

MSCPA Young CPA Network Awarded Mississippi Food Network 2016 Volunteers of the Year Award



Mississippi Food Network held their Annual Board Appreciation Dinner on December 6 at the Jackson Yacht Club. The 2016 Volunteers of the Year Award was presented to the MSCPA Young CPA Network for their continued relationship and willingness to volunteer time to help support the Mississippi Food Network. Kimberly Williams, MSCPA Young CPA Network President (third from left), and Lydia Windham, MSCPA Young CPA Network Board Member (second from left), accepted the award from Mississippi Food Network Chief Executive Officer Charles H. Beady, Jr., Ph.D. (right) and Mississippi Food Network Vice Chairman Shannon McMillan (left).

New CPAs Honored Nov. 19 at State Board Ceremony



IN MEMORIAM

EUGENE S. CLARKE III

Hollandale

Died November 29, 2016

J. THOMAS GRANTHAM, JR. *Madison*Died December 9, 2016



MEMORIAL GIFT

to the
EDUCATION FOUNDATION
in memory of
EUGENE S. CLARKE III

Hollandale

Bv

Joey Cunningham Belzoni

James W. Davis
Oxford

in memory of
J. Thomas Grantham, Jr.

Madison

By

Grantham Poole, CPAs Ridgeland

The Mississippi State Board of Public Accountancy honored new CPAs during their fall CPA License Presentation Ceremony November 19 at the Mississippi State Capitol. MSCPA Chairman Charles Prince provided an introduction to the Society and MSCPA Young CPA Network President Kimberly Williams urged the new CPAs to become active in Society activities. Keynote speaker was MSCPA member and Rising Star Award winner Wilkins M. Crawford of BKD, LLP in Jackson. State Board Chairman David Miller administered the Oath of Title.

The new CPAs include Cory Stephen Bass, Taylour Davis Blair, Julia Glenn Bradley, Mary Thuy Bui, John Randall Calvert, Adam Ross Carlson, Randa Lee Craig, Holly LaDawn Fowler, Michael G Haddon, Vinicius Neves Hiratuka, Christy Kendall Hollis, Hilaire McCaughna Hopper, Laura Benson Hubbard, Noel Jade Johnson, Brittany D. McGee, Fernando Javier Mejia, James D Shelton Jr., Elaina Jo Smith, Shondra Ingle Thomas, and Meredith Lee White.



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The CPA Newsletter is the official publication of the Mississippi Society of Certified Public Accountants. The Newsletter invites articles of interest to the profession and gives credit to the author; however, it reserves the right to edit articles for correct spelling, wording and punctuation.

Opinions expressed are not necessarily the official policy of the MSCPA. Advertising is accepted in good faith that the product/services are of value stated.

Welcome New Members

New members include Jennifer Hall Lockhart and Michael Youngblood. Now completing the membership process are:

Carolyn Anne Bright was born in Memphis, Tenn. and received a Bachelor and Master of Accountancy from the University of Mississippi. She is Owner at Bright CPA Firm in Southaven.

Susan Keith Cochran was born in Ripley, Tenn. and received a BSBA and MBA from Mississippi College. She is Finance Director at McComb School District in McComb. **Steven Paul Collins** was born in St. Petersburg, Fla. and received a BS in Finance from Florida State University and a MBA from the University of Florida. He is Director of Finance at L-3 Vertex Aerospace in Madison.

2017 MSCPA Convention

June 22-25, 2017 Sandestin Golf and Beach Resort Sandestin Housing Form page 15

MSCPA Honors **Hamp King Award Winner**



James Walker Martin of Belhaven University was honored at the MSCPA Tax Institute December 2 for his selection as the Hamp King Award scholarship winner. Walker was presented a \$1,000 scholarship check from the Mississippi Tax Institute and a plaque from the MSCPA Education Foundation. One scholarship winner from among all MSCPA scholarship recipients is selected each fall based on outstanding academic and collegiate leadership. The award was named to honor the long-time service of the late Hamp King as Mississippi's State Auditor. Pictured with Walker are MSCPA Tax Institute trustees William B. (Billy Buck) Staggers (left) and Barry Jones (right).

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Lacey L. Bailey, James Williams "Will" Harris H. "Trip" Barnes III, S. Gray Edmondson, J.D., LL.M. J.D., LL.M. J.D., LL.M. J.D., LL.M.

Brandon C. Dixon, J.D., LL.M.

Krista S. Andy, J.D., LL.M.

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MEMBER NEWS

Former MSCPA Chairman Eugene S. Clarke III Dies

EUGENE S. CLARKE III, 83, of Hollandale passed away at home on November 29 after an extended illness. In 1955 he graduated from Mississippi State College with a BS in Accounting. Upon discharge from the military in 1958, he and his wife, Grace, moved to Jackson where he began his career of over 50 years as a CPA with the firm Dick D. Quinn Co. In 1962, they moved to Hollandale where he established the firm that is now Clarke, Bradley, Baker & Co., LLP. During his career he served as Chairman of the MSCPA and on the Mississippi State Board of Public Accountancy. He is survived by his wife of 61 years and sons Eugene S. "Buck" Clarke IV, Mississippi State Senator, and David E. Clarke, former Chair of the Mississippi State Board of Public Accountancy, both of whom followed in their father's footsteps and joined the CPA profession.

John M. Robinson Appointed to Board of Tax Appeals

JOHN M. ROBINSON of Tupelo was appointed by Governor Phil Bryant to the State of Mississippi Board of Tax Appeals effective July 1, 2016. Mr. Robinson was a partner at Nail McKinney, P.A. for over 30 years and later was an officer in Renasant Bank's wealth management department. He currently works part time as a consultant and is actively involved in his real estate holdings and other business interests. Mr. Robinson graduated from Mississippi State University with an accounting degree. He served as MSCPA Chairman in 1987 and completed several terms on the Board of Governors.

Koerber Presents Program At Mississippi Bar Association's Family Law Section CLE Series

On January 13, 2017, JIM KOERBER, CPA/ABV/CFF, CVA presented a program entitled "Hot Topics in Family Law Financial Issues" to judges, law clerks, and attorneys attending the Mississippi Bar Association's Family Law Section Lunch & Learn CLE, which was held in Gulfport, Mississippi. Koerber is a shareholder in The Koerber Company, PA.

Bob Shearer Joined **BankFirst Board of Directors**

BankFirst Financial Services announced that **Bob Shearer** has joined the board of directors. Shearer works at Smith Shellnut Wilson. Prior to joining Smith Shellnut Wilson, he spent his career as a CPA serving and assisting financial institutions. Shearer served eight years as an audit partner for BKD, LLP's Jackson office. He was a founding partner of Shearer, Taylor and Co, PA in 1981, where he was managing partner and audit partner.

Dana R. Finch Admitted as a **Shareholder of J.E. Vance & Company, P.A.**

J.E. Vance & Company, P.A., Certified Public Accountants, is pleased to announce that **Dana R. Finch** has been admitted as a shareholder effective January 1, 2017. J.E. Vance & Company, P.A., located in Tupelo and founded in 1989, is a full service accounting firm providing accounting, audit, consulting, systems and tax services. A native of Union County and a graduate of Mississippi State University, Mrs. Finch has over twenty years of experience in public accounting. Mrs. Finch is responsible for the firm's small business/accounting systems practice.

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Peer Review Changes Effective January 1, 2017

The AICPA's Peer Review Board has approved significant changes to the Peer Review standards, interpretations and other guidance that are effective for peer reviews beginning after January 1, 2017.

What can peer reviewers expect? While most of these changes will affect how a peer reviewer performs the review, some of them will affect firms undergoing a review. Here are some of those changes to assist your firm in preparing for peer reviews commencing in 2017 or later.

QUALITY CONTROL SYSTEM DOCUMENTATION

Peer reviewers will now complete a vigorous review and assessment of a firm's system of quality control and its compliance with that system. In the past, firms were permitted to document their systems of quality control using the AICPA's Quality Control Policies and Procedures Documentation Questionnaires (4300 and 4400 checklists), but the AICPA will no longer provide these checklists, and firms must develop quality control documentation tailored specifically for their firms. To aid firms in developing this documentation and to assist them in laying the groundwork for successful peer reviews, the AICPA has developed tools that firms may use free of charge. These tools can be found in the peer review section of the AICPA website (aicpa.org).

CHANGES TO THE PEER REVIEW PROCESS

- Documents to be provided in a System Review – Firms will be required to provide a copy of the inspection reports for each of the three years subsequent to the prior peer review and any relevant communication about those inspections such as consultant review reports.
- Closing meeting Before finalizing a peer review, reviewers must now conduct a closing meeting with senior members of the firm in addition to the peer review exit conference firms have experienced in the past. The meeting will discuss the review team's preliminary matters, findings, deficiencies or significant deficiencies and evaluate the firm's responses.
- Firm representation letters The new standards call for separate firm representation letters for System Reviews and Engagement Reviews. Firm representation letters for Engagement Reviews should now be dated the same day as the peer review report. Reviewed firms should not remove any of the required representations from their letters but may include additional information if deemed appropriate. Some of the required representations are new or have changed so firms should ensure

- they are using the most up-to-date language or the letters will not be accepted and may delay acceptance of the firm's peer review report.
- Reporting changes There are some clerical changes to the peer review report including a reorganization of information and headings for select paragraphs.

MISSISSIPPI STATE BOARD OF PUBLIC ACCOUNTANCY RULES CHANGE

The Mississippi State Board of Public Accountancy has amended the rules regarding peer review to specifically include preparation engagements in the peer review process. The intent of this rules change is for a preparation engagement to basically be a must select in both System and Engagement Reviews. In both types of reviews this may result in additional engagements above what the AICPA standards require being selected to ensure that a preparation engagement is selected. Also, firms that only do preparation engagements will be included in the peer review program in the State of Mississippi. Under the AICPA rules, those firms would otherwise not be included.

Additional information can be found on the Peer Review section of the AICPA website at aicpa.org.

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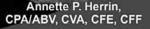
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Deena C. Keasler, CPA, CVA

CPA, CFF, CFA



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MSCPA Young CPA Network President Kimberly Williams and MSCPA Young CPA Network Past President Wilkins M. Crawford were speakers at the Mississippi State Board of Public Accountancy CPA License Presentation Ceremony November 19. *Right photo:* Kimberly is pictured with Jimmy E. Burkes, Mississippi State Board of Public Accountancy Member and former MSCPA Chairman; David L. Miller, Mississippi State Board of Public Accountancy Chair and former MSCPA Chairman; and Charles R. Prince, MSCPA Chairman.

Save the Date!

MSCPA Young CPA Conference

April 28, 2017 | MSCPA Training Center, Ridgeland

This MSCPA Young CPA Network event is for young and aspiring CPAs looking to build success skills to get ahead.

Why Attend?

Become a stronger asset Become a better leader Make valuable connections Earn 8 CPE credits

Conference topics and speakers will be posted online at ms-cpa.org.

WINTER EVENTS

Gulf Coast Chapter

Gulf Coast Chapter members gathered November 30 for a 2-hour CPE event and social at Salute Italian Seafood Restaurant in Gulfport. MSCPA Chairman Charles Prince spoke to chapter attendees and MSCPA Young CPA Network President Kimberly Williams met with the chapter's young CPAs.





Last CPE Course of 2016

Members from public accounting and industry gathered for our final CPE class of 2016 including members from Topp McWhorter Harvey, PLLC of Hattiesburg (left) and Tellus Operating Group, LLC of Ridgeland (right).





Board of Governors and Past Chairmen's Christmas Event

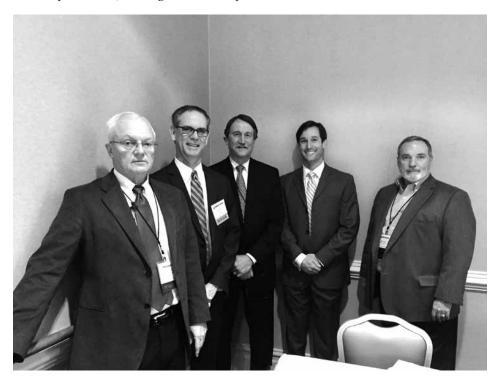
MSCPA Chairman, Charles Prince and his wife Judy, hosted the annual Board of Governors and Past Chairmen's Christmas reception and dinner December 6 at the historic Old Capitol Inn in Jackson.





Mississippi Tax Institute

This year's Mississippi Tax Institute was held at the Hilton-Jackson December 2. The Tax Institute agenda featured speakers from Washington D.C., Tennessee and Mississippi and included Susan Denham as the lunch speaker. Top left photo, from left to right: Stephen McDaniel, Tax Institute speaker; Bob Box, Taxation Committee member; Ted Edwards, Taxation Committee Chair; Travis Greaves, Tax Institute speaker; and Barry Jones, Taxation Committee member. Top right photo, from left to right: Meg Bartlett, Tax Institute speaker; David Stevens, Taxation Committee member and Tax Institute speaker; and Jan Craig, Tax Institute speaker.







CENTRAL CHAPTER

Central Chapter members met January 19 for CPE and lunch at River Hills Club in Jackson. Central Chapter officers from left to right: Beverly Renfroe, Vice President-Membership; Julia Jesuit, Vice President-Programs; Emily Lacey, President; and Charles Byram, Treasurer. Not pictured: Ginger Gorman, Secretary.



New CPE Courses Added for Industry

Register by February 9

CFO Series: Corporate Finance Skills

Thursday, February 16, 2017

- 8:30 AM | CPE: 8 Finance
- Instructor: Don Minges
- MSCPA Training Center, Ridgeland
- Member Price: \$270
- Acronym: CFS

This course is for people who are, or aspire to be, chief financial officers. The discussions will be most appropriate for people in medium-sized organizations.

THE 4 TOPICS DISCUSSED

Financial Analysis: EVA and the Altman-Z Score

Do you want to brush up your financial analysis skills? This session focuses on two sophisticated analysis tools – EVA and the Altman-Z Score. EVA is the most accepted financial metric used by boards to evaluate the CEO and management team. Companies commonly use the Altman-Z Score to evaluate credit risk. Understand why these metrics might belong in your analytical toolbox.

Strategic Cash Management: Capital Structure and Long Term Cash Needs

Businesses depend on having adequate capital and cash flow. While someone else may handle day-to-day cash management procedures, the CFO must take the lead in strategic cash management decisions. Those who can't manage cash strategically are often replaced when a company goes into a growth mode. Attend this session to gain insights that will allow you to function at the highest level.

Corporate Finance: Valuing a Business

This session discusses various business valuation methods whether for a start-up, spin-off or acquisition at any stage. Many valuation methods exist. Which method is right? Which is the 'best' for a given business? Program content includes crucial topics such as: the absolute single best metric, the Cost of Capital, the capital asset pricing model and Weighted Average Cost of Capital (WACC), Valuation methodologies (income, asset and market approaches), Discounted Cash Flow (DCF) and many more. CPAs and Corporate Financial Managers can't afford to miss this session.

Crowd Funding: What Every CFO Should Know

The internet provides several new ways to raise money. These methods, called crowd funding, allow organizations to raise money through donations, pre-sales, debt and equity, often from large numbers of people. Crowd funding is getting easier due to emerging regulations the JOBS act provides. While not appropriate for all organizations, crowd funding has no shortage of success stories. However, risks, advantages, disadvantages and costs exist. This session provides a crowd funding overview for finance professionals who want to learn about this new financing method, including key considerations for each crowd funding type.

• Discussion Leader: Don Minges

Corporate Finance Check-up: Renovate Your Analytical Toolbox

Friday, February 17, 2017

- 8:30 AM | CPE: 8 Finance
- Instructor: Don Minges
- MSCPA Training Center, Ridgeland
- Member Price: \$270
- Acronym: CFC

This course is for CFOs, controllers and other experienced financial managers.

THE 6 TOPICS DISCUSSED:

Internal & External Financial Statement Analysis

- The 3 Ps of analysis
- Using the trifecta
- The 3 targets of analysis

The CFO and Integrated Planning

- The 3 elements of planning
- The finance role in strategic planning
- Why it's a financial plan, not a budget

Operating Metrics for Success

- Strategically driven metrics
- Turning measurement into reality
- Tracking performance results

Banker Selection

- It's the banker, not the bank
- 10 tips for selecting a banker
- Sustaining an effective banking relationship

Forecasting as a Valuation Tool

- 5 steps in an effective valuation
- Using the capital asset pricing model
- Cash flow and earnings valuation models

10 Steps for Keeping Your Toolbox Full

Discussion Leader: Don Minges

DON MINGES, MBA, is a fractional CFO who works in diverse



industries at various development stages. His expertise is in profitability enhancement, strategic planning, venture capital, mergers & acquisitions, consulting, turnarounds, economic forecasting, cost accounting and financial analysis. Don has experience raising equity for several growing firms and has invested equity capital into promising businesses. He has served on the Board of Directors for many firms. He graduated with

highest honors from the Fuqua School of Business at Duke.

New CPE Courses Added for Industry Register by April 14

CFO Series: Essential Skills

Friday, April 21, 2017

- 8:30 AM | CPE: 8 A&A
- Instructor: John L. Daly
- MSCPA Training Center, Ridgeland
- Member Price: \$270
- Acronym: ESC

This course is for people who are, or aspire to be, chief financial officers. The discussions will be most appropriate for people in medium-sized organizations.

THE 4 TOPICS DISCUSSED

Beyond Traditional Budgeting: Using Performance Metrics for Planning and Control

Many financial managers wage a constant struggle to keep their projections current and keep their operating managers engaged and focused on their budgets. This session will show you how to use performance metrics to reduce forecasting work and improve financial control and manager engagement in their department's numbers.

Pricing for Profitability: Why Cost Matters

Three things can happen in pricing, and two of them are bad. Overpriced products are a missed opportunity, whereas underpriced products give away your products at a loss. When sales and accounting personnel fail to work together, the company risks becoming its industry's "dumb" competitor. Accountants involved in pricing can help the company understand the difference between "dog" and "gravy" opportunities with knowledge that directly translates into an improved profitability. You will leave this session understanding why the company with the best cost information wins!

Contemporary Cost Concepts: Understanding Activity-Based Costing

Companies with poor cost information make bad decisions about products that are not "average". Companies with poor cost information allocate too much cost to easy high-volume products and far too little cost to difficult low-volume products. Activitybased costing provides common-sense techniques to understand the differences. You can take this information directly to the bottom

Communicating Financial Information to Non-Accountants

Do you ever get blank looks when you present your company's financial statements? Does your board nod knowingly after your presentation, but never seems to have any meaningful questions? It could be that they have no idea what you are talking about and are just pretending to understand! Learn how to connect with your CEO, board, fellow managers and team members so they understand your message. Learn to motivate them to action. Come hear a veteran CFO tell you how.

Discussion Leader: John L. Daly

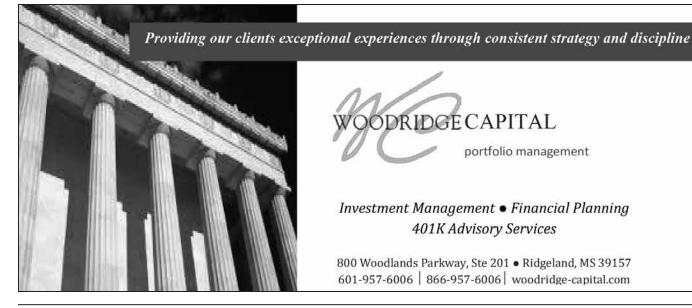
JOHN L. DALY, MBA, CPA, CMA, CPIM, is a Chelsea, Michigan-



based management consultant specializing in costing, pricing strategy and pricing model development. He has taught continuing professional education courses since 1995 and began doing ethics seminars two weeks before the Enron scandal. John has been CFO for a Tier 1 automotive parts supplier and a large restaurant chain and COO for a window treatments manufacturer and retailer. He is the author of *Pricing for* Profitability, published by Wiley & Sons.

Members can register online for CPE!

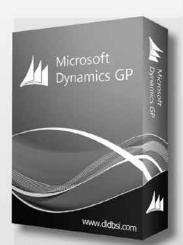
Go to ms-cpa.org and log on with your username (last name) and password (certificate number) to take advantage of the member discount on our CPE courses. Members can also download a registration form from our website and register via mail, fax or phone.





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Beachside 2 Bdrm*	\$ 490.00	Lakeside 4 Bdrm	\$ 445.00
Beachside 3 Bdrm*	\$ 614.00	Bayside at Sandestin-Guest Room	\$ 165.00
Westwinds 1 Bdrm*	\$ 364.00	Bayside at Sandestin-1 Bdrm Suite	\$ 207.00
Westwinds 2 Bdrm*	\$ 515.00	Bayside 2 Bdrm	\$ 259.00
Westwinds 3 Bdrm*	\$ 629.00	Village - Studio	\$ 205.00
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Southside 3 Bdrm	\$ 420.00	Village 2 Bdrm	\$ 339.00
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		Grand Complex 3 Bdrm	\$ 455.00

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