

# CPA NEWS

PERMIAN BASIN CHAPTER TEXAS SOCIETY OF CPAs

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JANUARY 2014



## Message from the President

*"People don't buy what you do; they buy why you do it." – Simon Sinek*

Simon Sinek, motivational speaker and author of Start with Why, suggests that we are more successful when we pursue a purpose that we believe in rather than simply a result (i.e., profit). Essentially, we are more successful if we start with the "why."

[Read more.](#)



**Ryan Bartholomee, CPA**

**Ryan Bartholomee, CPA**  
**Permian Basin Chapter President**

## Meet the CPAs Event on January 21

The chapter is hosting **Meet the CPAs** for local CPAs and accounting students. The event will be held on **Tuesday, January 21 from 6:30 to 9 p.m.** in the **UTPB Mesa Building – 2nd Floor** (4901 E. University).

As a CPA in the area, you know the benefits of a career in the Permian Basin area. It's time to spread the word! Even if you aren't hiring or you're not in a position to hire, please consider attending to show these students our active CPA community. **The students are planning to attend and they want to meet YOU.** A resume book will be distributed to CPAs who attend. This is a great way to **meet your potential future employees!**

A light supper will be provided. Call or [email Stephanie King](mailto:sking@tscpa.net) to register (800-428-0272 ext. 233 or [sking@tscpa.net](mailto:sking@tscpa.net)). Thank you for your support of this event and the chapter!! **There is no charge to attend, but an RSVP is required.**

## Order Your 2014 CCH U.S. Master Tax Guide

Copies of the 2014 CCH U.S. Master Tax Guide are available from the Permian Basin Chapter. The chapter will deliver it to you.

[If you have not ordered your copy, click here to download the order form.](#)

## TSCPA Member Recruitment Campaign: Responsibility of Individuals

TSCPA developed the member recruitment and retention campaign, the Responsibility of Individuals, in an effort to show all Texas CPAs the common responsibility that you share of taking care of the profession. Just as you've made the decision to be responsible, TSCPA is responsible for connecting, protecting and advancing you. There is strength in numbers and TSCPA can't exist without you. People, businesses and legislators listen more to the collective voice of 27,000 than to your individual voice. Encourage your nonmember colleagues to join your professional community and make TSCPA more effective for all Texas CPAs. For more information, please visit the website.

[Responsibility of Individuals.](#)



## Join Permian Basin Chapter's LinkedIn Group

[Connect with your fellow Permian Basin Chapter members through LinkedIn.](#)

## Follow the Permian Basin Chapter on Facebook

The Permian Basin Chapter is communicating with members through Facebook.

[Use this link and then save it as a favorite.](#)

## Opportunities to Participate - We Need You!

- Career Awareness
- Fundraising
- Media Relations
- Membership
- Scholarships

To serve on one of these committees, please contact Ryan Bartholomee, Jimmy Hudson, Teresa Nunley, Aaron Estrella or Valarie Sanchez.

## Permian Basin Chapter Calendar of Events

- [Essentials of Oil & Gas Taxation: January 22-23, 2014](#)
- Franchise Tax: April 2014
- Free CPE: May 2014
- Partnership & LLC Update: July 21-22
- [View Chapter calendar](#)

## TSCPA Calendar of Events

- [Midyear Board Meeting](#) – South Padre Island: January 31-February 1, 2014
- Annual Meeting of Members – Santa Fe: June 27-28, 2014

## TSCPA CPE Opportunities

- [Personal and Professional Ethics for CPAs](#): May 14, 2014

**Did You Know:** Chapter members who serve as on-site coordinators at TSCPA CPE programs will be reimbursed one-half of their registration fee? For more information, please contact TSCPA's Andy Edwards at [aedwards@tscpa.net](mailto:aedwards@tscpa.net) or 800-428-0272, Ext. 665.

## TSCPA News and Information

### Do You Need Help with Your Website and Social Media Presence?

Radiate360 offers TSCPA members an easy-to-use digital marketing solution. CPAs can manage their web presence, social media accounts, business directory listings, online reputation and digital/mobile media campaigns – all within one effective interface.

[Learn more about what Radiate 360 offers.](#)

### Financial Literacy

The new year is a great time to bring TSCPA's free workplace financial education program to your office. Like a physical wellness program, this informative personal finance program can strengthen your employees' fiscal health and empower them to better manage their money. Free materials available for download include newsletter articles, flyers for bulletin boards, table tents for break rooms and paycheck inserts.

[Check out all the resources on budgeting and preparing financially for a disaster.](#)

### TSCPA Blogs

Keep up-to-date on TSCPA and accounting profession news through the Society's blogs. The following blogs are available on the TSCPA website:

- [Executive Director/CEO John Sharbaugh](#)
- [Governmental Affairs](#)
- [Federal Tax Policy Committee](#)

## Advertisements

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