

SEPTEMBER 2022

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**Sack  
the GET\*?**



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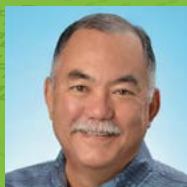
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**H S C P A**

Hawaii Society of  
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# President's Message

By Ryan K. Suekawa

I understand the term 'Coconut Wireless' to be the word-of-mouth style of communication unique to our islands. Through this style of communication, there's no cellphones, social media, or text messages, but somehow, we all hear about the good news. I guess the best medium to highlight 'word of mouth' is not a written newsletter, but the HSCPA has some scholarship programs geared towards HSCPA members and family members that are worth writing about and not only spread through the Coconut Wireless:

Through the hard work and generosity of many of our members and Hawaii's accounting leaders, the HSCPA is able to offer a great platform of student assistance scholarships:

- [Hawaii Society of Certified Public Accountants Scholarship](#) - Administered through the Hawaii Community Foundation. To apply you will need to create a login account with the Hawaii Community Foundation. To view the scholarship information, go to the Hawaii Community Foundation site, GRANTS & SCHOLARSHIPS, Apply for a Scholarship, Scholarship Search, keyword: accounting.
- [HSCPA Family Scholarship Endowment](#) - Administered through the University of Hawaii Foundation - Preference given to HSCPA members and their dependents. Available to students attending any campus in the University of Hawaii System.
- [HSCPA CPA Exam Scholarship](#) - Scholarship award now up to \$1,200!
- [HSCPA DEI CPA Exam Review Course Grant](#) - Take advantage of this HSCPA members-only special (student membership is free!)! Awardees will be able to purchase the Surgent CPA Review Course for only \$250 (\$999 value).

All of these scholarships can be found in the HSCPA website under "[Young Professionals](#)" section.

If you know of eligible students seeking some financial assistance, then please pass this message along.

## Scholarship Opportunities



**H S C P A**





# A New Approach to Client Filtering

By Jon Hubbard of Boomer Consulting, Inc.

It seems as though every firm we speak to these days has the same problem: capacity. While there are many ways to look at capacity, most firm leaders agree they don't have enough people to properly serve the number of clients they have.

Yet when we bring up the idea of client filtering, we get pushback. "We can't get rid of all our {fill in the blank} clients! That's \$X annual revenue!"

I realized maybe we've been approaching the client-filtering conversation all wrong. Instead of talking about getting rid of clients, perhaps we need to talk about revenue replacement.

## Not fewer clients—more of your target clients

I've yet to meet a firm leader who says they have too many of their ideal clients.

On the contrary, most say they have too many clients who aren't a good fit for the firm. In many cases, these are 1040-only clients who are paying too little and making busy season untenable for the staff.

Yet inevitably, the idea of letting go of all those 1040 clients is scary. Let's say all your 1040-only clients bring in \$160,000 of annual revenue to the firm. Nobody wants to get rid of hundreds of thousands of dollars in revenue.

But what if we could devise a strategy to replace that revenue? If you knew you could replace 160 individual tax clients, each paying you \$1,000 annually, with eight advisory clients paying you \$20,000 annually, would you do it? For most firm leaders, the answer is a resounding yes.

## Designing your revenue replacement strategy

Your revenue replacement strategy starts with identifying your ideal clients. Previously, I shared [Six Questions to Ask When Identifying Your Ideal Client](#), so I won't go into detail about how to uncover your target clients here. Be sure to check out that article or watch my LinkedIn video on the same topic.

Next, you must decide what mix of services you want to offer your target clients and how you'll price those services. Your ideal clients likely need more than just a tax return or financial statements. They may need help with their monthly accounting, tax planning, KPIs, strategic planning, and more. Bundling several of these services together and charging a subscription fee makes the firm's revenue more predictable and gives your clients peace of mind. Check out my article on [Packaging and Pricing Services](#) for more information.

Finally, you need to create a business development process and start having conversations that will get you more of these clients. Again, be sure to read my article on [Creating a Process for Business Development](#) to learn how to show clients and prospects the value you provide.

We just went through this process with a client and discovered that they could



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replace 1,200 non-fit clients with 30 right-fit clients that fell within their target client profile. That freed up a ton of capacity without negatively impacting revenue—even in the short term.

A few years ago, capacity restraints would convince firm leaders to hire more people to handle the non-fit client work. But that option isn't available anymore. There's a lack of talent out there to be recruited and hired. Staff and partners are frustrated, and this is forcing firms of all sizes to take another look at client filtering.

Maybe we've done our clients a disservice in the past by talking about client filtering rather than showing them how to replace the revenue generated by non-fit clients. In my experience, it's much easier to have that conversation with partners when you can show them how to replace hundreds of individual tax clients with one or two advisory clients.

Once you do these three things, filtering out non-fit clients becomes much easier to stomach. You'll soon find yourself working with organizations and individu-

als who value your work, ultimately leading to growth and increased profitability for your firm.

*Jon Hubbard, Shareholder, Consultant, at Boomer Consulting helps accounting firm leaders find success in the areas of leadership, talent and growth. Jon is a facilitator for the Boomer P3 Leadership Academy, Boomer Talent Circle and Boomer Marketing & BD Circle. He also guides firms to grow and be more effective in the areas of client service, marketing and business development.*

## Webinars Delivered to You!

**September 7**

Estate Planning for the 99% - Portability and More

**September 9**

IRS Penalty Waivers of Certain 2019 and 2020 Filings

**September 9**

Inflation Reduction Act of 2022: Summary and Analysis

**September 16**

Understanding Specific Risks in the Small and Medium-Sized Organization

**September 22**

This Year's Top Tax and Financial-Planning Ideas

**September 23**

Compilation and Review Practice Guide

**September 27**

Non-GAAP Financial Statement Options: Cash, Modified Cash, and Tax Basis

**September 27**

Inflation Reduction Act of 2022: Summary and Analysis

**September 28**

Guide to Preparing Forms 706 and 709

**September 29**

Deceptive Accounting Practices

**September 30**

Construction Company Accounting

**November 18**

HSCPA 62nd Annual Conference



# HSCPA Doing Good for the Community

For those who participate in community service activities, volunteerism positively affects one's well-being and health ... good for the body, mind and soul. That's what drove a bunch of members to volunteer for the Y-CPAs' annual Hawaii Foodbank Senior Food Program on Saturday, August 20.

After an early breakfast provided by the HSCPA, they geared up for several hours in the tented and not-so-tented areas to box food for low-income kupuna. It was a beautiful Saturday – and also hot and humid – yet, they worked diligently to accomplish their tasks.

Thank you to the Y-CPA Squad for organizing this worthy event and to all the volunteers who committed time on a

Saturday morning to help the community. Special thanks to the “young at heart” volunteers who shared their experiences and wisdom with the YCPAs as they worked to pack over 2,100 boxes for seniors.



*Jill and Marie in the box packing assembly line at the pasta sauce station*



*RoAnne restocking the pasta sauce*



*Strong-arm Rodney and Colin at the box weighing station checking quality control*



*Kent and Kira with the clean-up crew breaking down all the boxes*



*Dane, Adrian, Matt & Jessica - pallet wrappers putting their height to use*





*Adrian Hong, Matt & Jessica Gluck, Rodney Batara, Marie Sakamoto, Colin Lee, RoAnne Matsuura, Jill Ishimitsu, Kent Kasaoka, Kira Kaneshiro, and Dane Maebara*



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# HR Role for Employee Retention

Every company's human resource (HR) department is responsible for different activities related to recruiting, selecting, and training employees. How does having someone in the HR role for employee retention work? In short, HR departments ensure employee retention for companies.

Employee retention refers to keeping an existing employee within your organization. It involves attracting new employees to join your organization and retaining existing ones. Most importantly, HR retention works through various methods such as providing incentives, improving working conditions, giving recognition, and more.

## Why Does Employee Retention Matter?

Retaining employees is essential because it helps you achieve several goals, including:

**Improving productivity** – Employees who are happy at work tend to be more productive. Above all, they are also less likely to leave their job than when they feel unhappy or dissatisfied with their jobs.

**Maintaining high-quality customer service** – Employees who are satisfied with their jobs are more likely to provide excellent customer service. As a result, they are more likely to help improve your business reputation.

**Reducing turnover costs** – Turn-

over costs can stack up quickly if you do not retain your current employees. On the other hand, if employee retention rates are high, you will have fewer people leaving your organization each year. As a result, you will save money on recruiting, hiring, training, and other similar expenses.

**Boosting employee morale** - Employees who see that their co-workers are also staying with the company are more likely to stay. In addition, they are less likely to look for reasons to leave the company since they can see that their co-workers are having an enjoyable time at work.

## How Can The HR Role Improve Employee Retention?

One of the primary responsibilities of an HR officer is to improve employee retention rates. Here are some ways how you can do so:

### 1. Have a Great Onboarding Process

When hiring new employees, HR officers must first assess whether the candidate has the necessary skills required for the position. Once they have determined that the person has the right qualifications, they must onboard them into the company. Therefore, a great onboarding program will help new employees settle well into their roles.

Remember that onboarding is one of the first impressions that an employee will

have about the company. Employees who are not provided with a warm welcome may not feel comfortable working in the company. As a result, they may consider leaving the company immediately.

### 2. Provide Training Opportunities

Training opportunities help employees learn new skills and knowledge that will enable them to perform better in their current positions. In addition, providing these opportunities helps retain employees because they have something to look forward to after completing the training. Employees like to feel that they are growing and learning new things. Employees can gain confidence and self-esteem with different training opportunities, motivating them to stay longer in the company.

### 3. Communicate With Your Employees Regularly

Communication between managers and staff members is critical. Managers must communicate with employees regularly to let them know what is happening in the company and what they expect. As a result, both parties understand each other better and can work together effectively. In turn, HR officers must listen carefully to all employee complaints and act accordingly. Certainly, dedicating time to talk to employees shows that you care about them so that no one feels left out or ignored.

### 4. Offer Work-Life Balance

Work-life balance refers to the extent to which employees enjoy spending time



with family and friends while still being able to complete their duties at work. It is recommended that employers offer flexible hours and allow employees to choose their schedules. Subsequently, this permits employees to spend more time with loved ones without sacrificing their career goals.

HR officers need to monitor the work-life balance of their employees closely. They should also provide adequate support when required. Finally, HR officers should ensure that employees receive the benefits they deserve, whether through offering flexible schedules or time off work.

### **5. Provide Feedback on Performance**

Most employees do not like feeling they are not growing in their jobs. To avoid this situation, HR officers must give regular feedback to employees. This will ensure that they are aware of their performance and areas of improvement. In addition, by providing constructive criticism, HR officers can help employees grow as professionals.

Remember that feedback should be a way to encourage employees to do better. Giving feedback does not mean that you are judging your employee. Instead, it means that you want to see improvement in their job performance. Therefore, HR officers should focus on areas that require improvement and how they can improve them rather than criticizing employees for minor mistakes.

### **6. Make Sure Employees Receive Proper Compensation**

Although some people do not admit it, compensation is one of employment's most essential aspects. The salary offered to employees needs to reflect the value they bring to the company. In addition, employees should get paid fairly for their efforts. Employees who do not feel like they are receiving fair pay may leave the company, searching for another employer who values their contributions.

In addition to proper compensation, make sure that employees receive good benefits. Benefits can further motivate employees to perform well, whether it is through health insurance or retirement plans.

### **7. Give Recognition**

Recognizing employees for their contributions to your company's success is one way to motivate them and keep them from leaving. It would be best if you gave out awards and rewards to those employees who excel in their roles. Whether it is a reward in the form of a prize or a promotion, make sure that the award is something that motivates the recipient to continue doing excellent work.

### **8. Build Good Company Culture**

As an HR officer or in providing the HR role, your goal is to create a positive environment within the company. Although a positive working environment can take time to develop, there are many ways to start. For example, you can accomplish good company culture by ensuring [brand equity](#). In addition, the way you treat

people will reflect on the company.

You should also ensure that your organization has a clear mission statement and vision. This helps everyone know what they are working toward and how they fit into the bigger picture. Team members should also be treated fairly and given opportunities to succeed. When you build a strong culture, employees are less likely to leave the company since they have a sense of belonging.

## **The Bottom Line**

Employees are the lifeblood of any business. Without them, there would be no reason for companies to exist. Because of this, HR officers play a vital role in ensuring that employees are happy and productive. Having at least an HR role for employee retention will minimize the impact of the great resignation on your firm. By implementing these eight tips, you will be able to build a solid foundation for your organization and successfully improve employee retention rates in the company.

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# TAX FOUNDATION OF HAWAII

Hawaii's Watchdog on Taxes & Government



By Tom Yamachika

## Can We Sack the GET?

Every so often a question comes up from some alert readers. “The Hawaii General Excise Tax (GET) is regressive, meaning it falls hardest on the poor. Hardly anyone understands it, because it is so unlike the sales taxes, and even the gross receipts taxes, in any of the other States. It taxes basic necessities, like food, medical care, and electricity. So why don’t we just get rid of it?”

It seems to me that there are several reasons why our lawmakers are going to keep it around for a very long time, if not forever. Are they good reasons? That’s up to you to decide.

First, the tax produces money. A LOT of money. As seen in Chart 1.2 of the [Department of Taxation’s annual report](#) for fiscal 2020-2021, the GET brings in more than \$3 billion per year, and normally produces 40%-45% of all tax dollars collected. (In a typical year the individual income tax produces roughly 30% of all tax dollars collected, and all other taxes combined produce the other 30%.) Lawmakers who know this fact will understandably be reluctant to mess with this goose, because it’s been consistently laying lots and lots of golden eggs, even when our economy was in the dumps because of the COVID-19 pandemic.

Second, the tax produces money with a relatively low nominal rate. Four percent doesn’t seem like a lot compared to 7-8% in Nevada, 7-10% in

California, 6-11% in Arizona, and so forth. So, it’s tough to tell lawmakers that 4% is outlandishly large compared with other States.

Third, there is rarely a constituency that rises up to oppose an increase in the GET. Many businesses on which the GET is imposed pass on the tax to consumers, so they would have a hard time arguing that an increase in the GET hurts them. Consumers get pinched, but typically in small amounts so they are unlikely to put up a fuss. There have been notable exceptions, however, such as when dozens of angry taxpayers showed up at a [Senate Ways and Means committee hearing in 2011](#) and saw that committee kill the bill in a 10-4 vote (then-Ways and Means chair David Ige was one of the four voting to raise the tax).

Fourth, a good part of the tax is well hidden from constituents. Unlike sales taxes, our GET applies to business-to-business transactions such as when a farm sells vegetables to a distributor, who then sells the vegetables to a supermarket, which then sells them to a consumer. The farm and the distributor have to pay 0.5% tax each, and the supermarket pays 4.0% or 4.5% (which it passes on to the consumer). The consumer only sees 4.712% on the retail receipt (the extra 21 basis points is a “tax on tax,” because the tax is imposed on not only the retail price of the vegetables but also the amount of tax passed on to the consumer). The two earlier 0.5% layers

are not shown on the receipt but simply factor into the sales price. Furthermore, businesses pay full retail tax when they are end users, such as when they pay for power, rent, and office supplies. Those get factored into the prices of their goods and services as well.

Fifth, the GET lets us offload some of the tax burden to tourists. They don’t pay income tax, but they do need to pay GET like the rest of us. [The Tax Foundation of Hawaii estimated](#) that tourists bear between 15% and 20% of the tax bite. Other studies [have put the export percentage as high as 38%](#). Even 20% of \$3 billion annually is not small potatoes. If we aren’t able to collect that \$600 million the rest of us are going to have to make up for it somehow – or rely on state government to tighten its belt by that much (fat chance of that happening).

For better or worse, there are reasons why we have our GET and probably won’t be sacking it any time soon. If you think you have a better way of funding our state government, great! **Our lawmakers need to hear from you.**

*Tom Yamachika is President of the Tax Foundation of Hawaii - the ‘watchdog’ that keeps an eye on Hawaii’s taxes. Tom is also the owner of Aloha State Tax, a small law firm with emphasis on State taxes. Prior to going solo and the TFH, Tom was a principal with Accuity LLP where he managed the tax consulting practice, including quality and risk management and practice development.*



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# CPA FIRM



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# MICROCOMPUTER TECHNOLOGY

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By Joy Takaesu of The CPA Collective



Microsoft reminds customers that some of its older operating systems are approaching end-of-life. Windows 8.1 reaches end of support on January 10, 2023. Support for Windows Server 2012

R2 ends October 10, 2023. After these end dates, software updates and technical assistance will no longer be provided for these editions.

For Windows 8.1 users, Microsoft says it does not offer a free upgrade path from Windows 8.1 to Windows 10 or 11, a new license or device must be purchased. Upgrading from Windows 10 to 11 is currently free. If a device does not meet the technical requirements for a more current release of Windows, Microsoft recommends getting a replacement that supports Windows 11. Windows 11 has higher system requirements than previous versions, including a minimum of 4GB of memory, 64GB of storage, UEFI secure boot, and Trusted Platform Module (TPM) v2.0. Microsoft maintains a list of compatible processors for different Windows editions.



Those on Windows Server 2012 R2 would need to move to Windows Server 2016, 2019, or the new Windows Server 2022. Server 2022 includes new security features, such as firmware protection, virtualization-based security to isolate memory from the normal operating system, and using HTTPS and Transport Layer Security (TLS) 1.3 by default.

Microsoft is offering new security services such as Microsoft Defender External Attack Surface Management and Microsoft Defender Threat Intelligence. Microsoft Defender External Attack Surface Management catalogs all of an organization's devices and continuously monitors the network, with an emphasis on detecting new vulnerabilities. This is meant to help administrators see what the organization's environment looks like from the outside, to potential attackers, and helps identify and securely manage any unknown devices. Microsoft Defender Threat Intelligence helps identify information about potential threats and attackers, including information on their tools, IP address & domain, and other details, and helps block unwanted access and prevent intruders.

If you have any questions or comments, please call me at 808-837-2517, or send email to [jtakaesu@thecpacollective.com](mailto:jtakaesu@thecpacollective.com).





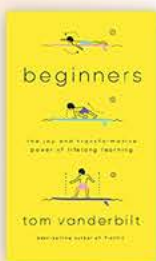
# Norman's Book Review

## "beginners"

by tom vanderbilt

HSCPA Director Kathy Castillo has a prize waiting for you if you have done all of the following: took chess lessons to play with your child and entered novice chess tournaments, took singing lessons and sang in a choir, took surfing lessons and surfed in a foreign country, took juggling lessons and became proficient with three balls, took drawing lessons and did a before and after self-portrait, took swimming lessons and had your entire family do an open ocean Swim-Quest swimming expedition to either the Greek island Mathraki or the Bahamas, and custom made a wedding ring (to replace the two you lost surfing) ... oops I almost forgot ... also if you ran a marathon, snowboarded, sailed, indoor sky-dived, did rock climbing, ice skated, skateboarded and practiced long jumping while your child participated in track. Let's see how many talented HSCPA members we have who have done all of the above! The author Tom Vanderbilt has done all of these, and will continue to explore new adventures and pursuits.

The book chronicles his chess, singing, surfing, drawing, swimming, and jewelry making exploits, and sprinkles in applicable research studies and quotes. The book is simply amazing and I found myself rethinking what I do with my free time, and things maybe my wife and I could do (ballroom dancing?), and maybe do as a family (golf or pickle ball?). When I finished reading the book, I said a loud "WOW" to myself ...



I do this when a book really impresses me and takes my breath away.

The following are a few of the many things I thought you would find interesting and might inspire you to try new things.



### Your Life Will Seem Magical

Through his adventures, Tom has experienced first hand that when you become an adult beginner and try new things, "you will feel better as you try to learn. It's about small acts of reinvention, at any age, that can make life seem magical. It's about learning new things, one of which might be learning new things about yourself. Also, the more learning older adults take on, the faster they seem to learn – *the more they become like younger adults.*"

### Get Moving, Instead of Sitting on the Sidelines

Most working parents want their kids to participate in as much extra curricular activities as possible, and their free time is spent taking their kids to lessons, practice, games, etc. "Rather than sitting on the sidelines, Tom encourages parents to join their kids in learning new or similar pursuits. His

philosophy is this: *If you have to take 'em, join 'em.*"

### Unflattering Names for Beginners in Different Domains

"In surfing, you're a "kook"; in cycling, a "fred"; in chess, a "patzer"; in the military, you're a "boot," "noob," "rookie" or "greenhorn."

### Brain Degrades Over Time

"Per Denise Park, the Director of Research at the University of Texas's Center for Vital Longevity, as you get older, you actually see clear degradation of the brain, even in healthy people. Your front cortex gets smaller, your hippocampus – the seat of memory – shrinks. Also, younger people show more "modulation," meaning that when mental tasks get more challenging, they can quickly ramp up their mental energy. Older people can barely modulate at all. Their brain is stuck at one speed. From age twenty onward, we lose about one neuron per second. This disparity is shown on an IQ test – a 75-year old person needs to do only half as well as a 21-year old to get the *same* score!"

### Secrets of Nobel Laureates

"As David Epstein notes in *Range*, Nobel laureates, compared to other scientists, are at least 22 times more likely to partake as an amateur actor, dancer, magician, or other type of performer. Fun should never be underestimated as an agent of learning and discovery."



*“Do things that make you happy.  
Don’t pursue happiness; find Happiness in your pursuits.”*  
(Philosopher John Stuart Mill)



## Swimming Benefits

Debating whether or not to have your child take swimming lessons? “A study that looked at young children who had taken swimming lessons concluded swimmers were better than non swimmers at physical tests like grasping or hand-eye coordination, and did better on reading and mathematical reasoning tests.” A long-term study found “swimmers lived longer than people with a sedentary lifestyle. Additionally, swimmers seemed to live longer than walkers or runners.”

## Girl Power

“Most of the distance records in swimming are held by women.”

## Doing Things Together

“Research suggests couples who undertake novel and challenging activities together recapture some of the “initial exhilaration” of when they first met. The positive feelings they experience from their new activities get transferred to the relationship itself.”

## Make New Friends

By also trying new things, “you meet people who are like-minded in their desire to learn new things, some of whom may become new friends –

something that gets more difficult later in life. In psychology, this is called *openness to experience*.”

## Learning With Others Is Ideal

According to Denise Park, “learning *with* people just seems to hit some sweet spot in the human brain. Learners were motivated by the presence of other learners and challenged by the instructors. People were seeing progress that they didn’t believe they could make.”

## Watch A Friend or An Expert?

“Research suggests we can actually learn more by watching others who are closer to our skill level perform the same task – mistakes and all – than by watching the flawless perfection of experts.”



## Health Benefits of Singing

“Singing can boost our immune function, endorphins and oxytocin. It improves respiratory function and can reduce the risk of sudden cardiac arrest. It may even counter depression. Singing activates many more regions of the brain linked to emotion than speaking does. Socially, singing is “social glue,” it helps join people together.”

## Focus Externally, Instead of On Yourself

“Per sports psychologist Gabriele Wulf, we do worse at an activity when we focus on ourselves, instead of some “external” target. This idea shows up in almost every sport. For example, golfers do better if they focus on the hole instead of their elbows. She notes a focus on self can prompt “micro-choking,” getting in the way of automatic movement.”

## The Importance of Sleep

While learning new skills, “research has shown that sleep, or even just a short rest, is one of our best learning tools. The resting brain “consolidates” the memories of what you were just trying to do.”

## What Drawing Teaches You

“More than “how to see,” drawing teaches “how we see” – the various shortcuts and hacks by which the brain renders the external world. Drawing also teaches you *how* much there is to see.”

## Closing Thoughts

Tom reflected upon his many “firsts” and noted “for all the inward focus, these activities actually brought him *outward*. One of the greatest joys of being a beginner, it turns out, was meeting other beginners, people he probably would never have met. They were united by their shared lack of skill and willingness to expose their possible failings. Learning with his daughter and as a family has been an incredible and lifelong experience. His challenge to us at the end of his book: IT’S TIME FOR YOU TO BEGIN.”



## Introducing our newest Squad member, Katie Landgraf!

By Jill Ishimitsu

The YCPA Squad is excited to introduce our newest member, Katie Landgraf! Many of you know Katie as the accounting professor and Accounting Club Advisor at UH West Oahu. But, did you know, she grew up as a farm girl in Wisconsin and was an auditor at Baker Tilly LLP, professor at the University of Wisconsin, and financial consultant to small businesses prior to moving to Hawaii? Here's a little more about Katie:

### Jl: What interested you in accounting?

**KL:** As a young farm girl, my dad needed help keeping track of his financials. He saw that I was good at math, so I was put in charge of payroll and miscellaneous bookkeeping records. My love for accounting continued through high school and college as I worked with other small businesses.

### Jl: Who is someone you look up to and what have they taught you?

**KL:** My dad. He taught me to be dependable and trustworthy. Growing up on a family farm of 700 dairy cows meant that we had a lot of work. I was the oldest of 5 children, so I had a leadership role early in life. He modeled what true hard work meant. When I asked why he worked so hard for such little pay, he would say because he loved farming. He passed away 6 months before I finished my undergraduate degree, but he has never left my mind and heart.



### Jl: Why did you leave public accounting to become a teacher?

**KL:** Teaching was always a career goal of mine since I started tutoring in college. In fact, I switched my major to math education; however, I missed accounting courses so I decided to switch back. I guess I missed balancing my debits and credits ;). Sharing knowledge and watching students grow is where I thrive. Pairing accounting with education just made sense to me because I am able to help my students understand this complicated financial world and also able to help small business owners understand how to become financially stable.

### Jl: What experiences helped shape your career?

**KL:** I learn the most when I have the opportunity to help a struggling company. Before completing my master's degree, I worked for an entrepreneur who worked long hours, but hardly

had any money in the bank. After a few months, I was able to organize his financials and create a sustainable solution for future success, something that should have happened 25 years earlier when he opened his jewelry shop. This experience proved to me that even busy businesses that seem like they have everything put together can struggle and need accountants to help create a sustainable future. I also learned that financials cannot be ignored.

### Jl: Why did you move to Hawaii?

**KL:** My husband and I always wanted to live in a warm climate next to the ocean. Growing up in Wisconsin was just too cold for us. I had actually never been to Hawaii, and even interviewed with UH – West Oahu via Zoom. Once we arrived, we instantly knew this was home for us. Hawaii's family-focused culture and welcoming outdoors kept us here for ten years thus far.

### Jl: What hobbies/interests do you have?

**KL:** Since I have three young kids (ages 8, 6, and 4 years old), my hobbies fit within their capabilities. My husband and I love to take them hiking, fishing, and swimming. Our favorite is to watch the sunsets.

### Jl: What's your life motto?

**KL:** Figure out what you want in life, and then hop, skip, or jump as efficiently as you can towards that. I



was able to pair two careers that I love together in one: teaching and accounting. Once I knew exactly what I wanted to do, I worked super hard towards that goal. I only focused on opportunities that would get me closer to this goal, even if it meant putting in long hours. For example, I earned my CPA license, worked as an auditor, then a consultant, completed my master's degree, and then more recently, I completed my doctorate degree. All of these tasks were no walk in the park, but individually, they led me in the right direction towards my career goal. And yes, I was a farm girl for 18 years, so working long hours doesn't seem to slow me down.

**Jl: It boggles my mind how you achieved your doctorate degree in business administration, while taking care of your family and teaching your students, all while the pandemic was going on. How did you do it?**

**KL:** I stayed focused on my end goal: to keep my career in education. Creating this goal kept me motivated to adjust my entire schedule around finishing the doctorate. Since my kids were young, I had to make sure to get them ready in the morning and drop them off at day care/school. I focused on teaching during the day to ensure my students were taken care of. Once my kids had to be picked up, I switched back to a mom role until 8 pm. This was my prime time to work on my doc-

torate, my daily 8 pm-1 am shift. I also asked God for daily strength to sustain that schedule for a few years.

**Jl: What's the biggest challenge you encountered as a professor?**

**KL:** Motivating students to invest unpaid time into their career. College students that are financially supporting themselves are often times in survival mode. They only focus on the here and now to "get through the day." Their future success depends on how much time they invest into researching the right career fit.

**Jl: What do you hope to achieve as a Y-CPA Squad member?**

**KL:** I hope to truly understand the current distresses of our local businesses. I want to know exactly what the

local industry needs from our students. Knowledge of the current industry needs can help support the need to change my course content as well as better guide my students to the appropriate career path.

**Jl: Anything else you want to share?**

**KL:** Now that my doctorate is complete, I started giving back to the community more. I volunteer as the CFO for a local non-profit, The Radical Hale. I figured out a way to use my time and talents towards a good cause. I encourage others (especially my students) to do the same!

We are thrilled Katie agreed to join the Y-CPA Squad. Her experience and connection to the accounting students and professors provide valuable insights as we continue to build the CPA pipeline. Welcome aboard, Katie!

## Hawaii Practices For Sale

**Gross revenues shown:** Kamuela/Waimea Area Tax & Bookkeeping \$268K; Kailua/Maui/Honolulu CPA \$530K; Honolulu CPA \$282K; Kailua-Kona CPA \$284K. Virtual Hawaii CPA Firm \$349k; Honolulu, Hawaii CPA Practice \$1.045M. For more information, please call 1-800-397-0249 or visit [www.APS.net](http://www.APS.net) to see listing details and register for free email updates.

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# HSCPA 62nd Annual Conference

## November 18, 2022 • Prince Waikiki Hotel

With COVID variants now being a ‘way of life’, many are returning to in-person connections again. Yes, we miss seeing each other, giving aloha hugs or handshakes (at your discretion and if you’re comfortable), and having face-to-face interactions. The joy of living real life is back if we choose to make it happen.

This year’s Annual Conference will feature the realities of the global environment – nationally and locally in Hawaii – good and not-so-good. But, through it all, we remain to be humble and kind. This contrast will be featured at the Conference as integrity is the pledge of the profession. Sit tight and pay attention as we take you on a ride of highs and lows. As Tim McGraw’s Grammy-award winning song goes, “. . . *don’t steal, don’t cheat, and don’t lie ~ I know you got mountains to climb, but always stay humble and kind*”.

Break out of quarantine and join us in person at the 62nd Annual Conference as we welcome a great line-up of speakers. Here to provide the latest developments in the profession will be **Eric Hansen**, past chairman of the American Institute of CPAs (2018-2019). Eric will discuss

the most current professional issues and share insights on some of the major initiatives underway and on the horizon. He will provide insight on the forces shaping the accounting profession and how it will affect members and organizations.

It doesn’t seem to end as more fraud and corruption cases are headlined in the local news. Prosecuting Attorney and former Hawaii Circuit Judge and United States Attorney, **Steven Alm** will discuss

the felony cases encountered over the years. As a judge, he’s handled hundreds of cases and has been a part of Hawaii’s judicial system for over four decades.

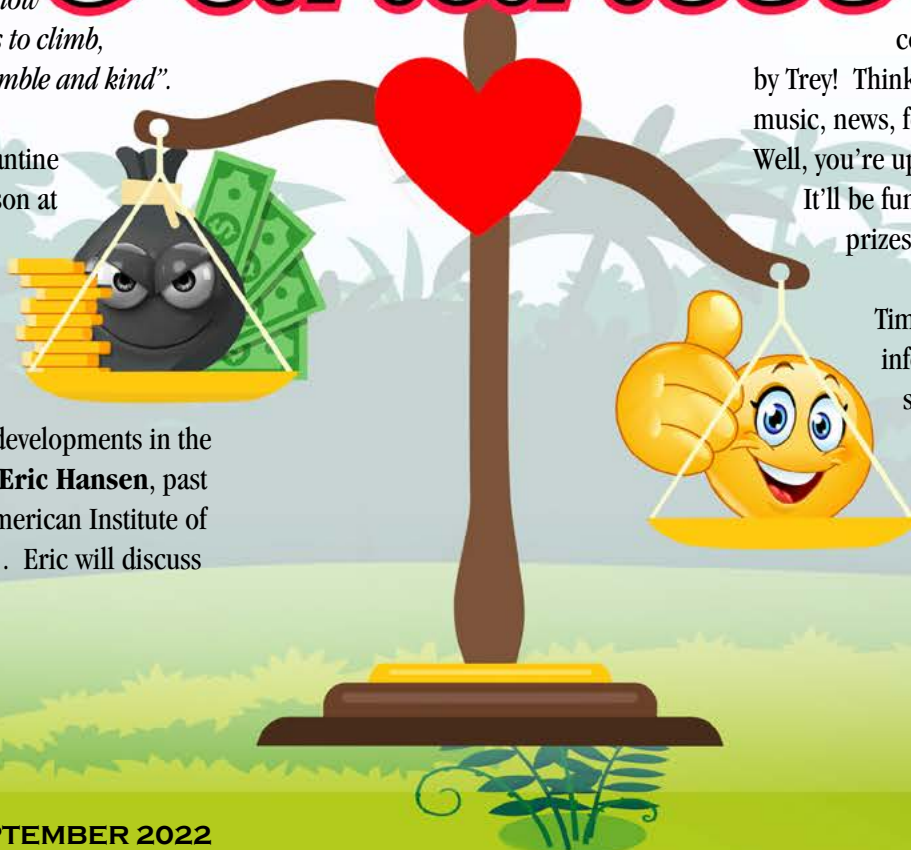
You won’t want to miss this riveting presentation on the “greatest corruption case in Hawaii history” as **Alexander “Ali” Silvert** shares the inside story of his book, “The Mailbox Conspiracy”, a fascinating study in the corruption of power and the abuse of public office. When HPD police chief Louis Kealoha and his wife, Katherine, the city’s deputy prosecutor, reported their mailbox stolen to frame a family member, it was only the beginning of an elaborate conspiracy. You’ll be kept on the edge of your seat!

To continue keeping your minds stimulated, we’ll partake in friendly competition with Trivia by Trey! Think you know geography, music, news, food, entertainment, ??? Well, you’re up for the challenge!

It’ll be fun and interactive with prizes – yes!

Timely updates, useful information, and amazing stories for 7 hours of CPE, food to fill your belly, SWAG, happy hour and hella fun! Don’t miss this event and register now!

# Value Kindness





## Annual Conference Speakers

**Eric Hansen, CPA, CGMA** served as chief operating officer of FORVIS, a national CPA and advisory firm that helps people and businesses realize their goals. He has 34 years of experience providing audit, tax, and consulting services to public and closely held private companies. Industries served include manufacturing, healthcare, construction, transportation, and financial services. Eric is a member of the American Institute of CPAs (AICPA) and Missouri Society of CPAs. He is the past chair of the AICPA Board of Directors and was a member of the AICPA Future of Learning Task Force. He also previously served on the AICPA Governing Council. Eric participated in various trade organizations and has served in a variety of leadership and teaching positions.

**Steven Alm** is Prosecuting Attorney for the City and County of Honolulu. He was a Circuit Court Judge from May 2001 to August 2016 where he presided at over 200 jury trials and thousands of guilty pleas and sentencings. In 2004, he helped create Hawaii's Opportunity Probation with Enforcement, also known as the HOPE Probation program. From 1994 through 2001, Judge Alm was the United States Attorney for the District of Hawai'i. During his tenure, the office focused

on corruption, white-collar crime, and large-scale drug trafficking. Judge Alm stepped down from the Bench on September 1, 2016 and temporarily relocated to the Washington D.C. area for him to consult with judges, probation officers, non-profits, and government entities nationwide to implement the HOPE strategy with fidelity.

**Alexander "Ali" Silvert** was raised in New York City and Vermont. After graduating from UCLA and driving a cab in New York, and a year of post-graduate political science courses at New York University, he switched to Boston College Law School where he obtained his JD in 1984. Ali worked as a state and federal public defender in Philadelphia before moving to Honolulu in 1989 with his wife and three-week old son to work at the Hawaii Federal Public Defenders Office. In October of 2020, Ali retired as Federal Public Defender after 33 years. He has written a book about the Puana/Kealoha case entitled "The Mailbox Conspiracy: The Inside Story of the Greatest Corruption Case in Hawaii History." Ali is currently a lecturer at the University of Hawaii Richardson School of Law and runs his own private federal criminal law consulting firm in Hawaii.

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