

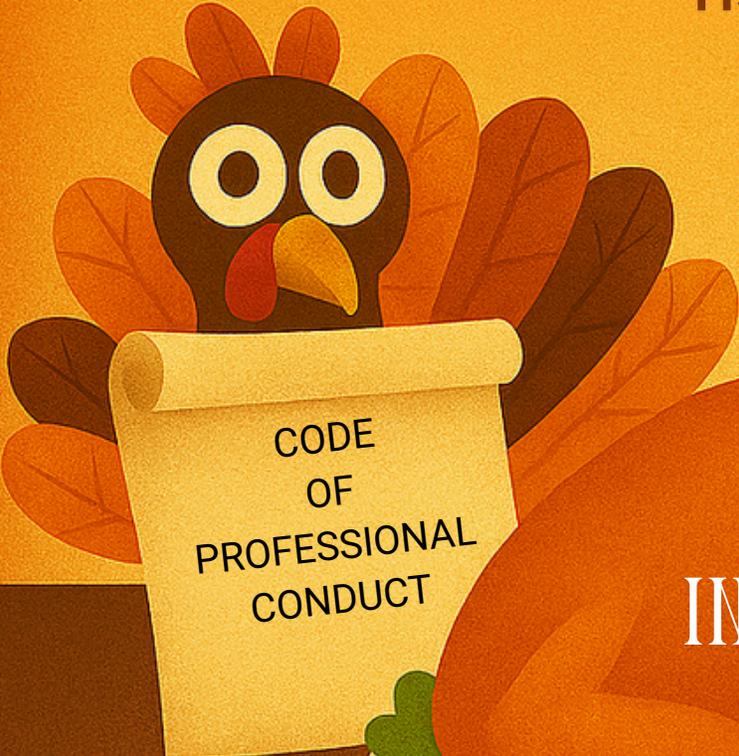
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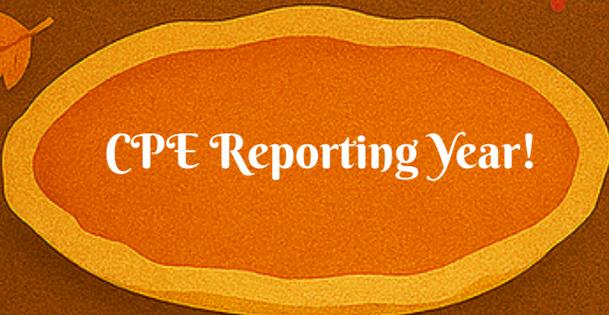
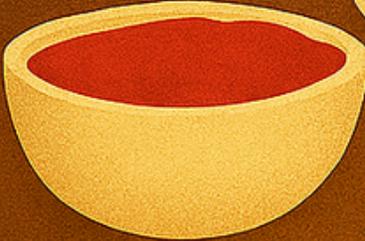
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November 2025

This Issue

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		Tel: (808) 537-9475
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President's Message

By Dr. Frank Kudo

It is almost the holiday time again ... time travels faster and faster with each passing year. Thanksgiving will be upon us in about three short weeks. I generated this article with the help of AI and checked to make sure the facts were correctly stated.

The tradition of eating turkey on Thanksgiving became popular in the 19th century due to a mix of practical reasons and a highly successful national campaign. Despite the widespread myth, there is no definitive evidence that turkey was the centerpiece of the original 1621 harvest feast between the Pilgrims and the Wampanoag (native American Indians who lived in southeastern region of Massachusetts and Rhode Island).

The Myth of the First Thanksgiving

- **A historical record:** The primary source for the 1621 event, a letter from colonist Edward Winslow, mentions that the attendees ate "fowl". Historians believe this could have included ducks or geese, as turkey was not very common in New England at the time.



Other foods: The harvest celebration likely included other available foods like deer, corn, beans, and squash, which were staples for the Wampanoag people.



The Rise of the Turkey Tradition

- **Sarah Josepha Hale:** In the 1800s, writer, activist and editor Sarah Josepha Hale, often called the "Mother of Thanksgiving," campaigned for 17 years to make Thanksgiving a national holiday. She promoted the turkey as a centerpiece in her influential magazine, Godey's Lady's Book, drawing on lore that it was served at the 1621 feast. Hale is also the person who created the children's nursery rhyme "Mary Had a Little Lamb" and advocated for educating women.

- **A national holiday:** Hale's efforts, combined with a desire to promote unity during the Civil War, led President Abraham Lincoln to declare Thanksgiving a national holiday in 1863. With the holiday's official status, Hale's suggested menu, including roast turkey, became widely adopted.
- **Practicality and economics:** For many American families, turkey was an ideal choice for a celebratory meal. Turkeys were larger than chickens or geese, making them suitable for feeding a large family gathering. Additionally, they were bred as meat birds, unlike dairy cows or egg-laying hens, making them a more practical choice to slaughter for a special occasion.

A Marketing and Cultural Triumph

- **The "all-American bird":** The turkey was also favored as a symbol of American identity, being native to North America. This made it a logical choice to distinguish the American holiday from European traditions that favored other birds like goose for celebrations.
- **Modern confirmation:** The tradition was further solidified in 1947 when the National Turkey Federation began presenting a live turkey to the U.S. President for a formal pardon, cementing the bird's place in American culture.

Here is a fantastic and easy recipe for Thanksgiving stuffing. The recipe was first introduced in 2012 by Victoria Granof, chef and writer, it remains one of the best recipes for holiday stuffing.



Thanksgiving Stuff (from Bon Appetit)



Time: 2 hours 45 minutes Yield: 8-10 servings

The Bread - The recipe substitutes tidy little bread cubes in favor of ragged chunks of a torn crusty loaf of bread. Those irregular pieces make for a more interesting texture and give this stuffing an appealing rustic look. A hardy Italian or French white bread, like a pane Pugliese, boule, or miche, work well. You could also choose sourdough bread, such as pain de champagne. Just avoid packaged sandwich bread, which isn't sturdy enough to withstand the stuffing treatment.

- ¾ cup (1½ sticks) unsalted butter plus more for baking dish
- 1 lb. good-quality day-old white bread, torn into 1" pieces (about 10 cups)
- 2½ cups chopped yellow onions
- 1½ cups ¼" slices celery
- ½ cup chopped flat-leaf parsley
- 2 Tbsp. chopped fresh sage
- 1 Tbsp. chopped fresh rosemary
- 1 Tbsp. chopped fresh thyme
- 2 tsp. kosher salt
- 1 tsp. freshly ground black pepper
- 2 1/2 cups low-sodium chicken broth, divided
- 2 large eggs

- Preheat oven to 250°. Grease a 13x9x2" baking dish with unsalted butter and set aside. Scatter 1 lb. good-quality day-old white bread, torn into 1" pieces (about 10 cups), in a single layer on a rimmed baking sheet. Bake, stirring occasionally, until dried out, about 1 hour. Let cool; transfer to a very large bowl.
 - Meanwhile, melt ¾ cup unsalted butter in a large skillet over medium-high heat; add 2½ cups chopped yellow onions and 1½ cups ¼" slices celery to melted butter. Stir often until just beginning to brown, about 10 minutes. Add to bowl with dried bread; stir in ½ cup chopped flat-leaf parsley, 2 Tbsp. chopped fresh sage, 1 Tbsp. chopped fresh rosemary, 1 Tbsp. chopped fresh thyme, 2 tsp. kosher salt, and 1 tsp. freshly ground black pepper. Drizzle in 1¼ cups low-sodium chicken broth and toss gently. Let cool.
 - Preheat oven to 350°. Whisk 2 large eggs and remaining 1¼ cups low-sodium chicken broth in a small bowl. Add to bread mixture; fold gently until thoroughly combined. Transfer to prepared dish, cover with foil, and bake until an instant-read thermometer inserted into the center of dressing registers 160°, 35-40 minutes.
 - Uncover dressing; continue to bake until set and top is golden brown and crisp, 35-45 minutes longer.
- Do ahead:** Dressing can be baked (before browning) 1 day ahead; uncover and let cool, then cover and chill. Uncover and bake until top is golden brown and crisp, 45-60 minutes.



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Meet The Pros

MIXER

Accounting and is on the rise!

so are tomorrow's leaders! Mahalo to all who joined us for HSCPA's annual Meet the Pros student/professional mixer at Dave & Buster's. The energy was electric as students and professionals came together to learn, explore, share and grow the future of the profession. The room buzzed with meaningful conversations, shared insights, and new connections.

We kicked off the evening with the HSCPA Agents of Transformation feature video – an inspiring reminder that today's accountants do far more than balance books. They innovate, solve problems, and help #improvethe world through their work.

Y-CPA Squad MC Evan Yamamoto kept the momentum flowing with table rotations and door prize giveaways. Our featured speaker, Donny C. Shimamoto, CPA, CITP, CGMA – Inspiration

Architect for the Center for Accounting Transformation and Managing Director of IntrapriseTechKnowlogies LLC – delivered a powerful presentation on the opportunities within the accounting profession. Donny also shared exclusive early insights from the recently launched State of Accounting Careers in Hawaii survey.

Thank you to our incredible sponsors and donors for the financial support and awesome gift cards. Students left happily with gift cards, swag and even doggie bags! Mahalo to MC Evan Yamamoto, Donny Shimamoto and Heather Bunning for running the show. Together, this vibrant community of professionals and future professionals continues to unlock the power of accounting in Hawaii – one changemaker at a time!



Meet The Pros



Meet The Pros

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Kicking it off is **Lisa Simpson**, VP of Firm Services at the AICPA and a standout from the Town Hall Series. She'll share key updates on industry trends, pipeline challenges, and the "Transforming Your Business Model" initiative—designed to help firms modernize across governance, strategy, services, talent, and technology.

Ethics in the profession is evolving, shaped by technology, environmental issues, and social justice. This reporting year, **fulfill your 4-hour Ethics CPE** with **Ron Heller's** timely update. He'll cover recent AICPA Code interpretations, conflict of interest, independence, client confidentiality, Hawaii-specific developments, and practical tips to avoid malpractice.

Resilience expert **Andy Pierce** presents the Event → Thought → Outcome (ETO) model, showing CPAs how thoughts—not events—drive responses. By challenging beliefs like perfectionism or bias, professionals can gain clarity, reduce stress, and improve client relationships and decision-making.

Get ready for a day of learning, laughter, and leisure! Earn 7 CPE hours—including the required 4 Ethics hours—plus enjoy breakfast, lunch, swag, and a lively Happy Hour! 🍹 [Register now!](#)





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By Stan Lau
Founder & CEO

Why CPA Firms Need to Rethink Cybersecurity and Move Toward a Modern a Modern Workplace

If you're a CPA firm partner or operator, you've probably noticed how much harder it's become to keep technology running smoothly and securely. Between remote work, new compliance requirements, and rising cyber threats, it's no longer enough to "just keep the server running."

The traditional client-server setup most firms still rely on is quickly becoming a liability. It's costly to maintain and replace, hard to secure, and doesn't support how teams and clients actually work today.

The Growing Cybersecurity Threat to CPA Firms

CPA firms are prime targets for cybercriminals because they hold exactly what hackers want—confidential client data, tax records, and financial information. A single breach or ransomware attack can damage your reputation, halt operations during tax season, and cost thousands or hundreds of thousands to recover and in lost productivity.

We often hear smaller firms and businesses say, "We're not big enough to be a target." Unfortunately, that's not how hackers think. In fact, smaller firms are often more at risk because they lack dedicated security staff or modern defenses.

The most common risks we see include:

- **Phishing attacks:** Fake emails that trick staff into clicking malicious links or sharing credentials.
- **Ransomware:** Malicious software that locks your files and demands payment to restore them.
- **Outdated systems:** Old servers and desktops that don't support modern security tools like multi-factor authentication or advanced threat protection.
- **Weak backups:** Local backups that fail or can't restore data quickly when it's needed most.

Cybersecurity isn't a one-time project - it's a mindset and a system. Every firm, regardless of size, needs modern protection in place.

Moving to a Modern Workplace

Technology has changed. Instead of being tied to on-premise servers, forward-thinking CPA firms are adopting Modern Workplace solutions built around secure cloud platforms like Microsoft 365, SharePoint, and Azure Virtual Desktop.

This move isn't just about convenience, it's about resilience, security, and productivity.

In a Modern Workplace:

- Your staff can work securely from anywhere.
- Files are backed up automatically and protected with

enterprise-grade security.

- Access can be controlled by user, device, or location - reducing risk even if credentials are stolen.
- Collaboration improves, with multiple team members working on the same document in real time.

During tax season, adding temporary staff becomes seamless, and when the season ends, scaling down is just as easy. You pay for what you use, and your systems always stay current.

From IT Burden to Business Advantage

Too many firms treat IT as a necessary expense. But when managed strategically, technology can actually reduce costs and increase efficiency and production.

By partnering with an experienced MSP like Hawaii Tech Support, CPA firms can:

- Move from unpredictable server and storage hardware costs to predictable, scalable cloud expenses.
- Gain proactive monitoring and real-time threat response.
- Meet data security and compliance standards automatically through built-in Microsoft safeguards.

One mid-sized firm we worked with recently migrated from aging on-premise servers to a Modern Work-



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The Deduction for State and Local Tax

This month, we look at the push and pull that the federal tax system inflicts on state and local tax systems.

Before Trump's first term, people who had to pay state-specific taxes, such as state income tax or real property tax, could write off those taxes as an itemized deduction.

The Tax Cuts and Jobs Act in Trump's first term introduced a hard cap of \$10,000 on the state and local tax (SALT) deduction (\$5,000 for married taxpayers filing separately). Because of the much higher standard deduction enacted at the same time, most Americans didn't feel the pain. Those that did tended to be either higher income people; residents of blue states (which is why we call such entities "pass-through entities").

Folks in the blue states, such as California and New York, started complaining, and some of these states enacted workarounds that would let a pass-through entity pay state income tax by itself without waiting for the owners to pay. The pass-through entity was not an individual, so it escaped the \$10,000 cap. The IRS gave its blessing to the workarounds. Hawaii became one of several states to enact this kind of workaround.

So, what did the One Big Beautiful Act do?

First, it raises the \$10,000 cap to \$40,000. But there are catches. First, the additional breathing room is only temporary, from 2025 through 2029. The \$10,000 cap returns in 2030. Second, there is a phaseout. For taxpayers with modified adjusted gross income of \$500,000 or more, the threshold is reduced by 30% of the amount of income over the threshold. The same threshold is applied for joint returns. A taxpayer couple making \$550,000, therefore, would have their \$40,000 cap reduced by \$15,000 (30% of \$50,000, the excess over \$500,000) to \$25,000. Taxpayers with MAGI of \$600,000 or more have a cap of \$10,000 because the phaseout doesn't reduce the cap below \$10,000. For years 2026 through 2029, the cap and the phaseout threshold are both increased by 1% per year.

[What about the state law workarounds that we previously described?](#) Those still work.

Although previous versions of the OBBBA contained provisions that would have made the workarounds ineffective, those provisions did not make it to the final bill.

[What about sole proprietors operating a business out of a LLC owned by a single member?](#) They

continue to take it on the chin. The workarounds typically do not apply to single member entities because the entities are disregarded, or treated as if they don't exist at all, for income tax purposes. Thus, the income tax paid on the business is considered paid by the individual owner even if the business entity pays the tax.

[And what about businesses that pay taxes like sales tax, lodging tax, or Hawaii's General Excise Tax?](#) As before, the businesses can deduct such taxes without limit. Those taxes are deducted on Schedule C, E, or F. The SALT limit is applied on Schedule A.

[And what about Hawaii income tax consequences?](#) We do not yet know what they are going to be. The Legislature will figure that out in the 2026 legislative session which starts in January. For now, Hawaii income tax law departs from federal law on this point and does not recognize the federal SALT cap at all. Thus, Hawaii income tax returns that are prepared now don't have to take any SALT cap into account.

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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In today's world, career paths aren't one-size-fits-all. That's why many states are now offering a new, more flexible way to become a CPA. **If you have a bachelor's degree with an accounting concentration, you may be eligible to pursue licensure with three years of supervised experience, 1 of the 3 in public accounting, and by passing the CPA Exam – no master's or extra 30 credit hours required (Hawaii only - varies in other states).**

This new pathway opens doors, especially for students who want to get into the workforce sooner or who prefer additional real-world experience. It's about expanding access, increasing flexibility, and upholding the trusted CPA standard that's known around the world.

You've Got Options

This isn't about replacing the current licensure model – it's about adding a new path. In Hawaii, you can still pursue the traditional paths, such as:

- Earning a master's degree in accounting, completing two years of supervised experience, and passing the CPA Exam or
- Completing a bachelor's degree plus 30 additional credit hours, completing two years of supervised experience, and passing the CPA Exam

Why This Matters

The accounting profession is evolving – and so are the ways to enter it. This new licensure option:

- Reduces barriers for students from different educational or financial backgrounds
- Recognizes the value of learning on the job

- Keeps the CPA profession inclusive, accessible, and vibrant

Is it Available Where You Live?

Not all states have adopted this pathway yet. Many states have already made the change, with more expected soon. Because licensure requirements are state-specific, you'll want to check with our state board of accountancy, society or talk to your academic advisor for the most up-to-date info.

Resources:

- [Visit NASBA's website](#)
- Options - check out the [FAQs](#)

Becoming a CPA is a big step – and now, there's more than one way to take it. No matter which path you choose, you're building toward a respected, rewarding career with impact.

Visit with HTS at the HSCPA Annual Conference on November 21st!

Continued from Page 11

place environment. Within months, they saw faster workflows, fewer downtime issues, and greater client confidence. The partners told us, "We didn't realize how much time and stress our old setup was causing until it was gone."

The Bottom Line

Cyber threats aren't going away

and traditional IT setups can't keep up. Moving to a Modern Workplace isn't just an upgrade, it's a strategic move to protect your firm, your team, and your clients.

At Hawaii Tech Support, we specialize in helping CPA firms and businesses modernize securely, with technology that fits their workflow and compliance needs.

If you'd like to see what a secure, modern environment could look like for your firm or just want an honest cybersecurity assessment, we're here to help.



Transformation

Accountants are the Natural Leaders of Decision Intelligence

Pair AI with a risk-savvy accountant and you get the ultimate leadership partner.

If you strip away the buzzwords, “decision intelligence” is simply the discipline of turning information into better action—consistently, transparently, and at scale. That’s why accountants should be leading it.

As a profession, we sit at the intersection of information (business intelligence, performance metrics, forecasts) and risk assessment (likelihood, mitigation strategies, and consequences). We’re trained to ask, “What could go wrong?” and “What evidence supports this choice?” That blend of insight and prudence is exactly what decision intelligence (DI) requires, especially now that leaders are leaning on AI to generate options faster than they can evaluate them.

A recent WorkLab podcast featuring Cassie Kozyrkov—who created the discipline of decision intelligence—offers timely reminders for any firm or finance team building AI-enabled decision workflows. Below I connect her core ideas to accounting practice and outline a practical DI playbook you can deploy right away.

What Decision Intelligence Is (and Isn’t)

Kozyrkov defines DI as “the discipline of turning information to better action—any scale, any setting.” It breaks down silos



between data, psychology, managerial science, and risk. Put differently: DI is not “more dashboards.” It’s a repeatable decision system that starts with a clearly defined question, pre-commits to how evidence will be used, and specifies how uncertainty and risk will be handled before anyone looks at the numbers.

That sequence matters. As Kozyrkov cautions, many “data-driven” decisions are actually data-decorated—we pick numbers to justify a choice we’ve already made. Her antidote is to set the goalposts before you kick the ball: pre-define the metrics, thresholds, and tiebreakers that will determine the choice. That’s objective logic applied to decisions, not just transactions—squarely in accountants’ wheelhouse.

Why Accountants Should Lead DI

- 1. Evidence discipline.** Our profession formalizes documentation, materiality, and reliability of information. DI needs the same rigor: a decision charter that records the question, criteria, acceptable risk and returns, and sign-offs.
- 2. Risk fluency.** DI requires surfacing trade-offs and designing guardrails. We are trained to quantify likelihood, impact, and control design—not just expected value.



3. Ethics and accountability. DI is as much about governance as math. We bring independence, objectivity, and transparency to how decisions are made and monitored.

Pair that with AI's ability to generate options and first drafts, and you get what I call the ultimate leadership partner: human judgment amplified by machine creativity, bounded by well-designed controls.

#accelerateinnovation
#transformaccounting

Avoid the Two Big DI Pitfalls in the AI Era

1) Too many options and analysis paralysis

Generative AI can produce thousands of plausible answers. More options do not automatically yield better decisions. Without option limits and tie-breaker rules, teams waste time comparing immaterial differences that don't change outcomes (in the podcast, this is illustrated by the Paris vs. Madrid syndrome).

What to do:

- Cap option counts (e.g., "AI may return 10 candidates; the team will use its criteria to short list the top 3 to evaluate in detail").

- Define tie-breakers in advance (e.g., "If two options score within 2 points, lower compliance risk is the more important criteria").
- Set a decision deadline (e.g., "Decision within 5 business days once evidence gathering is complete").



2) Biased evidence gathering and selection analysis

Confirmation bias creeps in when teams look at data and evidence after forming a preference. As Kozyrkov notes, you can always move the goalposts post-hoc.

What to do:

- Define the criteria before gathering the evidence or looking at data around options.

- Separate roles: the person gathering the evidence shouldn't know the weighting of the criteria to prevent handpicking evidence or presenting evidence in a way that makes a preferred option look better.
- Log deviations from the selection plan and require stakeholder acknowledgment. This creates transparency around the evaluation of evidence.

The Mindset Shift

AI changes the pace and shape of choices, but it doesn't change who should be in the driver's seat. As Kozyrkov puts it, you—the

human—are the "author of meaning." In firms and finance teams, that author is often the accountant who can translate strategy into criteria, evidence into action, and risk into resilient outcomes—all in a way that is unbiased and objective.

Decision intelligence needs exactly that kind of leadership. Our profession is built for it.

Donny C. Shimamoto, CPA, CITP, CGMA, is the founder and Inspiration Architect for the Center for Accounting Transformation, which enables transformation by guiding professionals through the adoption and change required in order to step into the future of the accounting profession. He is also the founder and managing director of IntrapriseTechKnowlogies LLC, a Hawaii-headquartered advisory-focused CPA firm dedicated to improving the world by helping small and mid-sized entities (SMEs) accelerate their business transformations through the application of Environmental Social & Governance (ESG) and Enterprise Risk Management (ERM) frameworks right-sized for smaller organizations.

Governor Green Proclaims October and November as Accounting Opportunities Experience Months

HSCPA Volunteers Bring Career Inspiration to Hawaii Classrooms



Accounting
OPPORTUNITIES EXPERIENCE

The Hawaii Society of CPAs

proudly kicked off its high school outreach visits in October. This national initiative—led in collaboration with the AICPA and state CPA societies across the country—aims to raise awareness of accounting career pathways and encourage students to consider the profession as they plan for college and beyond.

Throughout the fall, HSCPA volunteers are visiting classrooms across the state, engaging students in meaningful conversations about the diverse opportunities within accounting. These passionate professionals are sharing personal stories, answering questions, and helping students see how accounting can be a powerful tool for leadership, innovation, and impact.

“We’re thrilled to be part of this national movement,” said Frank Kudo, President of HSCPA. “Our volunteers are not only introducing students to the possibilities within accounting—they’re helping them envision futures filled with purpose and potential.” AOE visits will continue into December, with more than a dozen schools scheduled to participate statewide.

What They're Saying...

HSCPA's incredible volunteers are bringing energy and heart into the classrooms, sharing their passion for accounting through meaningful conversations and authentic connections.

"The visit to my alma mater went really well—I ended up staying a bit longer than planned to continue conversations. A couple of them weren't even scheduled, which made the conversations feel all the more meaningful. I hope I helped them see the value in the accounting profession and cleared up a few of those lingering myths about what it means to be an accountant."



—Gordon Tom, AOE Ambassador

"My 50-minute presentation at Kaiser High School comprised of business and finance economics students. They stayed engaged the entire time – phew! As expected, the slides on salaries and hours worked were a hit. It's always fun to see students perk up when real-world numbers come into play."



—RoAnne Matsuura, AOE Ambassador

"I had a great time at Radford HS today in Kenneth's business class. The students asked some great questions about life and accounting. They were engaged and wanted to know more about accounting after none of the class started off with interest in the field as a career option at the top of the presentation."



—Abel Soares III, AOE Ambassador

"Tim and I spoke with two freshman and two upperclass business-focused classes, and were impressed by their thoughtful questions about our career paths and accounting. It was especially rewarding to challenge stereotypes with the freshmen and to hear juniors and seniors already considering business or accounting degrees. These conversations felt impactful—and I'm excited to keep connecting with more students."



—Hana Kimura-Carbillon & Tim Carbillon, AOE Ambassadors

"Thank you so much for the engaging and informative presentation. The presentation was really great! I have never seen so many students excited about accounting. I would love to have another presentation next school year, and make it an annual thing if that is possible!"



—Farris James, Assets High School

"My visit to Moanalua High School was fun. Most of the students hadn't heard about a CPA so I was able to share how accounting has its own career path beyond just general business. They were very engaged and asked so many questions we had to rush through the second half of the presentation. After the class, I got to see how their DECA chapter had started their own mini-mart and had learned how to do the bookkeeping, inventory, and cash management for a "real business".



—Donny Shimamoto, AOE Ambassador

"Your presentation was truly inspiring and encouraged them to explore areas of study they may not have previously considered. Based on the enthusiastic response and excellent questions, I believe you may have motivated a few future CPAs from Mililani High School!"



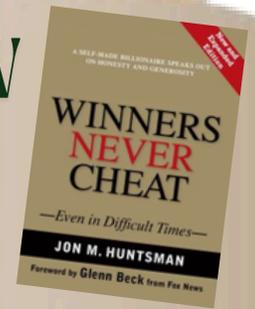
—Malika Nahina, Mililani High School



Norman's BOOK REVIEW

WINNERS NEVER CHEAT, Even in Difficult Times

by Jon Huntsman



It seems like every day the news headlines are filled with people defrauding others, being dishonest, being unethical, choosing to cross the line, deciding to cheat instead of follow the rules, etc. It made me reflect back on the book "Winners Never Cheat, Even in Difficult Times," the book I reviewed back in June 2009. The book's lessons are timeless and still applies today. In checking the book's comments on Amazon, people are still reading the book and providing positive comments. For example, one reader noted, "Great Read. This book is set in my bathroom. Read it all the time and reminds me of who I should aim to be." I hope this book reaffirms your moral compass and gracious spirit.

How many of us has had the pleasure of knowing someone who:

- Started a company and 35 years later had more than \$12 billion in revenues
- Had a family which has given more than \$250 million for cancer research
- Had and beaten cancer not once, but twice in their lives

- Started a cancer research institute and later an accompanying research hospital
- Concentrates on making money to give it away
- In bad economic times, has taken out bank loans to meet his philanthropic pledges
- Decided his cancer center should have "five-star" dining for everyone where patients can order whatever they want, whenever they want it, because he doesn't want them or their families to be worried about being hungry or eating bland food while fighting cancer
- Had an employee base which reached as high as 16,000 employees
- Has 9 children and 56 grandchildren
- Has a child with severe mental limitations, whose mentality would be permanently that of a four-year old, and yet teaches his family much over the years

After reading "Winners Never Cheat," I now know one person, the author Jon Huntsman! I was blown away by not only his accomplishments, but how he

lives his life every day, how he has become so successful in business and in life, that "nice guys really can and do finish first in life, and that you can do well and do good at the same time.

As Neil Cavuto, Managing Editor for Fox Business Network, reflects on the author, "his book is a must-read because it reintroduces us to our values roadmap, and it gives each of us simple directions on how to become a hero."

There are 12 chapters in the book - I will focus on two chapters: Setting the Example and Graciousness Is Next To Godliness.

Setting the Example

In these challenging times, being an effective leader is absolutely crucial to survive and thrive. The following are some of Jon's tips on being a great leader.

- Effective, respected leadership is maintained through mutual agreement. Leadership demanded is leadership denied.

- Leadership demands decisiveness, hence it is absolutely critical that leaders know the facts.
- Leaders can come in different forms and flavors, but the core elements rarely vary: talent, integrity, courage, vision, commitment, empathy, humility, and confidence. The greater these attributes, the stronger the leadership.
- Humility is vital for good leadership. One must be teachable and recognize the value of others in bringing about positive solutions.
- Leadership is a privilege. Those who receive the mantle must also know they can expect an accounting of their stewardships.
- Leaders must be prepared to stand against the crowd when their moral values are challenged.
- An effective leader's prime focus should be to create other leaders, have a vision for the long term, and have a certain modesty about their own capabilities.

Following one's moral compass is for neither the faint of heart nor the cold of feet. Leaders worthy of the name understand and accept that they are chosen every bit as much for their

values and courage as for their administrative skills, marketing savvy, and visionary outlook.

Graciousness is Next to Godliness

In Jon's experience, "few human traits are as critical to one's relationship with others as graciousness. It embodies love, kindness, sensitivity, and charity - the qualities of people who have great inner faith. One's capacity to be kind, decent, and thoughtful is the manifestation of godliness, a demeanor that has earned respect for people of all faiths and backgrounds. You can win with grace and decency ... winning with class is not a definition at odds with itself."

“ Forget about who finishes first and who finishes last. Decent, honorable people finish races - and their lives - in grand style and with respect. --Jon Huntsman ”

Customers, employers, and suppliers understand and appreciate civility and graciousness. They normally react in kind, and that can be good for profits. All you have to do is ask yourself how would you like to be treated in this situation? The Golden Rule is a guideline for business and life.

Remember, every day, our eulogies are being written and when it is finally presented, we will not be able to offer a rebuttal. So, if you haven't started already, start working towards a reputation for graciousness." Having spoken at hundreds of funerals, the author notes the most spotlighted characteristic is how the dearly departed treated others.

Summary

I guarantee you will feel inspired and motivated after reading this book. If the contents sound foreign to you, it probably is time for you to reassess your life before it's too late.

Finally, not surprisingly, the author's royalties from the book go to the [Huntsman Cancer Foundation](#).





The Biggest Career Choice Influences on Students – and the Lasting Impact of Great Professors

By Dr. Katie Landgraf, CPA*

Choosing a career path is one of the most defining decisions in a student's life, especially for those pursuing accounting. While personal interests, family expectations, and job market trends all play major roles, one factor often stands out as transformative: **the influence of dedicated college professors.**

Students frequently enter accounting programs with limited understanding of the profession's depth. It's often the guidance and passion of an inspiring instructor that turns curiosity into commitment. A professor who connects classroom theory to real-world practice—demonstrating how financial reporting, auditing, and advisory work shape business decisions—can shift a student's perception of accounting from a numbers-based task to a dynamic, problem-solving profession. In fact, at the University of Hawaii – West Oahu, 73% of classes are taught by faculty that have 10+ years of experience, and students really like these teachers! On average, these accounting faculty are rated higher on their teaching evaluations than other faculty at this campus.

Moreover, good professors do more than teach technical skills. They mentor. Over half of college students turn to their professors for career advice (Inside Higher Ed). They help students navigate career options—public vs. corporate accounting, tax vs. audit, or even broader business roles. Their stories from industry, their advice on certifications like the CPA or CMA, and their encouragement during challenging coursework can be pivotal in a student's decision to stay in the field.

On the flip side, the shortage of accounting faculty is one reason why the supply of accountants has decreased. Most universities struggle to hire enough high-quality full-time and part-time accounting faculty to fill the demand. Short term fixes like using teachers from other departments, overcrowding classes, and utilizing individuals that may not be passionate about teaching are not working.

For accounting firms and professional organizations, this presents a powerful insight: investing in partnerships with

universities and supporting educators has long-term benefits. Professors are the bridge between academia and the profession, shaping the next generation of accountants not just through knowledge, but through inspiration.

If interested in teaching, please reach out. You could be the next person to motivate a student!



The University of Hawaii-West Oahu is seeking Accounting Professionals to share their expertise in accounting and data analytics.

No prior teaching experience is required - just a passion for the profession.

If you're interested in making an impact and a few extra bucks, contact Katie Landgraf at katiebl@hawaii.edu.

*not in public practice
Associate Professor of Accounting
University of Hawaii-West Oahu

2025 AICPA Fall Meeting of Council

Workforce Talent * Rise2040 * Federal & State Advocacy

CPAs from across the country gathered in Denver for the AICPA Fall Council meeting, where energy, optimism, and strategic vision filled the agenda. Of course, the Hawaii delegation brought its signature spirit – engaging in meaningful dialogue and sharing a few laughs along the way.

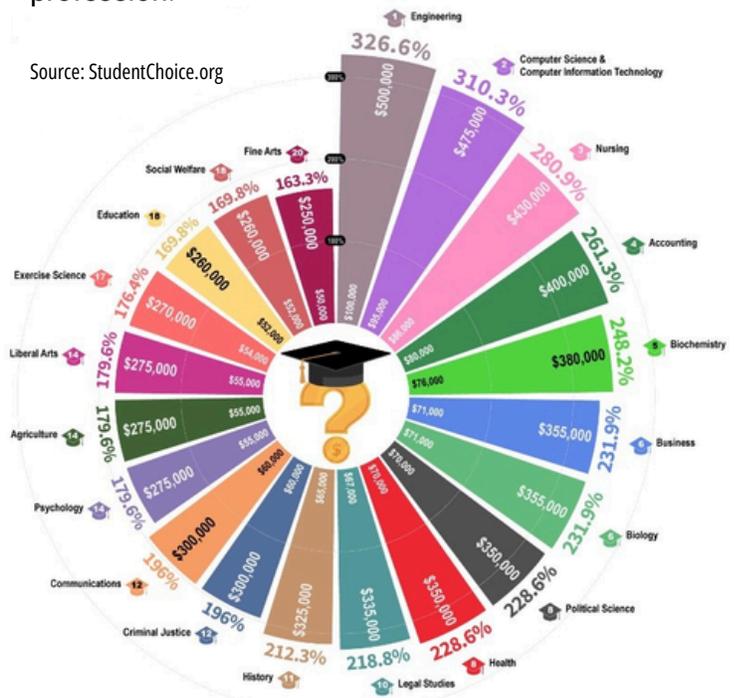
AICPA President & CEO, Mark Koziel led with a dynamic overview of national priorities, spotlighting workforce development and the evolving role of CPAs in a rapidly changing economy. Mark Peterson and James Cox provided timely updates on federal and state advocacy, emphasizing the power of grassroots messaging to influence policy and protect the profession's future.

Council members participated in interactive table discussions centered on Rise2040, a bold initiative

to shape the future of finance and accounting. As always, the meeting was a valuable opportunity to reconnect with peers, exchange insights, and reaffirm our shared commitment to advancing the profession.

As we kicked off Accounting Opportunities Experience months in October, a compelling presentation by Mike Decker and Liz Burkhalter sparked discussion around the CPA Pipeline Update. A standout was a slide showing Accounting ranked among the Top 4 college majors for highest return on investment—boasting an impressive 261.3% ROI just five years into the workforce. That stat reinforced the value of the profession!

Source: StudentChoice.org



HSCPA with AICPA President & CEO, Mark Koziel

with Hawaii's own Tumua at Denver Comedy Works



AICPA Leadership Academy Alumni



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*A swag item for attendees at the HSCPA 65th Annual Conference on November 21

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