounting students, 85% of respondents indicated the new approach to licensure either increases their interest in pursuing CPA or keeps their interest at

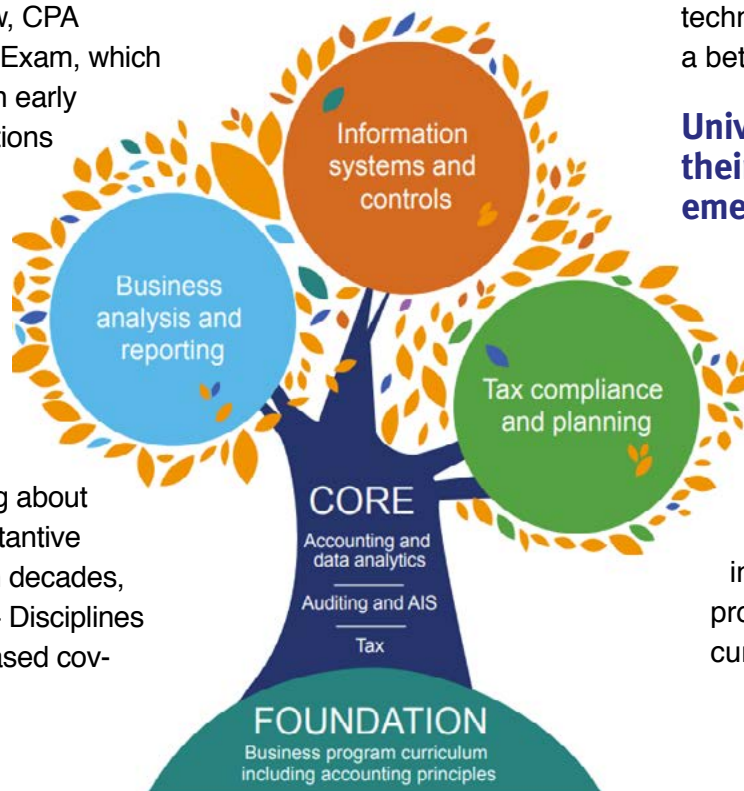
a very high level. In discussion groups with students, common themes surrounded their heightened interest in areas like data analytics, cybersecurity, and information privacy, all of which are expected to be addressed in the new CPA Exam based upon preliminary practice analysis research.

This may represent an opportunity for firms when recruiting new staff. In addition to highlighting the earnings power of CPAs and the impact they can have on society, consider discussing the impending changes to the licensure model and how they reflect the exciting work firms are doing in emerging areas. For students interested in technology, there has never been a better time to pursue CPA.

Universities are changing their curricula to incorporate emerging topics.

In another fall 2021 pulse survey, the AICPA and NASBA asked accounting faculty about their plans relative to CPA Evolution. Here's what they heard:

- 88% of respondents indicated their accounting program will be making curriculum changes based



on CPA Evolution, and

- 81% said they expect to make curricular changes by fall 2022.

To inform hiring decisions, firms may want to reach out to the universities they recruit from to determine what, if any, curriculum changes are being made. Practitioners may also consider aiding the academic community in the transition, as nearly half of the faculty that won't be making curriculum changes cited challenges in finding qualified personnel to teach emerging topics. Subject matter experts at your firm might consider serving as guest lecturers or adjunct professors to ensure the next generation of CPAs has the skills and competencies they need to be successful.

Many accounting program graduates will have different skillsets.

As academic programs evolve, students are expected to pursue learning tracks aligned with their interests. In a 2020 AICPA-NASBA survey of students,

- 54% of respondents indicated they plan to pursue the Business Analysis and Reporting discipline,
- 24% plan to pursue Information Systems and Controls, and

- 22% plan to take Tax Compliance and Planning.

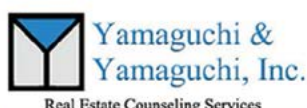
To pass these disciplines, students will need more knowledge and skills in the related subject matter, and firms will be the beneficiaries. In fact, in an April 2021 AICPA-NASBA survey of firm hiring directors, 83% of respondents from firms with 11 or more personnel indicated that if accounting programs were aligned with CPA Evolution, their hiring of new graduates from accounting programs would likely increase and/or accounting program graduates would be considered more valuable than they are today.

Firm leaders may want to engage with their firm's HR team to consider how CPA Evolution will impact their approach to talent acquisition moving forward.

Next steps

The AICPA is currently conducting a [practice analysis](#) to determine the knowledge and skills required of newly licensed CPAs that should be assessed in the CPA Evolution aligned Exam. An associated CPA Exam Blueprint, which will detail content eligible for testing in each of the Core and Discipline sections, is expected to be issued for public comment in mid-2022 and published in final form in early 2023, with the launch of the new CPA Exam planned for January 2024.

As CPA Evolution continues to progress, please check back for updates at [EvolutionofCPA.org](https://www.evolutionofcpa.org). If you have any questions, please reach out to the AICPA and NASBA at Feedback@EvolutionofCPA.org.



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DAY ONE

NOVEMBER 3, 2022

GENERAL SESSION

Tech Update 2022

Eight Awesome Pivot
Table Features

The How's and Why's
of Data Analytics

Emerging Topics in Blockchain
and Cryptocurrency

Tales of True Tech Crimes
Ripped from the Headlines

GENERAL SESSION

Windows 11 - What End Users Need to Know

DAY TWO

NOVEMBER 4, 2022

GENERAL SESSION

Security Risks and Solutions Roundtable

Safeguarding Taxpayer Data - A Guide
for Your Required Security Plan

How to Run Microsoft Office
from the Cloud

Supercharging Your
Spreadsheet Collaboration

The Best Small Business
Accounting Tools

Implementing Data Loss Prevention
for Better Security and Privacy

Choosing Your Mid-Market
Accounting Solution

GENERAL SESSION

The K2 Team's Top Tech Productivity Tips and Tricks

Emerging Technologies

including Blockchain and Cryptocurrencies



Today's complicated business environment demands more from everyone. You must be agile, flexible, and forward-looking, and even then, there are no guarantees for success. However, you can maximize your chances by understanding how to take full advantage of your investments in technology.

We hope you will consider joining us

for the following technology-focused learning options. This session focuses on using contemporary technologies to solve today's real-world problems and promises to help you maximize your ROI on your technology.

Blockchain and cryptocurrencies remain two of the hottest topics in business circles today. But few professionals truly understand the promise

of these tools and similar emerging technologies. Join the K2 Enterprises team for Emerging Technologies for Accountants – Including Blockchain and Cryptocurrencies. In this session, you will learn the basics of emerging technologies such as blockchain, cryptocurrency, artificial intelligence, and machine learning. Prepare to be amazed!

**[WEB4] K2's Emerging
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MORE INFO



TAX FOUNDATION OF HAWAII

Hawaii's Watchdog on Taxes & Government



By Tom Yamachika

Transit History

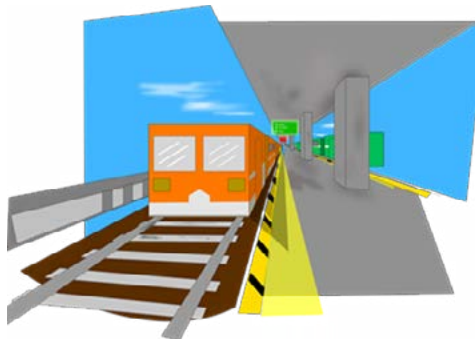
For this writing, I'm going to do something a little different. I'm going to trot out an analysis that was done by one of my predecessors. Who and when will be revealed later. (My comments on how they relate to today's situation are in parentheses.)

"Rapid transit for Honolulu is the most costly single project ever contemplated by either the State or the City." (It still is. And you would cry if you saw the estimated price tag, which will be revealed later as well.)

The City's transit consultants were trying to figure out how the State and City were going to pay for their portion of the cost, which at the time was 1/3 of the total price with 2/3 to be paid by Uncle Sam. (Fat chance of the Feds giving us that much now.)

"The consultants' analysis of the tax sources prompted them to drop 11 of the possible revenue sources from the original list: personal property tax (which we still don't have, thank goodness); tax on parking lots (we do have the GET hitting those); tax on office space (we have the GET on rents, which is almost as good); increase in the public utility franchise tax; privilege tax on telephones (these days even a cell phone seems more like a necessity); excise tax on realty transfer (we now have a conveyance tax which is

orders of magnitude larger than it was in those days); increase in charges on licenses and permits (happens all the time these days); increase in tobacco tax (seems to happen often); increase in liquor tax (same); employer tax on the number of employees; and a payroll tax (those would be really bad, but we wonder if minimum wage increases are doing the same thing in terms of economic impact).



"THE EIGHT tax sources remaining and listed in the apparent order of priority of the consultants are: 1) increase the passenger vehicle weight tax (we've done that); 2) increase the county motor vehicle fuel tax (we've done that, and we are bracing for more, as we reported last week); 3) increase the real property tax rate (we've done that); 4) levy a special one-time tax on autos (who's going to bet that it won't be one-time); 5) impose a hotel room tax (we did that, starting at 5% and now it's up to 10.25% plus the counties can add on another 3%); 6) levy an additional sales tax on top of the present 4 per cent (attempted often and

failed often, but a county surcharge did pass in 2006); 7) impose a surcharge on income tax (when this piece was written, the top income tax rate in Hawaii was 11%; it since went down somewhat but crept back up again, and our top income tax rate in Hawaii is 11% today as well); and 8) abolish the home owner's exemption of real property valuations (probably political suicide then as well as now; we wonder what the consultants were smoking).

"Also, the consultants' report states study is going on in the area of a transit taxing district. They are studying the feasibility of securing revenues from special transit beneficiaries by taxing their gains due to close proximity to transit stations. (The Board of Education jumped on this one real fast, establishing an 'impact fee district' to let them tax developers in the area, as we reported on a while back.)"

For those of you who were wondering, the original article was written by Fred Bennion, former President of the Tax Foundation of Hawaii, and it was published in the Honolulu Advertiser and Star-Bulletin on June 25, 1972, nearly fifty years ago. At that time the total project cost of rail transit was estimated at \$700 million. Yes, with a "M," not a "B." In those fifty years, look how far we've come!

Or not.

Webinars Delivered to You!

June 2: Tax Practitioner's Guide

[to Accounting and Reporting Issues](#)

June 6: Advanced Trust Issues:

[A Roadmap for Success in an Increasingly Complex Area](#)

June 14: Accounting & Auditing Issues

[Surgent's Current Issues in Accounting and Auditing: An Annual Update](#)

June 16: Guide to the Topic 606

[Revenue Recognition Model for All CPAs](#)

June 17: COVID-19 Pandemic

[Financial Reporting Implications of the COVID-19 Pandemic](#)

June 22: Employee Benefit Plans

[Identifying the Warning Signs and Addressing Fraud](#)

June 23: Mock CPA Exam - Virtual

[CPAs are not sure if they are truly prepared to sit for each section. Participate in a live, virtual mock CPA Exam!](#)

June 23: Expense vs. Capitalize

[Getting it Right for Taxes](#)

June 28: K2's Emerging Technologies

[for Accountants, including Blockchain and Cryptocurrencies](#)

June 29: Tax -Exempt Organizations

[Planning and Compliance for Tax Matters](#)

June 30: Annual Election & Business Meeting

[The Annual Election Meeting will be held virtually on June 30, 2022](#)

July 14: 2022 Mid-Year Individual Tax Update

[For the tax practitioner who wants to update their knowledge of individual income taxation](#)

July 15: 2022 Mid-Year Business Tax Update

[This course will provide a comprehensive review of business issues for the 2021 tax year.](#)

Full-Time Accounting Faculty Kapiolani Community College

Full-time tenure track position. Approximately 9 classes per academic year (August-May). Option to teach summer classes. Contingent on course offerings and student demand, to begin approximately August 1, 2022, pending position clearance, availability of funds, and actual staffing requirements. Position may be converted from 9 to 11-month or 11 to 9-month based on operational needs. [See posting here.](#)



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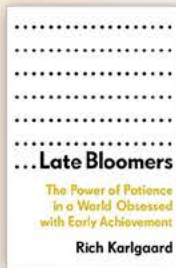


Norman's Book Review

"Late Bloomers"

by Rich Karlgaard

As the world has become more high tech, society and media have favored people who are younger and more tech savvy, and have celebrated the accomplishments of the younger millionaires and billionaires. There is intense pressure on youngsters to get straight A's, take as many AP classes as possible, have perfect College Board scores, get into the best colleges, work at the best companies, and make six and seven figure incomes, all before they reach 30 years old. "At Facebook, the median age of their workers is 28, and their median salary package is about \$240,000."



What about the rest of us, who are late bloomers rather than early bloomers? Do we have a chance to live a happy and successful life? Per Rich, the answer is a resounding YES, and his book neatly explains why this is so. For young parents, you will learn not to stress out if your kids take a while to know what they want to do ... it is very normal. For us older folks, we will learn that the best of our years is ahead of us. Rich emphasizes "people need to know they can bloom and excel and come into their own at any age or stage."

It is a testament to the author that while the book has numerous topics, data and

theories, it is really easy to read and very inspiring. It will definitely give you hope for the future of not only your children, but yourself as well. It will allay any FOMO (fear of missing out) feelings you may have. The following will give you a taste of what's in the book.

"Self-compassion encourages us to acknowledge our flaws and limitations, to see them from a more objective and realistic point of view. A key is to acknowledge that we are good enough, no matter what society tells us."

Who Is Rich?

Rich is a great example of a late bloomer. "After getting into Stanford due to an admission mistake, he graduated with no distinctions. He then proceeded to become a security guard, dishwasher and temporary typist. At 26 years old, he said his brain "woke up" and he focused on a career in writing. At 34 years old he cofounded Silicon Valley's first business magazine, and at 44 years old he became the publisher of Forbes."

Late Bloomer Definition

Rich defines a late bloomer as a "person who fulfills their potential later than expected; often their talents aren't visible to others initially. They also fulfill their potential while marching to

their own drummer." He also noted "late blooming can happen at any age, and it can happen more than once in a person's lifetime."

Children's Brains Mature at 25 Years Old or Later

"A National Institute of Mental Health's longitudinal study of brain development found that children's brains were not fully mature until 25 years old or later." Or as Rich interprets these results, "most 18 – 25-year olds are literally incapable of making responsible judgments, paying sufficient attention, or managing their emotions. Yet at this age they're being measured and fitted (via tests, grades, and job interviews) for the trajectory of the rest of their lives. This makes no sense."

Ages At Which Cognitive Skills Peak

"Late teens: Cognitive processing speed.
Early 20s: Learning and remembering names.
25-35: Short-term memory.
Early 30s: Face recognition memory.
45-55: Social understanding.
65+: Verbal knowledge."

Gap Years Can Be Beneficial

More and more young adults are taking a year or two off either before, during

or after college, which are referred to as gap years. “According to a 2015 American Gap Association National Survey, 97% of respondents reported taking a gap year increased their maturity, and 96% claimed that it increased their self-confidence. In researching 338 students, Dr. Andrew J. Martin, educational psychologist, discovered young adults who take gap years tend to be less motivated than their peers *before* the gap year, but *after* their gap year, most of them find new motivation. They had higher performance outcomes, career choice formation, improved employability, and a variety of life skills.”

“Global consultancies like McKinsey & Company, Deloitte, and Mercer are currently promoting curiosity, compassion, and equanimity – all late bloomer strengths – as critical capacities for tomorrow’s leader.”

Late Bloomer Strengths

Rich identifies six strengths of being a late bloomer, which he feels “don’t get the attention they deserve.

- **Curiosity** – Late bloomers tend to retain more of their childhood curiosity and more of every childish attribute.
- **Compassion** – The ability to put ourselves in others’ shoes and in

doing so understand their challenges and how best to help them.

- **Resilience** – The ineffable quality that allows one to be knocked down by life and come back stronger than ever.
- **Equanimity** – Mental calmness, composure and evenness of temper, especially in a difficult situation.
- **Insight** - The ability to have a clear understanding of a situation.
- **Wisdom** – Reasoning and cognition based on knowledge and experience.”

Are You A Dandelion Or Orchid?

As experienced gardeners know, “dandelions can thrive under almost any conditions, while orchids will thrive only in certain environments. Applying this analogy to children, “low-reactive” babies who are not sensitive to light and sound, tend to grow up to be extroverts and can thrive under almost any conditions, like dandelions. “High reactive babies” on the other hand who are sensitive to light and sound, tend to grow up to be introverts who prefer spending their time in solitude and quiet. Like orchids they will thrive only in certain environments. Also, as adults, they are more likely to suffer from depression, anxiety and shyness as a result of stress.

“Research has long established that calm leaders are more effective. Optimal performance quickly degrades when emotions run too high.”

Repot Ourselves

If we feel like we are not blooming at work, career, family life, social life, emotionally, etc., Rich recommends we repot ourselves. “We need to pull up roots and transplant ourselves in a different pot. It can be either modest or significant. It may involve spending time with a new group of like-minded people, getting a new job, or moving to a new state. The key is to make a change, to take a step, no matter how little, toward a more fertile environment for blooming. **EVERYONE HAS A RIGHT TO A NEW BEGINNING.**”

Summary

This book may be the most important book you will read. It will make you reassess how you are raising your kids if you are a parent, and will make you look at your life and whether or not you should make changes. It is informative and empowering. Rich knew how important his book was when people would ask him about his next project. When he told them, “people’s eyes would light up, they would be charged up and emotional, and tell him they are a late bloomer too! Almost everyone, he discovered, identifies as a late bloomer and wanted him to know it. His wife believes these responses tell her late bloomers don’t feel acknowledged enough for who they are and what they can be.”

“Blooming has no deadline. Our future story is written in pencil, not carved in stone. It can be changed. We’re gifted. We have amazing destinies to follow. We are late bloomers.”



Get Moving!

By Jessica Gluck

Whether you're working from an office or working from home, many of us are still spending long hours sitting at a desk. Too much sitting can contribute to things like weight gain, high blood pressure, elevated cholesterol, heart disease, and other chronic ailments.

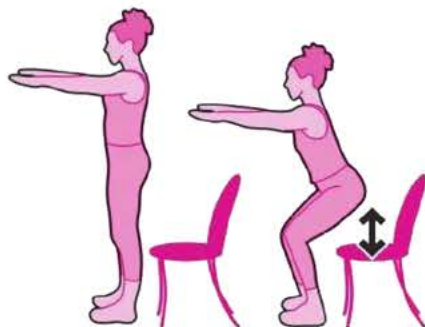
As many of us move past busy season (or at least one of them) and into the summer, it's a good time to start taking some small steps to improve your health. Why not start at work?!

The best advice is to find something you enjoy doing that you know you can stick with. Try walking to work or walking with friends at lunch, sign up for a group class in the mornings or afternoon, or make it a competition and challenge your coworkers to see who can rack up the most steps.

Whatever you do, don't make excuses! If you really can't get away from your desk, find ways to move at work. Here are some simple ways to get started and stave off the negative effects of sitting all day.

Arm Pulses – Stand tall with your arms at your sides, palms facing behind

you. Simply push your arms back a few inches, 20 times. Remember to keep your shoulders down and your arms as straight as possible. This works your triceps and helps stretch your shoulders - countering the effects of being hunched over your keyboard.



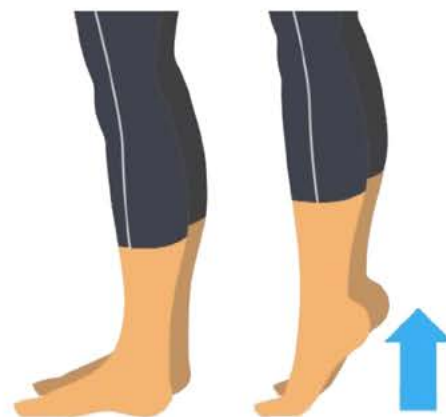
Chair Squats – Set your chair a few feet back from your desk. Sitting on the front edge of the chair with your feet planted hip-width apart, stand up from the chair and then lower your body back down. Try to keep your abs engaged, your chest and shoulders upright, and keep your weight in your heels. (Don't rock forward to stand.) Do this 10-15 times.

Calf Raises – Stand up behind your desk or chair and hold on for support. Raise your heels up off the floor and roll up to your tiptoes. Hold for a few seconds and then gently lower your heels back to the floor. Repeat 10 – 20 times.

Wrist Stretch – Stand up behind your desk and place your hands on your desk. With your palms down, turn your fingertips to face your body. If you need more of a stretch, gently rock forward and back. Hold for 2 – 3 deep breaths. This is a great release for those who are typing all day long!

Forward Fold – This can be done standing or sitting in your chair. Hold for 2 – 3 deep breaths.

Standing with your legs straight and a gentle bend in your knees, bend forward at the waist, keeping your back straight and reach your fingertips toward your toes.



Sitting in a chair, start with both feet flat on the ground and extend one leg forward. With one or both hands, reach your fingertips toward your toes. Repeat on the other side.

Other healthy tips:

- Be sure to drink plenty water to help you recover from workouts and avoid dehydration.
- Take short standing breaks throughout the day – After a long meeting or call, take a few minutes to stand or take a short walk down the hallway.
- During a standing break, practice your balance by standing on one leg.
- Maintain good posture – If you're going to be sitting for long stretches, make a conscious effort to improve your posture by noticing where your feet are place, how straight your spine is, and whether you're hunching your shoulders. Make small adjustments as you notice issues and these positive tweaks will become a healthy habit.

Rain or Shine – or COVID . . . Community Service Continues!

A group of dedicated volunteers from UH-M, UH-WO and the Y-CPA Squad showed up early on April 30th for our annual beach clean-up at Ala Moana Beach Park. With increased park-goers and vagrancy in the park, so has the build up of trash. Along with other caring citizens, we managed to scour the Park and collected some interesting litter. Team Adrian returned as winners of “Gimme Gimme” by finding the most trash items on our list. Within a couple of

hours, we ended with refreshments and a delicious bento. Thank you to Adrian and Island Plastic Bags for sponsoring this worthwhile event!





CPA FIRM



MICROCOMPUTER TECHNOLOGY

By Joy Takaesu of The CPA Collective



Microsoft reminds customers that it plans to disable Basic Authentication for Exchange Online starting on October 1, 2022. Customers should make sure that their email clients support the newer, more secure Modern Authentication. Users should also set up multi-factor authentication if they haven't already. Basic Auth is an outdated authentication standard that allows authentication with only a username and password. Microsoft reports that Basic Auth attacks are one of the most common ways customers are compromised, and attacks are



increasing. Outlook for web and smart phone Outlook apps already use Modern Authentication.

For those who use Outlook for Windows, Modern Authentication is only supported

in version 2013 and newer. Outlook 2010 does not support Modern Auth. For Outlook 2013, Modern Auth must be manually enabled by editing registry keys. Outlook versions 2016 and later have Modern Auth enabled by default, but Microsoft still recommends editing the registry to force Modern Auth. For details, please see Microsoft's article on "Modern Authentication configuration requirements." To check your Outlook version, depending on the version, you can go to Help – About Microsoft Office Outlook, or go to File – Office Account.

Microsoft already started disabling Basic Auth for tenants who were not using it. In October, Microsoft will start turning off Basic Auth for random tenants. Microsoft will post 7-day warnings to affected admins in the Message Center and in the Service Health Dashboard before disabling Basic Auth. After the switchover, any clients using Basic Auth will receive an error "HTTP 401 error: bad username or password."

For more details on the cutover from Basic Auth to Modern Auth, please visit Microsoft's blog post titled "Basic Authentication Deprecation in Exchange Online - May 2022 Update."

If you have any questions or comments, please call me at (808) 837-2517, or send e-mail to jtakaesu@thecpacollective.com.

Congratulations!

HSCPA Community College Bridging Scholarship



Congratulations to Jolina Edurise! Jolina, a recent graduate from Kaua'i Community College, will be pursuing her bachelor's degree in Accounting at the University of Hawai'i at West Oahu. Jolina was born and raised on Kaua'i and got her interest in accounting as a result of the self-assessment tests she had taken in high school. She learned early on that a career path in accounting would be a great choice. Jolina enjoys spending time with friends and family and diamond/rhinestone painting as a stress reliever. The HSCPA is proud to support Hawaii's best and brightest on their journey to becoming an integral part of the profession!

Mock Exam

**Attention:
CPA Candidates**

**FREE MOCK EXAM
SESSION OPEN TO ALL**
(CPA Professionals, too!)
**HSCPA Membership
is NOT required**

**THURSDAY,
JUNE 23, 2022
11:00 AM - 3:00 PM
Hawaii Time**

Go For it!



Good Luck!

Surgent
TAILORED
TO YOU **CPAreview**

CPAs can also participate!

VIRTUAL



The Uniform
CPA Examination®

*You are invited to participate in a
LIVE, VIRTUAL Mock CPA Exam!*

For many candidates, taking the CPA Exam can be one of the biggest obstacles to overcome when transitioning into the profession. Often aspiring CPAs are not sure if they are truly prepared to sit for each section.

In order to help provide more transparency into exam-readiness, HSCPA and Surgent CPA Review have partnered to offer a **FREE simulated CPA Exam section of your choice**.

The goal is to simulate the format of taking the CPA Exam, using actual multiple-choice questions and simulations. Questions are laid out according to the **Uniform CPA Examination Blueprints**.

This live 4-hour session is a unique opportunity. Not only will you be able to experience a simulated exam section from the comfort of your own home or office, you will also be able to view your exam results in real-time, giving you a better understanding of how prepared you are to sit for the actual exam.

Candidates will receive their ReadySCORE™ along with a diagnostic report showing areas of strength and weakness which are aligned with the CPA Exam Blueprints.

To register, click on Register Here tab below. **Deadline to register is June 16, 2022.**

The email address that you use to register for this event will be used by Surgent to set up simulation. Links are unique to individual and cannot be shared.

Prior to the day of the mock exam, you will receive a registration email from "cpareview@surgent.com". This will be your day-of access for the mock exam. **CHECK YOUR SPAM/JUNK FOLDERS.**

Register today - Deadline is June 16, 2022!

[REGISTER HERE](#)

Cross-Border Tax & Estate Planning

for Clients with Ties to Japan



Eric Roose

Eric Roose is a partner in the private client and tax team of Withers Gaikokuhou Jimu Bengoshi Houjin. He leads the Tokyo office and focuses on

international corporate and individual taxation. Eric also leads the international corporate tax practice in the Asia-Pacific region and serves as the Japan tax practice leader. He regularly advises ultra high-net-worth individuals on Japan income and inheritance tax planning and is particularly knowledgeable in the taxation of and use of foreign trusts in regards to Japan.

Having worked in Asia for over 20 years, he is well-versed in the taxation of cross-border transactions across the Asia-Pacific region, involving the US, Japan, Singapore, Korea, Australia, Indonesia, Philippines, Vietnam and China.



Erin Gutierrez

Erin Gutierrez is an associate in the private client and tax team of Withers Gaikokuhou Jimu Bengoshi Houjin (Tokyo). She regularly advises high-net-worth

individuals and families with US connections on their international tax and estate planning needs.

In addition, she assists high-net-worth individuals with respect to Japan income, gift and inheritance tax planning and the use of foreign trusts in regard to Japan.

Erin's practice also involves advising clients on a broad range of estate planning matters, and she has significant experience in the areas of wills, intestacy, and probate. She has worked in the Asia-Pacific region for over 10 years.

August 16, 2022 (Tuesday)

1:00 to 4:30 p.m. Hawaii Time



Former Hawaii residents - and experts - return (virtually) for a special presentation from Japan!

The number of clients with ties to Japan continues to grow, with each of these clients requiring tax and estate planning that takes into consideration cross-border tax issues that commonly arise.

This session provides an overview of the various Japan income, gift, and inheritance tax considerations for clients with Japanese citizenship living in the U.S., and clients living in the U.S. with Japan resident family members.

Without proper planning, Japan tax rates quickly reach top rates of 55%. This session will cover the integrated tax and estate planning solutions for clients with ties to Japan and the United States.



REGISTER HERE