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The Official Publication of the
Hawaii Society of
Certified Public Accountants

July 2025

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KALA (the Hawaiian word for money) is published periodically and is the official publication of the Hawai'i Society of Certified Public Accountants. Please direct all inquiries regarding editorial content to HSCPA, P.O. Box 1754, Honolulu, Hawai'i 96806.



President's Message

By Dr. Frank Kudo



During the week of May 12th, a delegation of HSCPA board members and myself visited Washington DC to attend the AICPA/CIMA Spring Council Meeting as well as meet with our congressional members to advocate various bills before Congress. I had done this before as a delegate for the International Organization of Vehicle Manufacturers about 30 years ago.

I was surprised to find that Washington DC was still very much unchanged as I had remembered. The large impressive building structures representing various Federal governmental agencies and businesses that catered to their workers. Statues, manicured lawns and fountains were built to honor our leaders who sacrificed and ensured our democratic way of life. These buildings, edifices and institutions represent our democracy. I saw school children being chaperoned by their teachers' leading tours of our Capital walking orderly on the sidewalk. There were so many black SUVs with

passengers and dignitaries driving all around the city. Looking out of my window sitting also in a black SUV Uber ... haha ... I felt proud to be an American as these were the artifacts of our culture that represented the people's governance of a free nation.

We as American's sometimes take for granted or forget what it took to build this nation and to keep our liberal democracy alive. Our Constitution in essence represents our core



values as a nation of free people, and every member of Congress is responsible to protect and defend it. When I visited our Representatives and Senators offices, I was amazed at how our system of governance could over the centuries sustain this country in what appeared to be an

iterative process of dialogue, debate and final resolution to pass or turn down a bill. Somehow it did it. The halls of congress were bustling with people walking thru the corridors, I was but a visitor not really belonging just observing and being amazed. Our visit to the congressional offices of the Hawaii delegation were well received and the staff were prepared and had studied the issues before we visited them.

Lobbying for various bills is basically informing the representative of the important issues that will take hold if the bill passes or doesn't pass. This is all part of the process of governance that moves our country forward with establishing new laws as well as social, political and economic policy.

On July 4th we will of course celebrate our "independence" from "rule by a King". Let us not forget that ... we have come a long way, made many sacrifices, worked hard, and all along protected the rights of what it means to be an American.

Congratulations!

Austin Camat, recipient of the HSCPA College Bridging scholarship! Austin graduated from Kauai Community College and is currently attending the University of Hawaii West Oahu. Austin developed a strong interest in numbers and constantly challenged himself to deepen his understanding of mathematics. It wasn't until the after effects of the COVID-19 pandemic that he found his direction in accounting. Despite the challenges brought on by the pandemic, Austin continued to pursue his passion by taking additional dual-credit math courses in his high school senior year. After taking some time off to rediscover his initial passion, Austin enrolled at Kauai



HSCPA College Bridging Scholarship Recipient

Community College, graduated in 2024, and is now pursuing a bachelor's degree in Accounting at West Oahu. Austin currently works part-time at Pono Market and at the Kauai Chamber of Commerce, assisting with various accounting-related tasks. He also operates a small side business selling freeze-dried products alongside his mom's Elena's Gourmet Pretzels. In his free time, Austin enjoys traveling, spending time with family and friends, and unwinding with hobbies like board games, playing video games and pool/8 ball. Way to go, Austin!

Thank you, HSCPA Members!
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TFH is the 'watchdog' for Hawaii taxpayers' money. To support TFH's mission, please donate [here](#).

Many times over the years, we have put pen to paper (in the virtual sense at least) writing about HI-5 beverage container deposits. Our most recent article on the subject was in January, where we observed that the State Auditor had once again complained about the lack of basic internal controls around the special fund that holds these deposits. At that point, the fund had swelled to over \$50 million.

Why do internal controls matter? The Department of Health is supposed to make sure that the program functions as it is supposed to. Which means the right people get paid the right amount, and it's tougher for crooks to game the system.

In 2015, the Auditor reported that Whole Foods underpaid the program for more than six years. The Department settled with the retailer for about half of the amount underpaid. (Maybe I can see that an honest mistake was made for one or two reporting periods, but six years is pushing it, especially when each bottle says "Hawaii 5 cents.")

In 2019, the Auditor reported on two clear, documented cases of actual fraud on the fund. The Department appears to have taken no action.

Recently, former Representative Beth Fukumoto, writing for Civil Beat, wrote about how the fund is now at \$77 million and the Department "has failed for 20 years to properly account for all that money, according to state audits."

In 2022, our lawmakers enacted Act 12 of 2022, which requires the Department of Health to develop



a risk-based process to audit deposit beverage distributor and redemption reports. The law went into effect on April 7, 2022, when Governor Ige signed it. Yet three years have elapsed, and the process has not been developed yet. It's still in the works. It's like Donald J. Trump in the 2024 presidential debate telling us all that he had "concepts of a plan" when he was asked about his health care plan. The Auditor wasn't satisfied with that, and for good reason.

If someone shows up at a hospital and is profusely bleeding, is it right for the medical staff to just sit there until they have more than concepts of a plan to stop the patient's bleeding? Is it a good excuse that the patient weighs 770 pounds, and thus should have a whole lot of blood in his body already so he won't croak for a while?

That seems to be the prevailing mentality here. The fund has a bunch of money and is steadily expanding, so who cares if a few million here and there is being lost to fraud or waste?

Guess what? Taxpayers care. Because if lawmakers need money and that money is not available for

use, guess how they are going to make up the shortfall? Revenue raisers. Meaning more fees, more taxes, and other schemes to make sure that a taxpayer and the taxpayer's money are soon parted.

You think this won't happen any time soon? Lawmakers are already planning for a special session in October to deal with the fallout from current and anticipated future federal budget cuts. It wasn't too long ago that our State decided to shut off the flow of Transient Accommodations Tax money that was being shared with the counties. Well, it seems that what goes around comes around, and the Trump Administration is poised to do the same thing to us.

And, lest we forget, the deposit beverage container special fund is just one of many special funds under the Department of Health. All departments are supposed to report to the Legislature about their special funds every year, but Beth Fukumoto found that the Department of Health hasn't produced any such report since 1995. That's 30 years of neglecting legal responsibilities in addition to the 20 years of inadequate management of the bottle fund.

Enough already!

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.

Inspiring Journeys of CPA TRAILBLAZERS

Featuring

Katie Landgraf, CPA*,
MBA, DBA - Associate
Professor, UH West Oahu
*not in public practice



I began my career in the accounting profession as an auditor, where I quickly learned the importance of accuracy, integrity, and attention to detail. Auditing gave me the foundation to understand how businesses operate, how financial systems interconnect, and how critical it is to uphold ethical standards. I thrived in the fast-paced environment, working with diverse clients and tackling complex financial challenges.

Driven by a desire to deepen my expertise and expand my opportunities, I pursued and earned my CPA license. This achievement opened doors that I didn't even know I wanted to be opened. The CPA fueled my passion for helping others understand the value and impact of sound financial practices.

Over time, I realized that I wanted to give back to the profession by preparing the next generation of accountants. I transitioned into teaching, where I now have the privilege of guiding students through the same opportunities that shaped my career. I strive to bring real-world examples into the classroom, helping students see the practical application of accounting beyond textbooks. My journey—from auditor to CPA to educator—continues to be incredibly rewarding, as I watch future professionals develop the skills and confidence to make their own impact.

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Transformation Trends



By Donny Shimamoto, CPA.CITP, CGMA

WHEN RANSOMEWARE hits a CPA

Why Every Accounting Leader Must Prioritize Cybersecurity

Imagine logging into your firm's system one morning to find a flashing screen: *Your files have been encrypted. Pay \$200,000 in Bitcoin within 72 hours or lose everything.* For small to mid-sized CPA firms, this isn't a theoretical horror story. It's becoming an all-too-common reality.

The accounting profession holds a privileged position in society—as stewards of trust, guardians of sensitive financial data, and compliance advisors. But with that trust comes a target on our backs. As cyberattacks grow more sophisticated, ransomware is emerging as the top threat. According to Sophos' State of Ransomware Report, 59% of organizations were hit by ransomware in 2024. The report also states, "One of the most notable findings in this year's study is that 63% of ransom demands are for \$1M or more, with 30% of demands for \$5M or more. While a small number of respondents reported

four-figure ransom demands, these are very much in the minority."



Fortune 500 companies. They often target smaller, less protected organizations—especially those holding personally identifiable information (PII) like social security numbers, tax records, and banking information.

A CPA firm or finance department is a gold mine for attackers. Yet many accountants still believe, "It won't happen to us." That mindset is precisely what puts them most at risk.

Have you made business continuity plans (not just disaster recovery) a core part of your cybersecurity program?

Ransomware Doesn't Discriminate

Contrary to popular belief, cybercriminals don't just go after

The Hidden Cost of Cyber Incidents

Even if a firm or finance department can recover its data through backups, ransomware attacks still carry a heavy cost: days or weeks of downtime, investigation and remediation

and the Trend continues...

costs, reputational damage, client/customer churn, and potential regulatory issues and legal liabilities. For firms and industries subject to regulatory oversight (like those offering assurance services, healthcare), a data breach can lead to investigations and fines. Cybersecurity must be elevated from a "tech problem" to a strategic risk that must be addressed by firm leaders and finance executives. Cybersecurity risks need to be integrated into overall risk management plans.

Cyber Preparedness is Business Preparedness

Being ready for ransomware isn't just about having antivirus software. It requires:

- Endpoint malware protection with proactive monitoring systems;
- Regular data backups with offline or immutable storage;
- Employee training to prevent phishing and social engineering attacks;
- Multi-factor authentication (MFA) and password managers; and
- An incident response plan that includes both technical and administrative protocols.

Additionally, organizations with hybrid or remote work models must recognize that the "home office" is now part of their network perimeter. Investing in secure remote work infrastructure for small office/home office and promoting cybersecurity hygiene among staff are essential.

“

When ransomware hits, the only question that matters is:

Were you ready?

”

CPAs as Cyber Stewards

As organizations face more complex risks and compliance requirements, firms must step up to help their clients and finance departments must help organizations assess the adequacy of their organization's cybersecurity risk mitigation.

Many firms are also expanding their role as advisors to include cybersecurity services for clients—especially small businesses. This is a natural extension of the CPA's role in internal controls, risk mitigation, and compliance. Cybersecurity should be baked into advisory conversations, CAS engagements, and assurance services.

If your organization hasn't yet incorporated business continuity planning into your cybersecurity program, **now is the time.**

Because when ransomware hits, the only question that matters is: *Were you ready?*

To learn more about assessing how well your IT team has addressed your cybersecurity risks, check out these courses:

July 8 - 7:00 am HT

· [Cybersecurity for the Small Tax Firm](#)

August 11 - 9:30 am HT

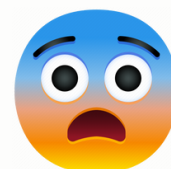
· [Non-Techie Cybersecurity Update for Tax Practitioners](#)

September 11 - 9:30 am HT

· [Understanding Your Cybersecurity Tech Options: How Non-Techies Can Mitigate Their Malware Risks](#)

November 4 - 5:30 am HT

· [How Accountants' Ethics are Impacted by the A-B-C-Ds of the Digital Age](#)



PRESIDENT

Frank Kudo



Frank Kudo, D.B.A., CPA/ABV, CFF is a tenured Professor of Accounting at the

University of Hawaii - West O'ahu, as well as chair of the Business and Cybersecurity Division at UHWO. He holds a doctorate in business administration from Case Western Reserve University, an MBA in accounting from University of Washington, and a BS in accounting from the University of Colorado, Boulder. Frank is a CPA (not in public practice) with subspecialty certifications in business valuation and fraud and financial forensics. Frank has over 50 years' experience in business, initially working as an auditor for Peat, Marwick & Mitchell (predecessor to KPMG), and in 1995 Nissan Hawaii asked him to open a dealership point in Honolulu. This became New City Nissan, for which he now serves as Chairman and CEO.

PRESIDENT-ELECT

Trisha Nomura



Trisha owns a consulting firm, Ascend Consulting, LLC. She is a graduate of Creighton University, where she

obtained her Bachelor of Science in Business Administration in accounting, and of University of Hawaii at Manoa, where she earned her Master of Accountancy degree. Prior to opening her own firm, Trisha worked in both public accounting and private industry, and was the Chief Operating Officer of HiHR and the Chief People Officer of ProService Hawaii. Trisha began volunteering with the HSCPA since 2010 through the Y-CPA Squad, has been

the Treasurer of Kaneohe Little League since 2013, and is a member of the AICPA, where she was selected to attend the Leadership Academy, has served on the Association Board of Directors, and is serving another term as an at-large Council member. Trisha is a CPA, not in public practice, and a CGMA.

VICE PRESIDENT

Adrian Hong



Adrian is the owner of Hong Consulting, LLC., a consulting firm that helps clients measure and report

on their sustainability. Hong Consulting also educates accountants and other professionals on ESG matters to help them build vital skillsets for the future. His previous work experience includes being an auditor at Berntson Porter, an XBRL Project Research Associate at the Financial Accounting Standards Board, and an instructor at University of Hawaii - West Oahu, and president of Island Plastic Bags, Inc., a family-owned manufacturing business based in Hawaii. Adrian is an active member of the Hawaii Society of Certified Public Accountants (HSCPA) where he performs outreach to high school and college students and participates in community service projects. He also serves as a director of the HSCPA board.

SECRETARY/TREASURER

Chad Funasaki



After graduating with a Bachelor of Business Administration degree in Accounting from the University of Hawaii at Manoa, Chad joined N&K in 1995 and became a

principal in 2014. He is responsible for overseeing the operations of the Assurance Services Division of the firm. Chad's industry expertise includes construction, nonprofit, government and commercial industries. He is also a Chartered Global Management Accountant and a member of the AICPA.

ASSISTANT SECRETARY

Grayson Nose



Grayson is a Partner with CW Associates, CPAs and has over 20 years of public and private accounting

experience, including nine years with Ernst & Young in Honolulu. In his 20+ years, he has audited many large for-profit and nonprofit entities, including those requiring single audits, and employee benefit plan audits. Prior to joining CW Associates, CPAs in 2016, Grayson served as the Controller for two years at an accounting services company. He has a Master's of Accounting degree and a Bachelor's degree in Accounting from the University of Hawaii.

IMMEDIATE PAST PRESIDENT

Ryan Suekawa



Ryan is a Managing Director with Deloitte & Touche LLP. He has experience serving audit clients in various

industries including consumer business, software, telecommunications, real estate, hospitality, insurance, construction, and not-for-profit. Ryan has a Master of Business Administration degree and Bachelor of Business Administration degrees in accounting, and management information systems from the University of

LEADERSHIP

Hawaii Manoa. He is a certified public accountant, chartered global management accountant, and accredited in business valuation. Ryan has served as a member of the AICPA Governing Council.

DIRECTORS

Ronald Heller



An attorney with Torkildson Katz, A Law Corporation, Ron practices in the areas of taxation, tax litigation, business/ commercial litigation (including CPA malpractice defense), and business law. He has served on the Board since 1988 and was the Society's president for 1994-95. An active member of the Society, Ron also served as a member of the AICPA Council in 1995-96, 2003-04, 2012-13, 2016-17, and 2024-2025. He also served on the AICPA Accountant's Legal Liability Committee.

Jill Ishimitsu



Jill is a Director at TRUSTA, An Accountancy Corporation. She has over 20 years of experience providing

assurance and accounting services to clients in various industries, including hospitality, construction, real estate, restaurants, not-for-profits, retirement plans, financial institutions, and school districts. Jill has a Bachelor of Business Administration degree with a concentration in Accounting from Pacific University and a Master of Business Administration degree from Portland State University. She is an active member of the Y-CPA Squad since 2014 and instrumental in coordinating various community service projects for the young professionals.

Chantal Mentzer



Chantal is the owner and operator of a full-service accounting practice on Kaua'i, founded in 2019.

Her firm provides accounting and tax services to individuals and small businesses, with a particular focus on nonprofit organizations throughout the island. Chantal holds a Bachelor of Business Administration from the University of Washington and a Master of Science in Accounting from Texas A&M University-Commerce. Prior to her career in public accounting, she was a successful small business owner—an experience that gives her firsthand insight into the challenges faced by both small businesses and nonprofit entities. She has been working in public accounting for over 13 years. Outside of her professional life, Chantal enjoys reading, spending time with family, traveling, exploring the beach and ocean, and learning Japanese.

Edmund Nakano



Ed is the Corporate Secretary & Treasurer of R.C. Wo & Sons, Ltd., Managing Member of C. S. Wo & Sons,

LLC and other affiliated entities, where he has been employed for 47 years. His responsibilities include oversight of the Wo Family's non retail activities including legal and tax issues, procurement of major equipment and capital expenditures, investments, property management and estate and financial planning for certain owners. Ed is a Vietnam Veteran who utilized his GI Bill to continue his education at UH Manoa and received his Accounting degree. He was employed as an Auditor and Tax Specialist at Coopers & Lybrand

for 6 years. An Honorary member of the AICPA since 1974, Ed maintains his PTP to hold the CPA and CGMA designations. Ed's family includes 2 daughters who are accountants with MBAs, one who is also a CPA (not in public practice).

Darryl Nitta



Darryl is a Partner with Accuity LLP (former PricewaterhouseCoopers LLP Honolulu Office) and the

Managing Director of C&Y CPAs LLC, a locally owned subsidiary of Accuity LLP. C&Y CPAs specializes in servicing small business clients in various industries with book- keeping, compilation, consulting, and tax compliance services. From 2010-2012, Darryl was appointed by the Governor to serve on the Hawaii Tax Review Commission. He also served as the Society's president from 2018-2020. On a national level, Darryl is proud to be the second participant from Hawaii selected to the AICPA Leadership Academy. He is currently serving on the AICPA Financial Literacy committee and AICPA Governing Council.

Norman Okimoto

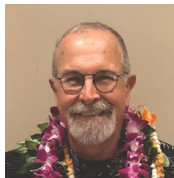


Norman is President of Hawaiian Financial Federal Credit Union, a full-service financial institution with

over \$1 billion in assets. Prior to joining the credit union, he was Capital Budget Manager at GTE Hawaiian Tel and a senior auditor at Coopers & Lybrand. Norman is a past president (2002 and 2016) of the HSCPA and is the official HSCPA book reviewer for KALA. He also served on the governing Council of the AICPA.

2025 - 2026 LEADERSHIP

Joel Peralto



Joel's passion for accounting spans over 50 years. From an auditor at Ernst & Ernst

in 1973 to teaching at UH-Hilo and Hawaii Community College beginning in 1985 and 1986 respectively. In 1980, Joel and his wife Val started their accounting firm, Peralto & Co., CPAs, Inc. He retired from teaching full-time in 2016, but his love for accounting drew him back to teaching at Hawaii Community College and he continues to also work in the family firm with culturally-focused nonprofit organizations. Joel also served on the Hawaii Board of Public Accountancy from 2010-2014. He has been involved in youth sports and athletics as a coach and official from 1993 through 2024, a 30-year span.

Many young accountants in the big island community, including the young CPA being groomed to take over the family practice, got their first glimpse of accounting as a professional career choice as a result of Joel's tutelage as an accounting professor in the UHCC system.

Natalie Taniguchi



Natalie joined American Savings Bank in January, 2002 and is Executive Vice President – Enterprise Risk and Regulatory Relations. She oversees the Enterprise Risk Management, Sarbanes Oxley, Information Security, Business Continuity, Project Management, Compliance, Fraud, Data Governance, Model Risk Management, and Third-Party Relationships programs. Under her

direction, the Enterprise Risk Management Program provides a framework to identify, manage, mitigate and report on key risks impacting ASB's business. Natalie is the primary liaison with the bank's regulators. Previously, she served as Financial Vice President and Treasurer for HEI Power Corp., a subsidiary of Hawaiian Electric Industries, Inc. (HEI), as the Corporate Finance and Investments Director for HEI and as Senior Auditor at what is now known as PricewaterhouseCoopers. Natalie holds a Bachelor's of Business Administration in Accounting from the University of Hawaii at Manoa and is a member of the American Institute of Certified Public Accountants and the Hawaii Society of Certified Public Accountants and is the Co-Chair of the Pa'ani Challenge.



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Tangible Benefits of Financial Therapy for Businesses and Individuals

By Abel Soares III, CPA/PFS, CFP
CEO of Hui Malama Advisors LLC



Early in my career I often wondered why my clients made emotional financial decisions instead of what may be best for

their business or personal situation, even after having information presented to them. I then identified that as my wife was working through her PhD in psychology that behaviors and emotions affected decision making more than financial knowledge. As we grew our business, we identified that financial therapy is a useful tool for business owners, executives, managers, and individuals.

Daniel Kahneman and Amos Tversky's Prospect Theory provides a foundational understanding of how people make decisions under risk and uncertainty. According to their theory, individuals often make irrational financial decisions due to cognitive biases and emotional influences. Research indicates that emotions drive approximately 80% of our financial decisions¹. Studies have shown that even with increased financial literacy, individuals may still make irrational financial choices due to emotional influences².

Financial therapy aims to mitigate these biases by addressing the emotional and psychological

factors that impact financial decision-making. By doing so, it helps individuals and business owners make more rational and unbiased financial choices.

A few of the benefits of financial therapy are:

- an improvement of financial decision-making. (Financial therapists help clients identify and overcome subconscious



barriers that may be hindering their financial success, leading to better decision-making and improved financial outcomes¹. Barriers can be a poverty mindset, money scripts and relationships with money.)

- reduction of financial stress and anxiety. (Financial therapy offers a safe space to discuss concerns and develop coping strategies for managing personal finances or running a business. This emotional support can lead to reduced stress levels and a more positive outlook on financial management¹. Reduced stress can also lead to increased confidence.)

- healthier financial behaviors. (By exploring the emotional foundations of money habits, people can identify and change negative patterns. This process can lead to lasting changes, the development of healthier financial behaviors, such as better budgeting, saving, and investing practices³.
- improvement in the relationship between clients and their financial advisors. (Financial therapists act as intermediaries, helping to bridge the gap between the emotional and practical aspects of financial management³.

In conclusion, financial therapy offers a comprehensive approach to financial management that addresses both the emotional and practical aspects of money. By improving financial decision-making, reducing stress, enhancing financial literacy, fostering healthier financial behaviors, and strengthening relationships with financial advisors, financial therapy can significantly benefit both business and personal financial planning.

¹: QuickBooks. (2023). What is financial therapy and how can it help small businesses succeed? Retrieved from [QuickBooks]

(<https://quickbooks.intuit.com/r/starting-a-business/financial-therapy/>)

²: Schoen, A. (2023). Financial Therapy Services: A Comprehensive Guide to Healing Your Relationship with Money. Retrieved from

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(<https://www.audreylmft.com/blogs/financial-therapy-programs/>)

³: Kahneman, D., & Tversky, A. (1979). Prospect Theory: An Analysis of Decision under Risk. *Econometrica*, 47(2), 263-291.



Norman's Book Review

As a father of two grown women, I was intrigued by the book's title and I wanted to learn more about Melinda Gates. The book far exceeded my expectations. It took me on a roller coaster of emotions as I learned how women are treated unfairly in many parts of the world, don't have the same rights as men, are abused, are treated as objects, etc. Yet, in the face of these challenges, positive changes have occurred and there is hope for the future. I learned how Bill and Melinda Gates and many others featured in the book have made a difference and continue to make a difference, one child, one woman, one family and one village at a time. While I'm thankful my daughters have been lucky to be raised in the USA and Hawaii in particular, much work still needs to be done for women to be on an equal footing as men. As Melinda notes, "when you lift up women, you lift up humanity."

The following are excerpts from the book that moved me and I hope will make you think more about your family, company, industry, community and if women are treated equally, have equal opportunities and have equal say in the decisions that are made. When only men write the rules or make decisions unilaterally, women suffer.

Discrimination Around the World

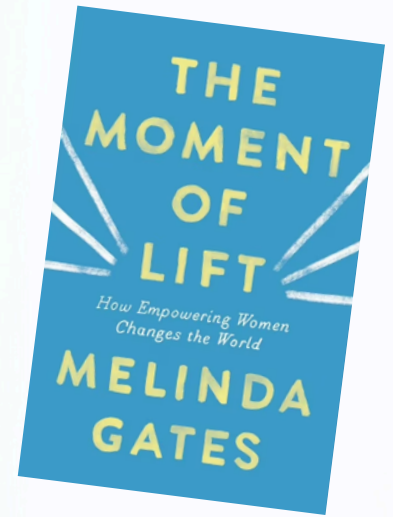
104 countries have laws preventing women from working certain jobs. In Russia there are 456 jobs women can't perform. 17 countries have laws that limit when and how women can travel outside the home. In Yemen, a woman can't leave the house without her husband's permission. In 18 countries men can legally prevent their wives from working. The USA is one of seven countries that



don't guarantee paid maternity leave. There are many other examples of discrimination towards women noted in the book.

Uphill Battle for Women Equality

The book contains numerous examples showing girls who get a quality education have a much better chance of escaping being poor and many times early death. Throughout the world, there are child marriages,



some girls as young as 5-7 years old. Females are expected to take care of household duties, work a small plot of land for food and income, bear countless children due to a lack of family planning, and be subservient to their husband. In some

cultures, girls are subjected to female genital cutting in the name of tradition. Some die from excessive hemorrhaging.

Melinda's Mother's Advice

She always told Melinda when she was growing up, "If you don't set

your own agenda, somebody else will." If Melinda didn't fill her schedule with things she felt were important, other people would fill her schedule with things they felt were important.

Be Inclusive

Whenever you include a group that's been excluded, you benefit everyone. And when you're working globally to include women and girls who are half the population, you're working to benefit all members of every community.

Gender equity lifts everyone. Melinda emphasized if you want to lift up humanity, empower women. It is the most comprehensive, pervasive, high-leverage investment you can make in human beings.

Education Is Key

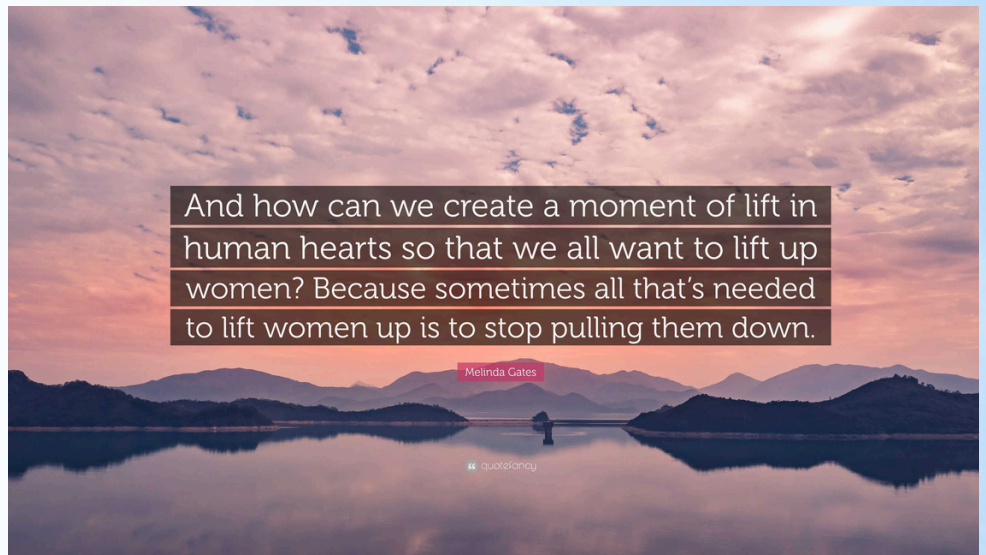
The Gates focused most of their USA philanthropy on education and additionally Melinda with her company Pivotal Ventures. Why? They have seen how getting a good education changes the views of children. Schools instill in their students an audacious sense of who they are and what they can do. The best schools lift up the students who never thought they could rise. And when you see that happen, it can make you cry with joy. Sadly, the book states more than 130 million girls around the world are still not in school.

Relationship Check

Ask yourself this: does your primary relationship have love, respect, reciprocity, a sense of teamwork, a feeling of belonging and mutual growth? If yes, great! If not, there is work to be done on your relationship.

What Kind of Work Culture Do You Have?

An abusive culture is any culture that needs to single out and exclude a group, and doesn't give an equal voice, opportunity, pay, etc., to both women and men. It's always a less productive culture because the organization's energy is diverted from lifting people up to keeping people down. Are your company executives and/or



partners/managers split equally between men and women? Are women included in setting company policy?

Find Your Voice

It is critical that everyone individually, and in your company, find their own unique voice. Melinda notes, as the leader, if you haven't helped create a culture in your organization where everyone can find their voice, that means you haven't found your own voice.

Successful Social Movements

Many successful social movements are driven by the same combination – strong activism and the ability to take pain without passing it on. Anyone who can combine those two finds a voice with moral force.

Are You a Great Leader?

Great leaders never combine a call for justice with a cry for vengeance. Leaders who can master their pain have taken self-interest off their agenda, so their voice rings with moral power. They are no longer speaking their truth. They are speaking truth.

Moment of Lift

The moment of lift occurs when we come together, where nobody is exploited, there is no stigma, there is no wrong race or religion or gender, there are no false boundaries, we can love without limits, we see ourselves in others, and we see ourselves as others.

Melinda's Beliefs and Values

In closing, I hope you will be moved by Melinda's beliefs and values that she shared in her book.

“I believe that all lives have equal value. That all men and women are created equal. That everyone belongs. That everyone has rights, and everyone has the right to flourish. I believe that when people who are bound by the rules have no role in shaping the rules, moral blind spots become the law, and the powerless bear the burden.”



Highlights

*E*lect & Engage, HSCPA's Annual Election & Members Meeting, serves as an important gathering for members, not only to determine HSCPA's leadership, but also to celebrate the engagement of dedicated professionals shaping the future of our organization.

Members elected and affirmed our leaders for the 2025-2026 year beginning July 1st. We paid special recognition to longtime, outgoing Board members Nelson Lau and Gordon Tom for their many, many years of service and commitment to the HSCPA. Thank you to past president (2006-2007), Carl Williams, for conducting the installation of the newly-elected officers and directors.

HSCPA's AICPA Council members provided an overview of key issues facing the accounting profession -- some of which included PTET, STEM, Disaster Relief, and Good Tax Policy. Council members also actively lobbied these issues at Capitol Hill during the recent Spring Council meeting in D.C.

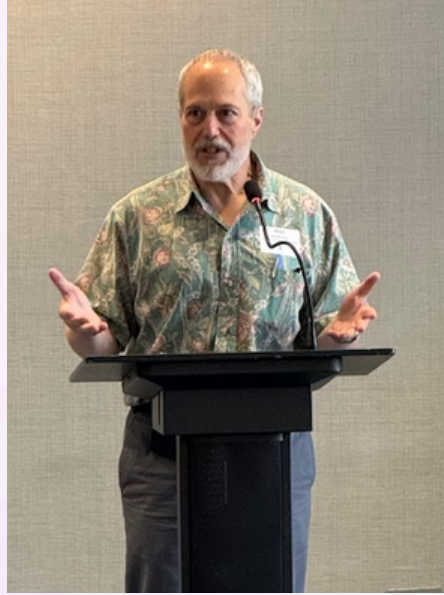


President Kudo emphasized the exciting news of the passage of SB 1291 HD1, Act 014, which now provides an alternative pathway for CPA licensure (see page 12).

After the business meeting, members continued to enjoy great conversations and a fun, buzzed & bubbly reception with zesty Italian cocktails, assorted pastas with next-level sauces. Members also got to experience the wild surprise of edible Szechuan "buzz buttons" that made your tastebuds dance!

Thank you, Members, for your participation and continued support of the HSCPA. Between shared laughs, flavorful sips, and cross-eyed buzz reactions, the afternoon flowed with meaningful conversations and light-hearted frivolity that left everyone glowing!





Introducing

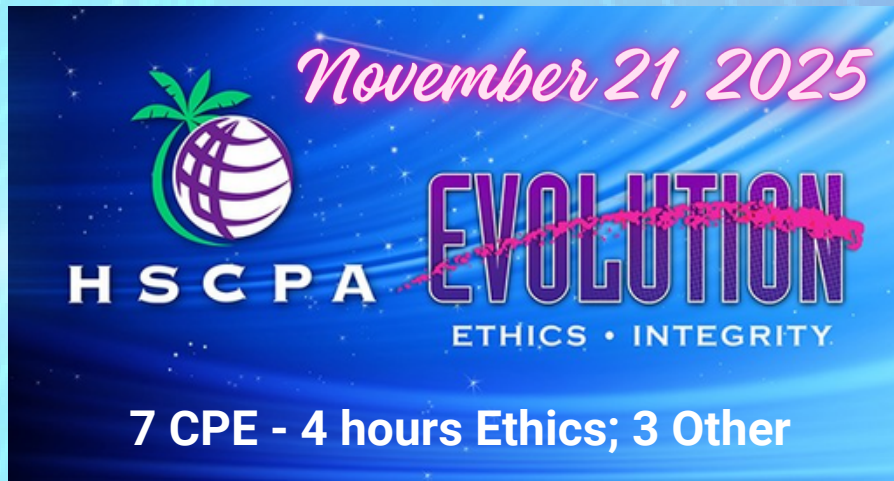
ailo



HSCPA CFO: Chief Friend Officer
part AI, part plush, all heart

Buzz times





65th Annual Conference

8:30 AM ~ 3:30 PM



Take a break from the technical stuff for an amazing day filled with inspiration, connections, and excitement! The Annual Conference will fulfill the Ethics CPE requirement for license renewal this year, along with top-notch speakers who will share insights to empower and enlighten. We will cap off the day by unwinding at Happy Hour with great company.

The HSCPA 65th Annual Conference will open with **Lisa Simpson**, VP Firm Services with the American Institute of CPAs. If you've been a fan follower of the AICPA Town Hall Series since 2020, Lisa is the "star". She will discuss the latest updates on trends and issues and the pipeline challenges impacting the accounting profession. Lisa will also touch on the "Transforming Your Business Model" initiative and how this project helps firms identify outdated aspects of their business model and offers solutions across five key areas — governance, strategy, service offerings, talent, and technology. It takes a deeper look at how this transformation can help shape your firm's future.



Professional ethics continues to evolve, influenced by issues like technology, environmental concerns, and social justice. Navigate the gray areas as we explore how moral principles and behaviors have developed and changed over time. It's a reporting year and you'll need the 4 hours of Ethics CPE for license renewal.

Ron Heller will provide an update on professional ethics and explain recent interpretations of the AICPA Code of Professional Conduct. He will teach you how to identify, analyze and respond to conflicts of interest, how to apply independence rules in your practice, and key rules regarding client confidentiality. The presentation will also cover recent Hawaii developments and tips to avoid malpractice claims or liability.



Master Resilience expert, **Andy Pierce**, will cover the Event → Thought → Outcome (ETO) model, a valuable tool for enhancing decision-making and problem-solving. This framework helps CPAs recognize how their thoughts, rather than external events, determine their emotional and behavioral responses. By detecting and challenging underlying beliefs, such as perfectionism or bias, accountants can improve clarity, reduce stress, and make more objective decisions. This approach ultimately strengthens resilience and enhances client relationships, leading to better outcomes in both professional judgment and daily work.



Don't miss this blend of learning, laughter, and leisure! You'll earn 7 hours of CPE, breakfast, lunch, swag, and yes, Happy Hour! Save your spot today and [Register now](#) - we can't wait to see you there!

Happy hour!

Swag



Reinvest in Yourself You're Worth It! Renew Your HSCPA Membership Dues Today

We hear you - whether you contact us through the website, email, phone or stop by, we make every effort to serve you as quickly as possible

We connect you to your colleagues and profession. This is one of many reasons to stay networked with like-minded professionals in your community.

We connect you through events and exclusive member activities - connect and grow through empowering interactions.

We save you money when you make an investment in yourself and staff in your professional success through insurance programs, CPE, referral service, and other benefit programs.

We advocate for the profession, work to promote the CPA brand and image, and pursue initiatives to keep the profession relevant. We work with the AICPA to support federal legislation that would benefit CPAs, clients, and the public. We speak on behalf of the profession to the State Legislature and the Board of Public Accountancy.

We support the future of the profession through various outreach programs and multiple scholarships from school to CPA - thanks to YOUR contributions to the scholarship funds.

We keep you informed and deliver the relevant information when it's important to the profession.

We make a small state matter with national support and recognition. Partnerships with the AICPA and state CPA societies provides opportunities for members to benefit.

We provide leadership opportunities through active participation with the young professionals community. Volunteer and lead!

We've been around for quite some time - since 1932 and have grown and learned how to serve our members. We are committed to lifelong learning just like CPAs.