New Jersey CPA — Fall 2021
Theme: Leading Through Change

NJCPA

Possible Column Topics

- *When possible/practical*, the columns should tie to the theme of the issue.
- Each column is 700 words
- On average, there will be eight columns per issue. Not every column is guaranteed to be in every issue of the magazine.
- You can select from the article concepts below or submit another topic for a particular column.

COLUMN	EXPECTED AUDIENCE	SUGGESTED ARTICLE CONCEPTS
ACCOUNTING, AUDITING & ATTEST	• CPAs in public practice who provide accounting, auditing and/or attest functions. • Experience levels could range from entry-level to seasoned professional	• How to pass your peer review • Common Interest Realty Associations • Non-attest financial statements • Continuous auditing • How to reduce the time to get the audit done • SOC engagements – SSAE 18 • Audit partner identification • M&A auditing • Equity-based compensation – accounting implications
BECOMING A CPA	• College students who are majoring in accounting • Recent graduates who are in the process of taking the CPA exam and/or fulfilling the experience requirement • Accounting educators	• Tips for virtual interviews • CPA Exam study tips • Real-world scenarios • Career path options for new CPAs • How to be organized and learn quickly on the job • CPA Evolution Update • How to make the best use of the remaining 30 credits for licensure – how to get them, what to take. • Audit versus tax versus advisory – which one is for you? (interview CPAs in each of the areas) • International candidate challenges during exam and licensure process

COLUMN	EXPECTED AUDIENCE	SUGGESTED ARTICLE CONCEPTS
BUSINESS MANAGEMENT	• CPAs working in finance or tax department at a corporation. • CPAs in public practice who work with business clients. • Experience levels could range from entry-level to seasoned professional.	• PPP loan forgiveness – what worked and what didn't • How to attract talent • Virtual onboarding for new staff • Investing short-term funds in a zero-percentage-rate environment • Restructuring/reorganization • Diversity and inclusion • Getting started with data analytics • Advanced data analytics • Non-bank lending – peer-to-peer, crowdsourcing, direct financing • Temporary CFO services • Performing a business "audit" – operational efficiencies • Purchasing fixed assets • Fair value accounting • Changing world of accounts payable process in corporate accounting (ACH transfers, credit card transactions, etc.) • Refinancing start-up loans
FINANCIAL PLANNING SERVICES	• CPAs in public practice who provide financial planning services to individual clients. • Experience levels could range from entry-level to seasoned professional.	• Planning for living longer • When to take Social Security • Tax and estate planning for digital assets – "dying in the digital age" • How to get started offering financial planning services • How to bill for financial planning services • Selling products v. providing advice • Partnering with a boutique financial planning firm – and getting paid for it • Benefits of updating wills, POAs, healthcare directives
FIRM MANAGEMENT	• CPAs in public practice who are involved with the management of the firm: staffing, client development, succession planning, etc. • Non-CPAs working at CPA firms involved with the management/ infrastructure of the firm. • Experience levels could range from entry-level to seasoned professional.	• Business development in a virtual workplace – continuing to acquire leads, staying connected with clients • SEM and social media for business development • The latest in professional liability issues • Scheduling/workflow management • Engagement letter best practices • Value pricing • Generation Z – how are they different from Millennials? How do firms need to adapt? • Mergers and acquisitions – merging software systems, onboarding process/orientation, culture, training, personalities, skill levels and expectations • Ethical/legal considerations when a client offers your staff member a job • The role of life insurance for partners • Firm ambassador insight (see Professional Development)

COLUMN	EXPECTED AUDIENCE	SUGGESTED ARTICLE CONCEPTS
INDUSTRIES	• CPAs working in the finance or tax department of a specific sector/industry (e.g., government, nonprofit, construction, real estate) • CPAs in public practice who have clients in a specific sector/industry (e.g., government, nonprofit, construction, real estate). • Experience levels could range from entry-level to seasoned professional.	• Accounting for cannabis clients • Nonprofit accounting issues • UBIT issues • Form 990 preparation • Investment policies and mandates for nonprofits • Financial reporting for restricted, temporary and unrestricted assets • Government auditing • GASB 77 – tax abatements • Implementation of new GASB pronouncements • Advanced Yellow Book topics • Commercial real estate industry – impact of the pandemic (positives and negatives)
LITIGATION SERVICES & BUSINESS VALUATION	• CPAs who offer forensic accounting, litigation and/or business valuation services. • Experience levels could range from entry-level to seasoned professional.	• Primer on business valuation standards • Financial crimes • 100% valuation • Exit strategies – legal docs, info needed • Software for forensic accounting • Divorce/alimony issues
PROFESSIONAL DEVELOPMENT	• All CPAs and CPA Candidates who are looking for guidance on starting their career, moving up and/or enhancing their skills.	• How to be a valuable employee in a virtual environment • The importance of giving back • Accreditations, certifications, advanced degrees • Developing advisory skills • How to leverage your technology skills to help your firm/company • How to transition your skills into your own practice • Career path and progression options for CPAs in industry • Managing your clients • Project management – best practices • Networking tips • Firm ambassador insight (see Firm Management)
RISK & COMPLIANCE	• CPAs in public practice or corporate finance who are responsible for business ethics, cybersecurity, disaster planning and/or fraud prevention. • Experience levels could range from entry-level to seasoned professional.	• Reviewing insurance policies – what to ask for • Independence issues • Risk management – best practices • Cybersecurity/privacy issues

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TAX	• CPAs in public practice who provide tax services to individual and/or business clients. • CPAs working in the tax department of a corporation. • Experience levels could range from entry-level to seasoned professional.	• State taxation of remote workers • Family sick leave • Section 163(j) interest limitation applicability and disclosures in tax returns of partnerships • Foreign income • Common Interest Realty Associations • Basis reporting of sale of business assets • Sophisticated tax planning • E-filing requirements • Real estate investment – tax planning • Property tax assessments
TECHNOLOGY & INFORMATION MANAGEMENT	• CPAs who are involved technology initiatives at their firm or company. • CPAs in public practice who provide technology advisory services to clients. • Experience levels could range from entry-level to seasoned professional.	• How technology will impact your staffing needs • How technology can save you money • Alternative payment systems (Venmo, etc.) • Encryption – and getting clients to buy-in/adopt • Augmented and virtual reality – access to real-time, relevant information • Audit software — overview of software packages • Point-of-sale software — overview of software packages • Software for proposal writing • Software for scheduling • Practice management software — overview of software packages • Time tracking software — overview of software packages