



*An Association Newsletter for and About its Members – June, 2018*

## MEMBER NEWS

**BARSON GROUP (SOMERVILLE, NJ)** – the firm’s CLE series continues, with about 10 distinct presentations during the year. The Tax Act of 2017 had Kal making a few presentations on the impact of same – in March to the NJ Collaborative Law Group; also in March to the Middlesex County Bar Association; & in June to a financial planners group. The long awaited 10th mini-book by Kal came out early in the year, titled – “The Far Side of Forensic Accounting” – a compilation of over 100 short anecdotes from the surreal world of divorce services. Scheduled for December 2018 or January 2019 release, will be the 11th mini-book – this one on divorce taxation.

**BOWERS & CO. (SYRACUSE, NY)** – major staff hirings include: Watertown Office – William Murtha & Andrew Swords, Staff Accountants; Macy Petrie, Accounting Services Specialist; Alexis Stephens, Administrative Assistant & Danielle Mitchell, Information Systems Specialist. In the Syracuse Office – Annette Bizub, CPA, Accounting Manager; Cassey Daniluk & Beatriz Haces, Accounting Services Specialists; Wes Sprague, CPA, Staff Accountant & Cory Murray, Controller.

In Dec 2017, and continuing in 2018, the Firm conducted over 22 Tax Reform Briefings to explain the Individual and Business effects of the recent changes to the tax reform law, to the following groups – JP Morgan Chase, M&T, NBT, Key, Pathfinder, Community, Chase, Solvay; Onondaga County Bar Association, Hancock Estabrook Law Firm, MacKenzie Hughes Law Firm, Estate Planning Council of Central New York; Onondaga County Medical Society, Manufacturers Association of CNY, Webinar – Central and Upstate NY Construction Firms, NNY Builders Exchange, Procurement Technical Assistance Center, Mohawk Valley Builders Exchange, Short Line Railroad

CPA-USA Association  
PO Box 8018  
Somerville, NJ 08876  
908.203.9800 Fax  
908.203.9399

[info@cpa-usanetwork.org](mailto:info@cpa-usanetwork.org)  
[www.cpa-usanetwork.org](http://www.cpa-usanetwork.org)

## IN THIS ISSUE

- 1 Member News
- 3 Squeezing the Tube
- 4 How to Get Back In The Game
- 5 Take a Deep Breath
- 6 Virtuous Cycle

## 2018 OFFICERS

National Coordinator  
Joe Kistner  
National Secretary  
Open  
National Treasurer  
David A. Harris  
Peer Review Director  
Joe Kistner  
Newsletter Editor  
Kal Barson

Regional Coordinators  
Southern – Chris  
Townsend  
Western – Bob Ravano  
Northern – Robert Gullick

Association Membership & for the Not-for-Profit Industry. Speakers included: David A. Ayoub, CPA, Partner-in-Charge: Tax Department, Rick Tidd, CPA/ABV/CGMA, CVA, CFF, CITP, Partner, David G. Herring, CPA/CGMA, CVA, CFF, CDFA, Partner, Kathy W. Piddock, CPA, Michael G. Fralix, CPA, William F. Meier, CPA & Nathaniel J. Carroll, CPA.

The Firm's Short Line Railroad Practice Group conducted webinars on: Using Cost Data for Decision Making, The Effect of the Obama Investment Tax and how to Avoid it, as it relates to Real Estate, Sales and Use Tax: How a Basic Understanding can prevent issues in Future, Tax Reform Briefing & Depreciation under Tax Reform Act. And, the Firm participated in Short Line Railroad Conferences including - Eastern Regional September 12-14, Southern Regional October 25-27, Central Pacific Regional November 13-15 & Finance & Administration November 16-18.



Speeches were given by – William T. Kriesel, CPA/PFS, CFP®, AEP®, Partner-in-Charge: Financial Planning; by Bob Teska, CPA, CCIFP, Partner-in-Charge: Construction Services. Other presentations included – Annual Not-for-Profit Conference Jan 2018 – Michael Fallon, CPA, Donald R. Kimber, CPA, Partner, & Kathy W. Piddock, CPA. Watertown Chamber of Commerce Speaker Series, December 13, 2017 – Kathy Piddock, CPA, Stephanie-Berry Chouinard, CPA, & Ray Weston. State University of New York Auxiliary Services Association Annual Conference – Lester Burt, CPA. Onondaga County Bar Association – November 7, 2017 – Rick Tidd, CPA/ABV/CGMA, CVA, CFF, CITP, Partner & David Herring, CPA/CGMA, CVA, CFF, CDFA, Partner.

Short Line Railroad\_Finance & Administration Conference – November 16-18 – Rick Tidd, Partner, CPA/ABV/CGMA, CVA, CFF, CITP, Mike Fralix, CPA, Joseph Mocciano, Partner, CPA, William T. Kriesel, CPA/PFS, CFP®, AEP® & James A. Bowers, Partner, CPA; and the 2018 National Conference – April – William T. Kriesel, CPA/PFS, CFP®, AEP® & Teryl L. Sullivan, CPA. Of special note, the Firm was recognized as one of the 2017 Best Places to Work in Central New York.

**COLES & BODOIN (NEEDHAM, MA)** – effective January 1, 2018, audit manager Gerry Ciampa became a partner. Gerry's primary focus has been in the attestation side of the practice, having joined the Firm in 1985, and being the Firm's audit manager since 1993. He's also gotten more involved in the firm's tax practice, and helped to expand client/management relations. He is working closely with Jim Bodoïn to continue the transition of Jim's clients. The Firm also hired two managers – Carolyn Dozois, and Daniel Kravitz. Carolyn joined the Firm in October 2017 as a tax manager. She has over 12 years of

experience serving small businesses and high net worth individuals. Daniel joined the Firm in November 2017 as a tax manager, and has over 22 years of experience serving small businesses and high net worth individuals.

**MARLIES HENRICKS (WILMINGTON NC)** – the Firm moved its North Carolina office, staying in Wilmington, and signed a 5-year lease.

**NEU DAY DAWN (SLANT, UT)** – located in beautiful national park territory, NDD focuses on the media, specializing in particular in fake news. Your editor had a long interview with managing partner Dee Sepshun where she explained nothing is better than doing it yourself. She went on to extol the ability of their firm to spin things – as she explained, not just a spin, but a complete 180 degree turn, & then another 360 degrees, so as to create a truly unique perspective. She concluded the interview by reminding your editor that winners decide history. She was very proud of the article they had just published in the magazine “Good Ole Days”, which she explained she authored herself. It was titled “News the Way it Should Be”.

## **SQUEEZING THE TUBE**

From The Economist, July 2, 2016 - Instead of disrupting their industries, firms should look for opportunities under their noses.

Sometimes being cautious, incremental and pragmatic, when others are gambling on bold and visionary thinking, is more sensible. Why take the chance when there is lots of money to be made closer to home? Firms should think harder about profiting from the “edges” of existing businesses.

The first is products – how can you stretch merchandise so that it generates more income or appeals to more people? An obvious way is to make accessories. Apple is praised as revolutionary, but one secret of its success is tight control of the bits and pieces that adorn its main products. Once purchased, an iPhone or iPad needs a fancy leather case, or fashionable headphones. Apple’s own accessories come at considerable expense to the user and give the firm a steady revenue stream.

Another is to link services to products, a tactic made easier by the Internet of things. Cars are increasingly connected. On-Star is an in-car service offered by General Motors whose features include automatic calls to emergency services after a crash and over-the-air diagnosis of mechanical problems. Caterpillar can monitor the performance of its excavators, bulldozers and other equipment via sensors, in return for a monthly fee.

The second edge is the customer journey. Customers usually buy goods and services to solve a problem. They purchase pneumatic drills because they want to dig a hole in the road, not because they like the way they look. Firms have lots of opportunities to make money if they walk in customers' shoes and keep their eyes open. ESAB, a company that sells welding equipment, also sells general education in welding, training for specific products and engineering consulting.

The third edge is exploiting underused parts of the enterprise. One example would be farmers renting out marginal land to energy companies for wind turbines: the farmer stays in the business of agriculture but also boosts income by finding a new use for some of his acres. Many firms routinely collect data in the course of running core operations. Sensible ones use the data to provide more services (or sell them to third parties, with due protections for privacy). Cargill, a commodity trading firm, has used its agricultural expertise and data to develop software that guides farmers on how best to plant their fields on the basis of 250 variables such as soil type, weather conditions and seed performance. Toyota, a Japanese car maker, sells traffic information generated by its vehicles to local governments and businesses.

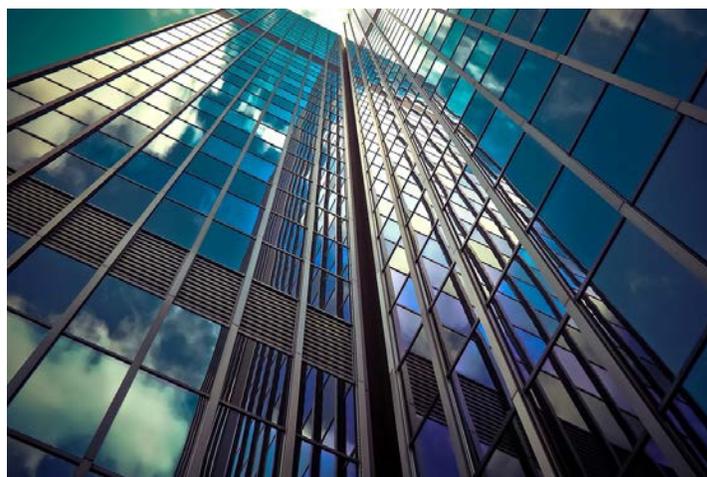
Firms risk forgetting about long-established sources of growth in the pursuit of disruption. Rather than obsessing about the new, firms need to make the most of their existing businesses.

## HOW TO GET BACK IN THE GAME

From the January/February 2017 issue of Money Magazine - Scoring a new Job After a Career Time-Out Isn't Easy, but These Moves Can Help.

The 2017 job market is shaping up to be the hottest in years, with employment on track to hit pre-recession levels by the Spring, according to Brookings Institution projections. That's good news for anyone planning to get back into the workforce after a career hiatus.

Here's how to make your time off work in your favor:



**Get up to Speed** – while you might be eager to jump back into your old life, take time first to investigate how things have changed in your absence.

**Network Smarter** – don't just tap former bosses and peers for opportunities. Look to folks who were in junior positions at old jobs. They've probably risen through the ranks and might be in a position to hire you – or refer you to someone who can.

**Craft your Narrative** – create a “talk track” of clear success metrics from your past jobs. Include skills you picked up during the break; focus on what you learned that can benefit the employer and why this particular job ignited your passion.

**Explore a Trial Run** – dozens of companies, including Ford, IBM and Goldman Sachs, offer “returnships”, which are designed for people re-entering the workforce after an extended break. These internship-style programs often lead to something more permanent.

#### **Organizations and websites to ease the transition back to work:**

1. **irelaunch.com** – connects returning employees with temporary and full-time jobs;
2. **onlinecertificateprograms.org** – provides directories of programs by discipline and school;
3. **ellevatenetwork.com** – promotes networking among professional women;
4. **www.bls.gov/ooh** – lists the most in-demand job titles across a range of industries.

## **TAKE A DEEP BREATH**

From Bloomberg Businessweek, June 2017 - Five classes that will school you in the art of inhaling

### **Ceremony Meditation**

#### **60-minute group sessions \$25; ceremony meditation.com**

Coach Daniela Gil has students fill their lungs to about 80% capacity – just beyond a standard inhalation – then let the air escape at a regular pace. After 7 minutes of this, everyone holds an inhalation as long as they can, which “supports circulation of energy through the body” says Gil.

### **The Art of Living**

**Three-day (9-hour) workshop, \$395; [artofliving.org](http://artofliving.org)**

This non-profit, which has locations in 154 countries, teaches Sudarshan Kriya, a technique that's said to increase feelings of well-being through rhythmic breaths at varying speeds.



### **BlissPoint Breathwork**

**90-minute private sessions, from \$350; [blisspointbreathwork.com](http://blisspointbreathwork.com)**

A thumping megaclub doesn't sound like the most relaxing place, but BlissPoint instructor Lisa deNarvaez insists the house music has its benefits. When we listen to a rhythm, our heart and our breath begin to sync with it.

### **The Breathing Class**

**60-minute private sessions (two-session minimum), from \$175; [thebreathingclass.com](http://thebreathingclass.com)**

This class teaches clients to expand their bellies outward while breathing instead of raising their shoulders, an anxiety-promoting habit she says "9 of 10 people" engage in unconsciously.

### **Breathing Space**

**Four nights, all-inclusive, \$1,200; [breathguru.com](http://breathguru.com)**

Alan Dolan holds his "conscious breathing" workshop on Lanzarote, one of the Canary Islands, because the air is better in the sub-tropics, right? Dolan's technique starts with upbeat music and movement, such as jogging in place, to get hearts beating and the breath flowing.

## **VIRTUOUS CYCLE**

From the April 25, 2017 issue of Forbes:

Wearable tech to help actual humans make actual babies. Might be just what the obstetrician ordered. Say hello to the recently birthed Ava (\$199; [avawomen.com](http://avawomen.com)), a bracelet designed to be worn overnight. Synch Ava with its app, and come morning, it'll crunch an array of fertility-influencing data (pulse, skin temperature, blood flow and more) to help monitor the monthly cycle. During a yearlong University of Zurich study of 3 dozen women, ages 20 to 40, Ava identified 5.3 fertile days per monthly cycle at 89% accuracy – performance that is pregnant with possibility.