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*This electronic newsletter is prepared especially for public practitioners and is sent bi-monthly to members of the New Hampshire Society of CPAs . This e-newsletter features regular commentary from Texas Society of CPAs Member Bill Reeb, a CPA firm consultant based in Austin. For questions or comments concerning the articles featured in this issue, or to suggest future topics, please e-mail Reeb at [bill@tscpa.net](mailto:bill@tscpa.net).*

#### **From the BILLiverse**

In this series, Bill Reeb, CPA, has explored the job of the managing partner. In this final column of the series, Reeb continues the discussion by covering how to compensate the managing partner. He also looks at a common question of how much of a book the managing partner should maintain, as well as having the right person in the role, setting the correct goals and objectives, emphasizing firm performance vs. individual performance, clearing up common misconceptions, and other related issues.

[Read Reeb's Commentary](#)

#### **Marketing Tip: Develop Business with Internal Marketing First**

Building a relationship with the successful rainmakers in your firm is an effective strategy for growing your development skills and obtaining advice and experience. Brianna Marth of Convergence Coaching LLC also advises that your internal marketing include developing real relationships with other “non-rainmaker” members of your firm. This article looks at getting to know your team members on a deeper level and building rapport with them.

[Learn more](#)

#### **Survey Says: CPAs Find Power and Freedom in Mobile Tech**

According to preliminary findings from new *CPA Trendlines* research, CPAs say it takes a mix of discipline and technology to stay in touch and work out of the office. However, a vast number of CPAs say new mobile technologies are helping to solve work/life balance issues that have plagued the accounting profession. The research uncovered seven key trends. Rick Telberg discusses the research findings in the following article.

[Learn More](#)

#### **Show Me the (Overtime) Money – Audit Associates Strikeout**

In July, the U.S. Court of Appeals for the Second Circuit rendered an important decision for the accounting profession in *Pippins v. KPMG*. The issue in question: Are entry-level accountants (non-CPAs) exempt from the overtime requirements of the federal Fair Labor Standards Act (FLSA)? The plaintiffs were first-year audit associates at KPMG who alleged they regularly worked more than 40 hours per week, but did not receive overtime compensation as required by the FLSA. Overtime lawsuits by inexperienced accountants have been lurking in the background for several years. The court ruled that entry-level audit associates are exempt from the FLSA overtime requirement.

[Read the article](#)

#### **There's a New Way to Spot Talent for Your CPA Firm**

The work environment for CPAs is changing. What makes someone successful in a particular role today might not tomorrow if the competitive environment shifts, the strategy changes, or he/she must collaborate with or manage a different group of colleagues. So the question is not whether your firm's employees and leaders have the right skills; it's whether they have the potential to learn new ones.

This article from Rita Keller takes a closer look

<http://www.bizactions.com/n.cfm/page/e105/key/271955963G2186J2576724N0P0P10279960T0/>

### **The Four Security Questions for a Cloud Move**

The cloud has been gaining great traction in the accounting world. This is due to its ability to reduce hardware, software, and storage costs. The cloud can scale up or down easily with the size and needs of your firm while adding enhanced functionality to your operations. While the benefits of the cloud are numerous, one item that many CPAs are concerned about is security. There are four questions you should always ask a cloud-based service provider.

Learn more

<http://www.accountingweb.com/article/four-security-questions-cloud-move/223686>

### **Setting Your Firm Apart from the Competition**

Firms often misidentify what makes them unique and miss opportunities to stand out. While many accounting firms understand that specialization is a key to growth, brand differentiation still remains a challenge for too many firms. To succeed, you must be special to *someone* – and this means differentiating yourself.

Get the details

[http://www.cpa2biz.com/Content/media/PRODUCER\\_CONTENT/Newsletters/Articles\\_2014/CPA/JUN/yourpublicaccountingfirm.jsp](http://www.cpa2biz.com/Content/media/PRODUCER_CONTENT/Newsletters/Articles_2014/CPA/JUN/yourpublicaccountingfirm.jsp)

### **The Benefits and Challenges of Moving Away from the Billable Hour**

Changing the billing model is something many CPAs have considered in recent years, especially as more and more consultants have called for the elimination of the billable hour. This *Journal of Accountancy* article provides an instructive case study for firms that want to understand the challenges and potential benefits of such a change.

Read the article

<http://www.journalofaccountancy.com/Issues/2014/Aug/billable-hour-20149888.htm#>

### **Building a Pipeline for CPA Firm Success**

For a practitioner in a busy CPA firm, success requires the ability to handle multiple tasks effectively. Adding an "idea" inventory can generate some very comprehensive benefits and help CPAs achieve even greater professional success. This article offers guidance to help you tap into the power of new ideas.

Read the article

<http://www.accountingweb.com/article/building-pipeline-cpa-firm-success/223595>