

ON WITH THE
SHOW

THE OSCPA'S 104TH
**ANNUAL MEMBERS
MEETING**

Norman & Virtual

JUNE 10, 2022

EDUCATIONAL SESSIONS



Welcome to the **OSCPA's 104th Annual Members Meeting**. We are happy you are joining us virtually and hope you enjoy your half day of CPE.

Below are a few important details you'll need to know for the day:

- **Connect.**
Be sure you have high-speed internet access to ensure your connection remains strong throughout the event.
- **Credit.**
You will be prompted to verify your attendance throughout the broadcast. Respond to 70% or more of the prompts to receive full credit. We will send your CPE certificate within one week of the event.
- **Engage.**
Use the chat feature to interact with other attendees and discussion leaders.
- **Evaluate.**
You'll receive a link to evaluate the conference. Please share your thoughts so we can improve your experience.
- **Enjoy.**
We're so happy to have you! Please reach out to cpe@oscpa.com or 800-522-8261 if you have questions.

ON WITH THE SHOW

THE OSCPA'S 104TH ANNUAL MEMBERS MEETING

Norman & Virtual

JUNE 10, 2022

Thank You to
Our Sponsors



Center Stage

AGENDA AT-A-GLANCE

8:00-9:40 AM AICPA Professional Issues Update
Speaker: Anoop Mehta, CPA, CGMA

9:40-10:00 AM Intermission

10:00-11:40 AM Your Ethics are a Lifetime Commitment
Speaker: Jim Small, CPA, CGMA



AICPA PROFESSIONAL ISSUES UPDATE

8:00 AM – 9:40 AM

June 10, 2022

Leader: Anoop Mehta, CPA, CGMA



Professional Issues Update Adapt + Keep Adapting

Anoop N. Mehta, CPA, CGMA

Chair, American Institute of CPAs

Chair, Association of International Certified Professional Accountants

Chief Strategies, Analytical Mechanics Associates (AMA)

1

About Anoop, CPA, CGMA

- University of Maryland, College Park, MD
- Lifelong Maryland resident –Immigrated to USA in 1972
- 11 months with AMA, Chief Strategist
- 41+ years with SSAI, President (1,000 employees)
- Government Contracting, Science, Technology, Engineering, Math – “Rocket Scientists”
- Worked in private industry
- Hobbies – Golf and Martial Arts
- Chairman of the AICPA & Chairman of Association of International Certified Professional Accountants

2

Our designations
open doors in
unexpected ways.



3

Step
Forward.

Help others grow.
Diversify the pipeline.
Preserve trust.



4

Leadership Ecosystem

Association of International Certified Professional Accountants

Association Board(28)

Association Staff (>1,200 in 30 offices)

AICPA Council (265)

AICPA Board

AICPA Chairs

AICPA Committees (185/75 standing)

NASBA

State Boards of Accountancy

State Society Boards

State Society Committees



CIMA Council (58)

MA Board

Honorary Officers

CIMA Committees

Regional Engagement Groups

All working together to be the most influential accountancy body
in the world.

5

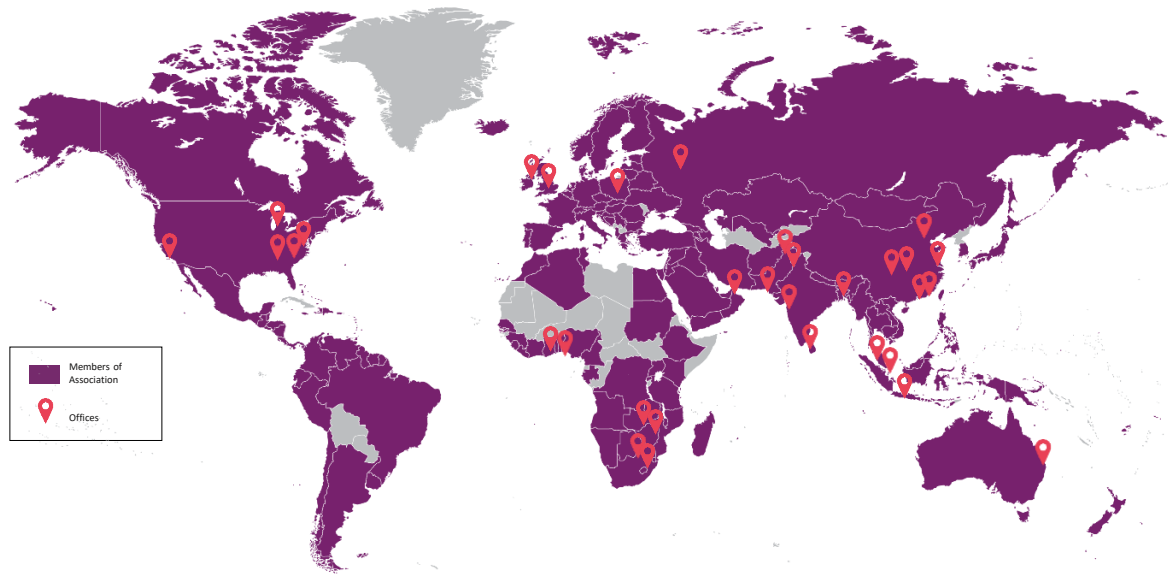
CIMA REG's Coverage

- Africa
- America's
- Australasia (Australia/New Zealand)
- Europe
- MESANA (N. Africa to South Asia)
- North Asia
- Southeast Asia (Brunei, Cambodia, Indonesia, Guam, Laos, Malaysia, Myanmar, Philippines, Singapore, Thailand & Vietnam)
- United Kingdom

Regional Engagement Groups provide valuable member benefits and bring insight on regional issues back to the Board.

6

Association of International Certified Professional Accountants



7



8

**GROWTH AND VALUE
AMBITIONS ARE HIGH.**

STAKEHOLDER
EXPECTATIONS ARE
EVEN HIGHER.



9

**REALITY OF THE
CHANGING WORLD
REQUIRES US:**

.....

To continue raising the bar on
INNOVATION, STANDARDS,
TRUST and **INTEGRITY** amid
disruption.

10

Evolving role of the profession in disruption

- Operate in complexity
- Enhance trust
 - Tax, audit, accounting, assurance
 - Institutions and business
- Hone digital, technical and soft skills
- Identify, implement and leverage technology solutions
- Diversify business models, including products and service offerings
- Remove roadblocks to long-term, sustainable growth
- Drive relevance to meet clients where they are, and where they are going



11

Major elements of change within the profession

Firm evolution

- Transformation of the profession
- Strong brand and reputation
- Growth in individuals served
- Financial growth
- Rethinking business models

Services growth

- Tax and financial planning
- Next step for audit (DAS)
- Technology adoption
 - Cyber
 - IT
 - Blockchain
- ESG

Skills relevance

- CPA Evolution
- Mid-career
- Learning programs and credentials
 - Digital certificates
 - Future of finance skill alignment

12

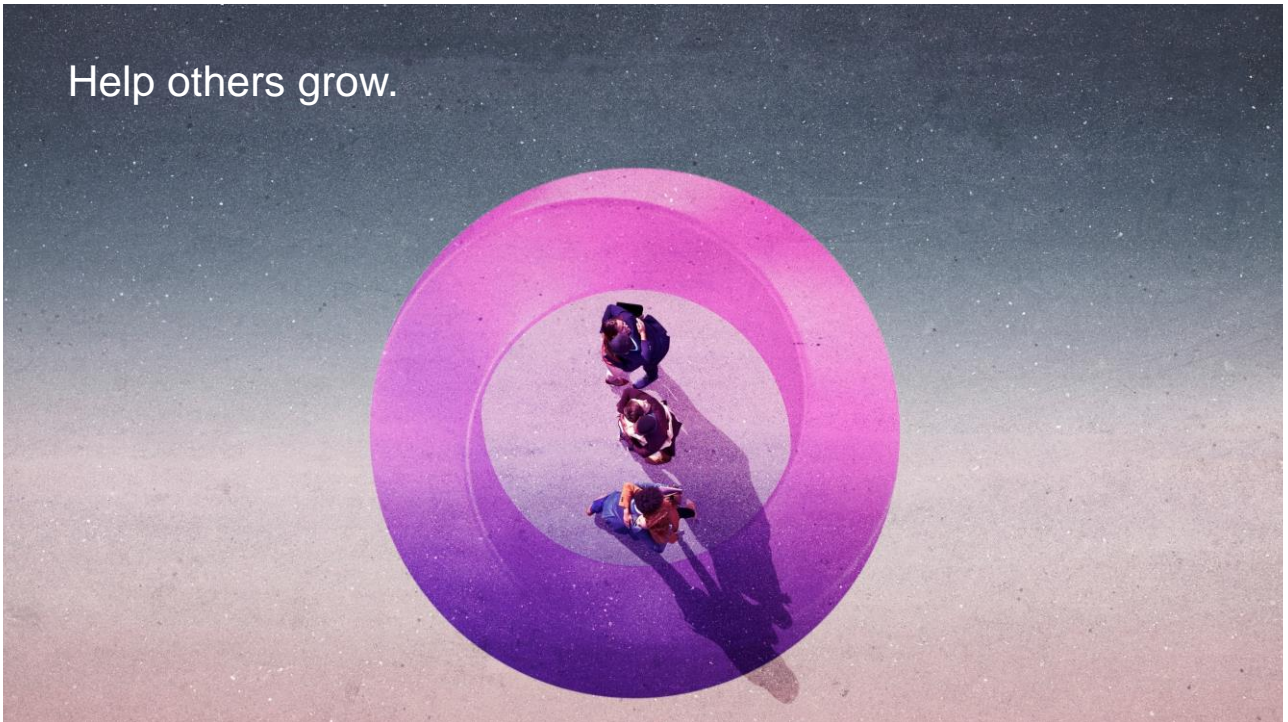
Adapt + thrive

Focus on People

Well-being, Pipeline, DE&I

13

Help others grow.



14

Focus on health

- Wellbeing & mental health
 - Pandemic lingers
 - Russia and Ukraine
 - Tax season burnout

15

Spring Council 2022

CPA Pipeline Update



Adapt + thrive

16

Recap of major items impacting pipeline

Undergraduate population down over 1M students (↓6.6%) (2019-2021)

700K+ fewer students in community colleges (13%↓) (2019-2021)

Decreasing accounting graduates; fewer CPA Exam candidates

~40% of accounting graduates sit for the CPA Exam

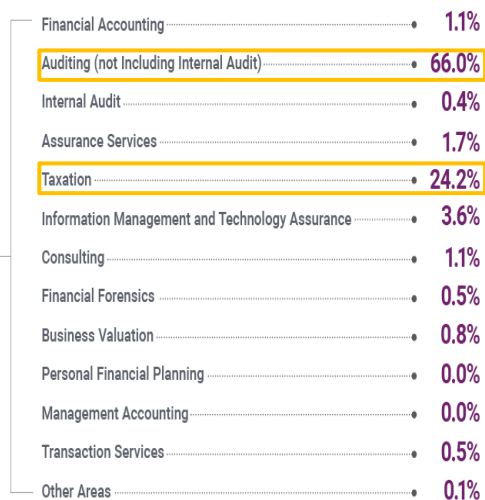
Decline in US CPA Exam volumes offset by growth in international

Firms hiring fewer accounting and more non-accounting graduates

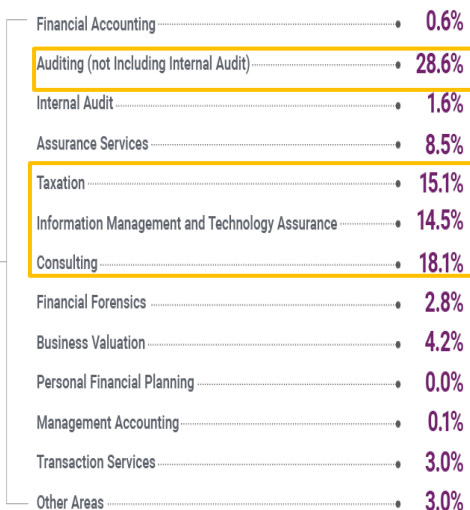
Student/accounting decision points and stakeholder influence in easing unnecessary obstacles

17

90% of new graduate hires with accounting degrees are assigned to tax and audit



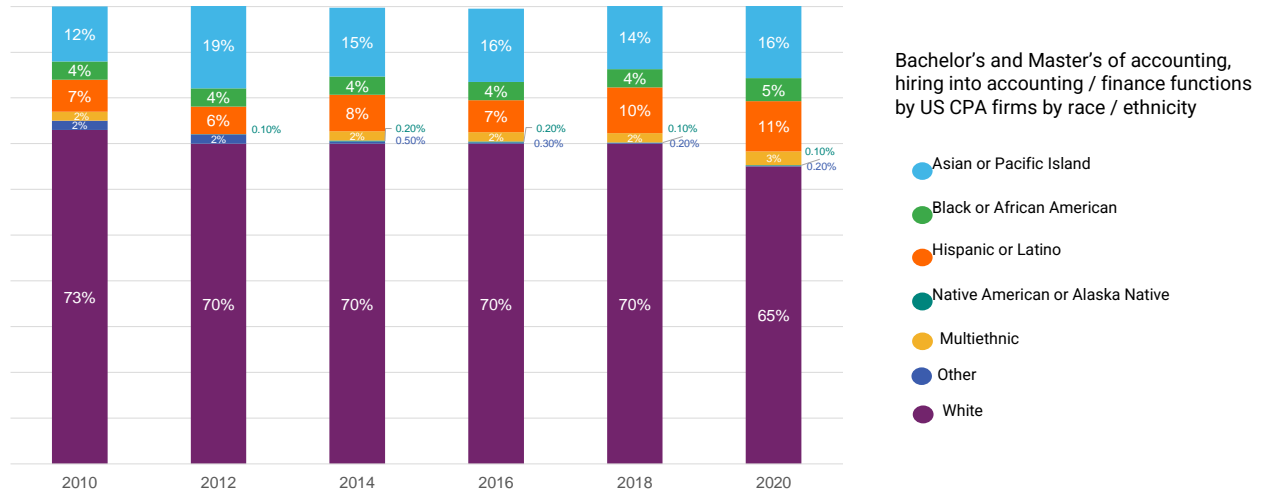
Accounting Graduates



Non-Accounting Graduates

18

Diverse hiring has increased; still more to do



19

Five things your firm can do now to support the pipeline

1. Get into high schools and colleges consistently - [This Way to CPA](#)
2. Support CPA candidates – [PCPS CPA Culture Toolkit](#)
 - Bonuses
 - Pay for study materials in advance
 - Develop cohorts
 - Provide time to study and take exam
 - Assign mentors
 - Track progress and build accountability
3. Recruit differently (HBCUs and MSIs) – [PCPS Diversity Toolkit](#); [George Willie Scholarship and Internship program](#)
4. Meaningful engagement with university advisory boards – [PCPS Accounting Advisory Council Toolkit](#)
5. Become an employer of choice

20

Inspire a diverse pipeline into the profession.

- Understanding the business case for DEI
- Address biases in firms and businesses
- Provide flexibility to women
- Establish accountability
- Keep up the momentum



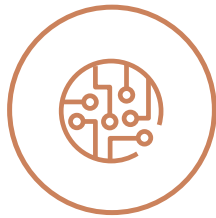
21

Adapt + thrive

Evolve and transform CPA

22

CPA Evolution



Technological
innovation



New client and
business demands



Changes to CPA
core services

evolutionofcpa.org

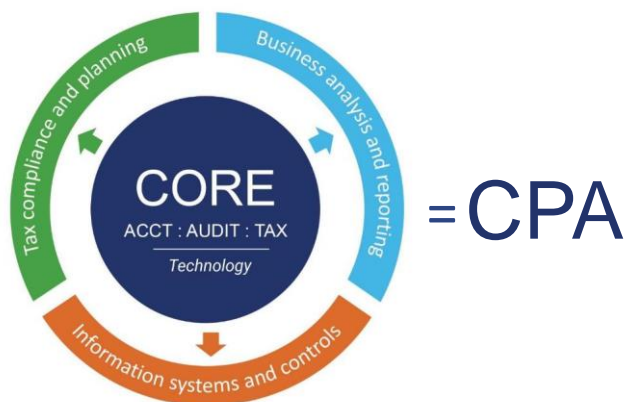
23

CPA Evolution

New Model

- Strong core with accounting, auditing, tax and technology
- Deeper knowledge in three primary disciplines
- Enhances public protection
- Reflects reality of practice
- Adaptive and flexible
- One CPA license

New Exam expected Jan. 2024



24

Skills

Supporting talent for the long-term

25

Top skills accountants need in the next 5-10 years



Technology



Customer service



Strategic thinking



Business growth



Communication



Partnering

Source: Sage, *The Practice of Now*. 2020

"The half-life of a learned skill is five years."

Source: A New Culture of Learning: Cultivating the Imagination for a World of Constant Change by Douglas Thomas and John Seely Brown

26

Certificates and diplomas

Certificate examples



27

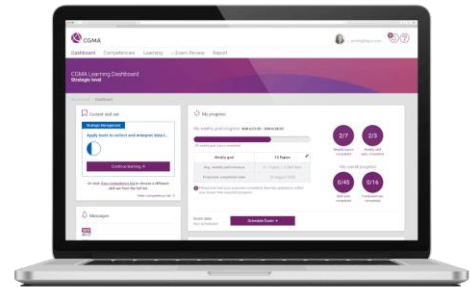
Thrive + adapt

Driving Finance and CGMA

28

Global rollout of the CGMA Finance Leadership Program (FLP)

- Our newer pathway to the CGMA and to CIMA membership
- Teaches the CGMA syllabus, requires the same case studies and practical experience
- 100% online
- Available in majority of markets
- Planning to launch within the UK within the next 12 months



29

Registered
Apprenticeship for
Finance Business
Partners

Opening new and
expanded paths to
the CGMA



30

ESG, Sustainability and Integrated Reporting

People, planet, prosperity and principles of governance.....

31

PREPARING THE PROFESSION

- Market
- Regulation
- Standards

Advocate for global standards

Position profession's role in controls, measurement, internal decision making, external reporting and assurance

ESG

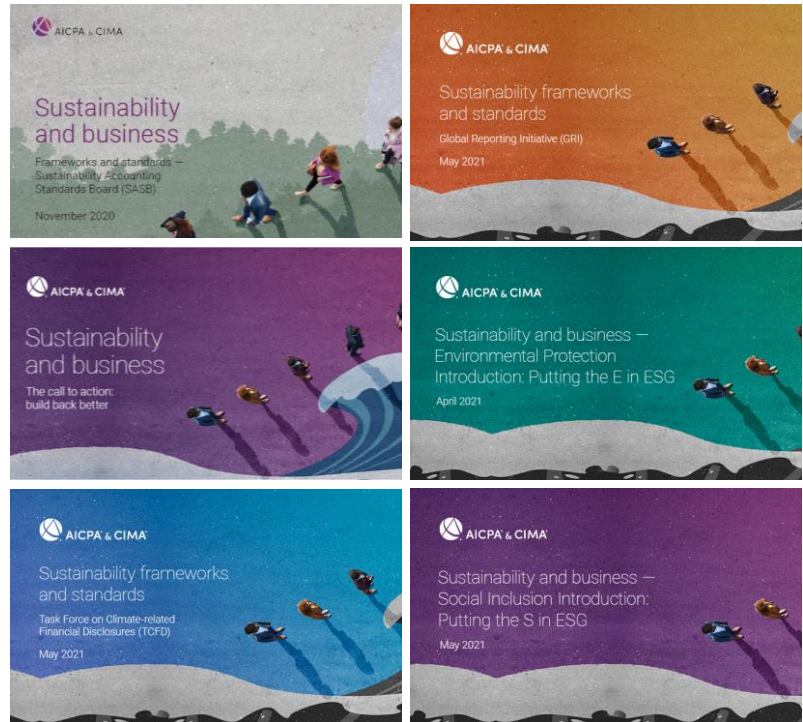
Support business and firms of all sizes with implementation

Provide tools, learning and thought leadership

32

Sustainability and business series

Exploring the finance profession's role in helping organizations address and improve their impact on the planet



33

ENSURING THE
PROFESSION'S ROLE
IN THE FUTURE

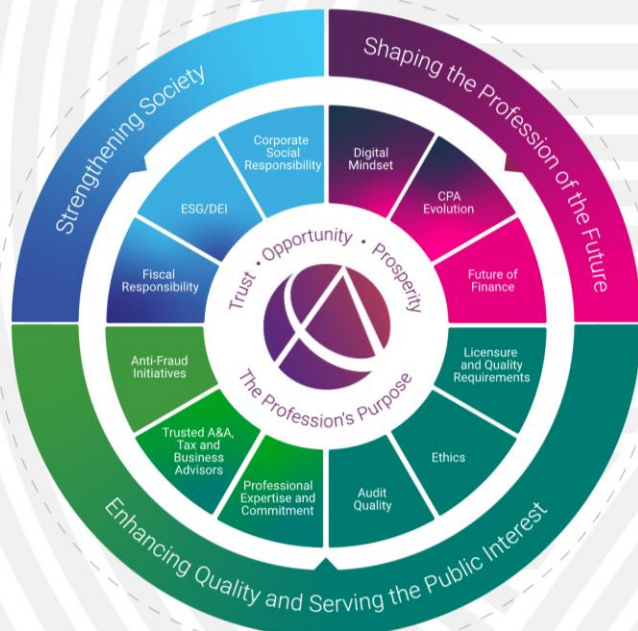
34

We must preserve trust in
the profession



35

TRUST
UNDERPINS
WHAT WE DO
AND HOW WE
DO IT.



36

WE'RE NOT JUST LOOKING TOWARD THE FUTURE. WE'RE INSPIRING IT.

And now, we're

**RETHINKING
RESHAPING
REIMAGINING**

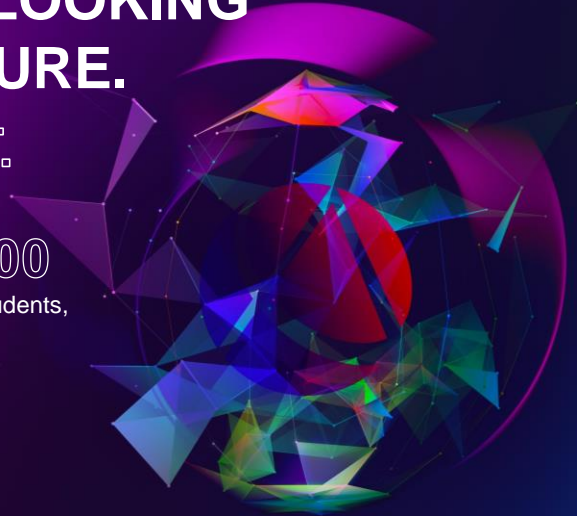
To deliver **value**
and **growth** to the
profession.

689,000

Members, students,
and engaged
professionals

196

Countries
and territories



37

How the profession drives trust, growth and opportunity

Public accounting

Enhancing Audit Quality
Auditing in the Future
Dynamic Audit Solution
Single audit
Remote audit
Audit Quality Centers
Tax and financial planning services
.cpa Domain
AICPA Code of Professional Conduct
Firm growth and structure

Continued innovation

Integrated reporting
Sustainability and ESG
Blockchain
CPA.com
Startup Accelerator

Management accounting

Future of finance
CGMA Competency Framework
CGMA Business Model Framework
Opening key markets to CGMA
Global Management Accounting Principles
Apprenticeship program
Employer relations
CIMA Code of Ethics

Skilling the profession

Promoting competency globally
Go beyond+ disruption
Uniform CPA Exam
CPA Evolution
CGMA Finance Leadership Program
CGMA skills badges
Competency and Learning website

Specialized communities and credentials

NFP section and certificate programs
FVS section, ABV and CFF credentials
CEIV and CVFI credentials
PFP section and PFS credential
CITP credential

Advocacy

Global voice
U.S. Federal, State, Tax

People

Student pipeline, employer culture
Diversity, equity and inclusion
Leadership development
Global Career Hub

38



Thank you... Questions?



Contact: anoopmehta771@gmail.com
Anoop.Mehta@aicpa-cima.com

The Association of International Certified Professional Accountants,
 powering leaders in accounting and finance around the globe

© 2021 Association of International Certified Professional Accountants.
 All rights reserved. 2105-67742

Adapt + thrive



YOUR ETHICS ARE A LIFETIME COMMITMENT

10:00 AM – 11:40 AM

June 10, 2022

Leader: Jim Small, CPA, CGMA

ETHICAL VALUES ARE A LIFETIME COMMITMENT

WHAT ARE YOUR OBLIGATIONS?

- James H. Small, CPA, MBA, CGMA



June 2022

OSCPA

1

1

WHAT WE WILL LEARN

- Definition of ethics
- Why we need ethics & good leaders
- Why we need professional codes
- The AICPA ethics code impacts the entire profession (public & private)
- Oklahoma ethics enforcement
- Professional ethics failures



June 2022

OSCPA

2

2

DEFINITION - 1

- **ETHICS**: The study of good and evil, right and wrong in human conduct.
- Principles of right conduct, rules or standards governing a person/profession
- Ethics is the study of moral conduct.
- Ways of life that are admirable and worth living
- The word comes from the Greek word "ethos" meaning "a way of life."



June 2022

OSCPA

3

3

DEFINITION - 2

- **MORALS**: Refers to the actions of human beings as they are considered "right or wrong" – our personal norms
- Our internal alarm system, moral compass, lessons
- The word comes from the Latin word "moralis" meaning "the custom or way of life."
- Morals refer to the code of conduct governing an individual or group.



June 2022

OSCPA

4

4

DEFINITION – 3

- **INTEGRITY**: This relates to the word “integral” meaning “whole” or “undivided”
- It is the combination of ethics, morals and consistency
- A person of integrity behaves the same whether anyone is watching or not
- Success Will Come and Go, But Integrity is Forever – Amy Rees Anderson



June 2022

OSCPA

5

5

CHARACTER

- A distinguishing feature of an individual
- Moral strength
- Virtue
- Honor
- Reputation
- Integrity
- Trust



June 2022

OSCPA

6

6

WHY WE NEED ETHICS

- **Rationality** – reasons for actions – justify my behavior
- **Least Harm** – choose the least evil
- **Consistency** – same action given the same circumstances
- **Impartiality** – treat individuals the same (fairness)
- **Openness** – we must be open to a changing view based on changing circumstances but not be indecisive
- **Trust** – necessary for business transactions. Commerce cannot survive without a degree of trust and respect.



June 2022

OSCPA

7

7

ETHICAL DILEMMA

- A situation that involves a decision about appropriate behavior. Generally involves situations in which welfare of one or more individuals is affected by the results of the decision
- There is no clear black or white answer to the situation
- What is convenient, what will win?
- Shareholders or employees?
- Analyze the likely effects of the possible courses of action, make a decision and review the results



June 2022

OSCPA

8

8

LEVEL OF TRUST - 1

- The Organization for Economic Cooperation and Development surveyed 30 industrialized countries with the question, "Generally speaking would you say that most people can be trusted or that you need to be very careful in dealing with people?"
- The O.E.C.D.'s data also shows that higher levels of trust are strongly associated with lower levels of income inequality.
- The next slide is about ten year old data followed by a graph based on more recent data



June 2022

OSCPA

9

9

LEVEL OF TRUST - 2

- | | |
|------------------------|---------------------|
| • Denmark | 89% Trusting |
| • Switzerland | 74% Trusting |
| • United Kingdom | 69% Trusting |
| • France | 56% Trusting |
| • United States | 49% Trusting |
| • Greece | 40% Trusting |
| • Chile | 13% Trusting |



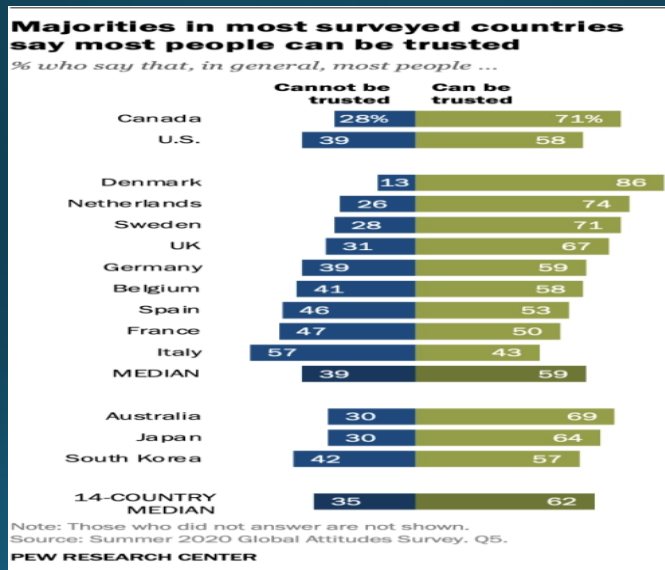
June 2022

OSCPA

10

10

LEVEL OF TRUST – 3



June 2022

OSCPA

11

11

LEADERS & FOLLOWERS

Leaders:

- They have a vision
- They set clear expectations and set an example
- They teach and train their subordinates
- Establish an ethical climate/culture
- They provide support for the mission/engagement
- They provide performance feedback and communicate



June 2022

OSCPA

12

12

LEADERS OF REMOTE WORKERS

- Characteristic No. 1: Indefatigable. ...
- Characteristic No. 2: Company Evangelist. ...
- Characteristic No. 3: Encouraging. ...
- Characteristic No. 4: Approachable & Available. ...
- Characteristic No. 5 Constructive. ...
- Characteristic No. 6: Leadership 2.0 – willing to use new technology: Zoom, Teams, Webex.

Forbes 06/10/16

June 2022

OSCPA

13

13

LEADERS & FOLLOWERS

Followers:

- They manage themselves well and seek help when needed.
- They are committed to the organization and to a purpose, principle, or person outside themselves.
- They build their competence and focus their efforts for maximum impact.
- They are courageous, honest, and credible.

Robert Kelley, Harvard Business Review



June 2022

OSCPA

14

14

SUCCESSFUL REMOTE WORKERS

1. Self-Discipline and Great Organizational Habits. ...
2. An Adaptable and Flexible Nature. ...
3. Strong Written and Verbal Communication Skills. ...
4. Independent and Successful Troubleshooting Skills. ...
5. Self-Confidence and Reliable Judgement.

Aspirant.com 06/10/16

June 2022

OSCPA

15

15

STANDARDS

- Standards should guide our decision making
 - Is it subjective or objective?
 - Is it negotiable or constant?
 - Is it recognized or unrecognized?
- We must define our own personal standards based on our life influences and determine how we will honor those standards (would your Mother approve?)



June 2022

OSCPA

16

16

STANDARDS

- We must align our behavior with our defined standards
- “There’s harmony and peace to be found in following a moral compass that points in the same direction regardless of fashion or trend.” – Ted Koppel, journalist

June 2022

OSCPA



17

17

ETHICAL ISSUES

- Human beings are not ethical by nature – we tend to watch out for our own interests (self preservation)
- It is difficult, if not impossible, for humans to be ethical all of the time in all facets of their lives
- Ethical issues are not black and white, they have many shades of gray
- Financial influences have swayed many CPAs and other professionals

June 2022

OSCPA



18

18

ETHICAL CONCEPTS

- **Metaethics**: where basic ethical principles come from
- **Normative ethics**: moral standards that regulate right and wrong behavior
- **Applied ethics**: methods of dealing with specific controversial issues
- **Professional ethics**: codes of conduct adopted by a professional group



June 2022

OSCPA

19

19

ETHICAL MODEL

What leads to ethical behavior? James Rest, moral psychologist, proposed a 4-component model:

1. Moral **sensitivity** to interpret situation
2. Moral **judgment** to decide what's best
3. Moral **motivation** or degree of commitment
4. Moral **character** or courage to overcome temptation, etc.



June 2022

OSCPA

20

20

PROFESSIONAL ETHICS

“In most businesses, the watchword is, ‘The customer is always right.’ Accountants, however, are charged with telling the customer when he is wrong. What other profession has that responsibility?”

Arthur Levitt, former chair of the SEC, 2003



June 2022

OSCPA

21

21

IMPORTANCE OF PROFESSIONAL ETHICS

- Professionals occupy a strategic position in modern society and they:
 - shape our ideas
 - make decisions that affect large numbers of people without their consent or knowledge
 - provide services that are highly valued by the major economic, political, and cultural institutions of our industrial society



June 2022

OSCPA

22

22

PROFESSIONAL CODES

These codes are designed to:

- Protect the general public
- Protect other members of the professional group
- Set minimum standards of service to clients
- Provide clear guidance for members
- Establish guidelines for legal decisions in court actions involving a professional



June 2022

OSCPA



23

23

ACCOUNTING ETHICS CODES

American Institute of CPAs

Association of Certified Fraud Examiners

Institute of Management Accountants

All of these codes of conduct refer to Independence, Integrity and Objectivity in the performance of their duties



June 2022

OSCPA



24

24

CODES of PROFESSIONAL CONDUCT

- AICPA
 - Voluntary Professional Organization
- State Boards of Accountancy & State Societies of CPAs
 - Licensing Bodies & Professional Organizations
 - Investigates allegations that a CPA violated the rules
 - Issues sanctions
 - Suspension
 - Revocation



June 2022

OSCPA



25

25

CODE of PROFESSIONAL CONDUCT

Preamble –

Membership in the American Institute of Certified Public Accountants is voluntary. By accepting membership, a certified public accountant assumes an obligation of self-discipline above and beyond the requirements of laws and regulations.



June 2022

OSCPA



26

26

AICPA ETHICS CODIFICATION

- **Part 1** – contains rules of conduct and interpretations applicable to members in public practice
- **Part 2** – contains rules of conduct and interpretations applicable to members in business and industry
- **Part 3** – contains rules of conduct and interpretations applicable to retired members and those between jobs



June 2022

OSCPA



27

27

OTHER AICPA ETHICS MATTERS

- Statements on Standards for Tax Services
- Statement on Standards for Valuation Services
- Statement on Standards in Personal Financial Planning Services
- Standards for Consulting Services
- Standards for Compilation and Review Services



June 2022

OSCPA



28

28

PROFESSIONAL ETHICS EXECUTIVE COMMITTEE (PEEC)

PEEC comprises 20 members:

12 public practice members (Big 4, medium, and small firms represented)

4 state board representatives

3 public members (including academia and government)

1 business and industry member

Chair –Brian Lynch



June 2022

OSCPA



29

29

AICPA DISCIPLINARY ACTIVITY

CALENDAR YEARS	2019	2018	2017	2016	2015	2014
Total cases at beginning of year	967	997	1029	982	912	734
Cases opened during the year	260	517	533	703	483	708
Cases completed during the year (below)	-450	-547	-565	-583	-413	-530
Total cases at end of year	777	967	997	1102	982	912
<u>Summary of completed cases:</u>	-	-				
Expelled or suspended	113	128	149	162	75	113
Admonished	34	48	48	33	25	66
Corrective action required	60	133	96	149	120	113
No violation/dismissed	82	59	78	43	43	81
No further action	126	132	136	152	100	100
Subsequent monitoring completed	25	30	39	30	33	32
Other	10	17	19	14	17	25
Cases completed during the year	450	547	565	583	413	530



June 2022

OSCPA

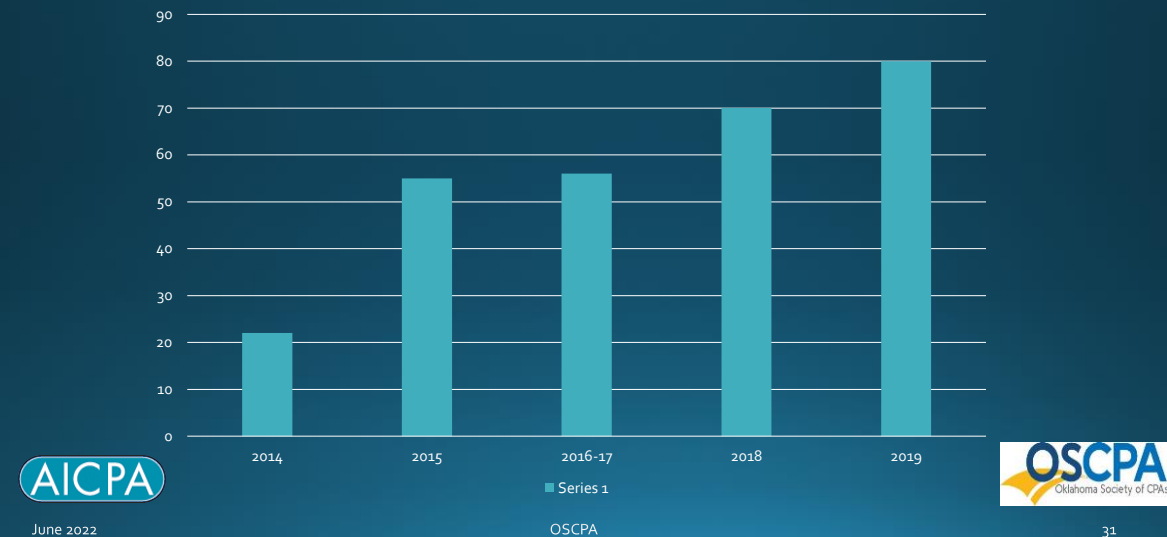


30

30

PEER REVIEW - NONCONFORMITY

Series 1



31

PROFESSIONAL LIABILITY CLAIMS

- 66% from Tax Services
- 12% from Accounting & Bookkeeping Services
- 12% from Audit & Attest Services
- 6% from Consulting Services
- 4% from Fiduciary Services

Source: Journal of Accountancy April/May 2021 – CNA Claims Database

June 2022

OSCPA

32

32

PROFESSIONAL LIABILITY CLAIMS

	From 1986–2019	Three-Year Avg. 2017–2019
Audit	\$ 317,000	\$ 193,000
Bookkeeping	\$ 90,000	\$ 55,000
Compilation	\$ 137,000	\$ 8,000
Review	\$ 193,000	\$ 62,500
Projections/Forecasts	\$ 76,000	\$ 5,000
Tax	\$ 47,000	\$ 61,000
Bus Mgmt/Inv Adv/PFP	\$ 153,000	\$ 40,000
Trust	\$ 92,000	\$ 36,000
Business Valuations	\$ 101,000	\$ 3,000
Litigation Support	\$ 142,000	\$ 13,000
Other	\$ 82,000	\$ 53,000
All Scopes of Practice	\$ 88,000	\$ 66,000

June 2022

OSCPA

33

33

OSCPA ETHICS REPORTING

- Consumers (clients of CPAs) can report matters for consideration by the Professional Ethics Committee on the OSCPAs website, by telephone, by email, or snail mail
- Some CPA firm employees and former employees have reported matters to be investigated
- The OSCPAs staff reviews the reported issues and communicates the ones requiring resolutions to the Committee by email or at its periodic meetings



June 2022

OSCPA

34

34

OSCPA ETHICS PROCEDURES

- The Professional Ethics Committee considers the reported issues and takes appropriate action
- Many cases are referred to the AICPA for investigation under the JEEP procedures
- The JEEP investigation is reported back to the PEC for review and concurrence
- Action on some cases in litigation may be deferred until the legal issue is resolved (which often takes years)



June 2022

OSCPA

35

35

OKLAHOMA ACCOUNTANCY BOARD

"Other professional standards" means those standards as defined by Statements on Management Advisory Services, Statements on Responsibilities in Tax Practice, Statements on Standards for Accounting and Review Services and Statements of Quality Control Standards, where applicable, issued by the American Institute of Certified Public Accountants.



June 2022

OSCPA

36

36

OKLAHOMA ACCOUNTANCY BOARD

- All CPAs should be familiar with the OAB CPE requirements to protect their certificates
- If you practice any type of accounting work you are subject to the CPE requirements and must report your information to the OAB each year
- You are now aware and should help inform your associates of this important requirement



June 2022

OSCPA

37

37

ENGAGEMENT LETTERS

- May help mitigate the risk of a professional liability claim
- 50% of tax related professional liability claims had no engagement letter making defense more difficult
- Letter should cover scope of services, professional standards, work product to be delivered, limitation of services, firm and client responsibilities
- Adhere to the engagement letter in performing your services



June 2022

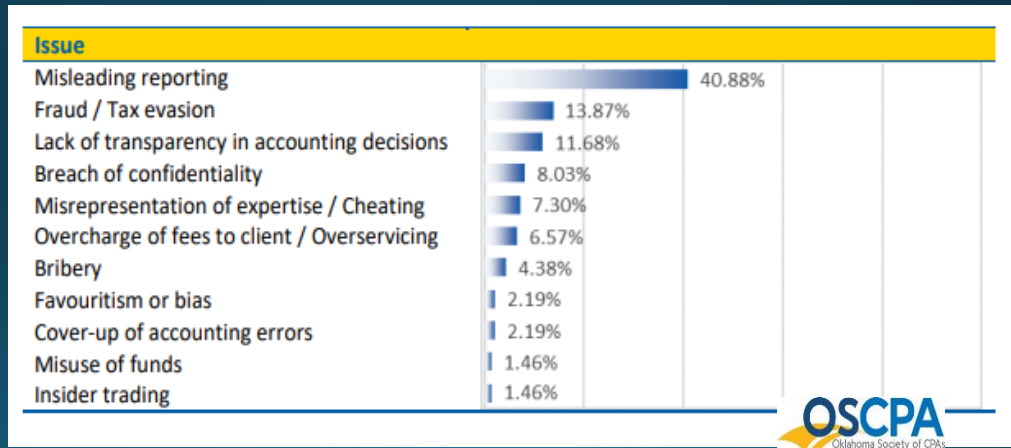
OSCPA

38

38

IAFC AUSTRALIAN & NEW ZEALAND STUDY

Table 1 - Common Ethical Issues



June 2022

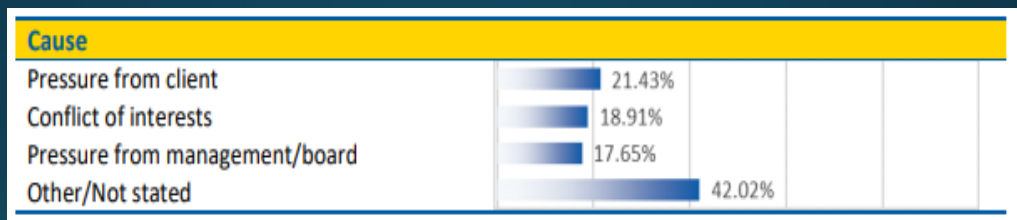
OSCPA

39

39

IAFC AUSTRALIAN & NEW ZEALAND STUDY

Table 2 - Common Causes of Ethical Issues



June 2022

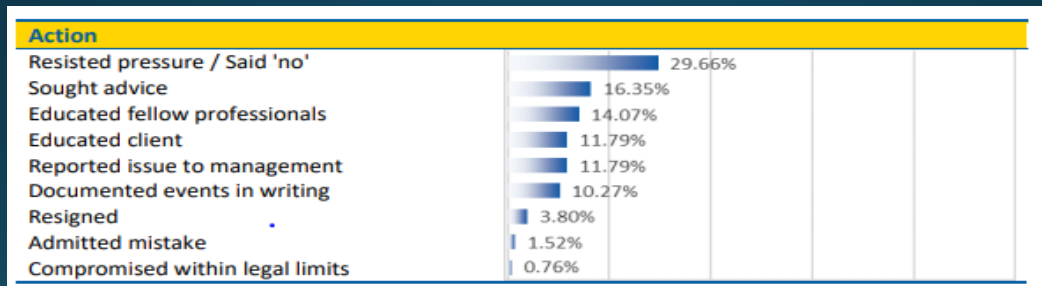
OSCPA

40

40

IAFC Australian & New Zealand Study

Table 3 - Common Responses to Ethical Issues



June 2022

OSCPA

41

41

WHAT WENT WRONG?

- Thomas Flanagan, ex-Deloitte partner, pleads guilty to insider trading – 08/08/2012
- Scott London, Ex-KPMG partner, hit with insider trading charges – 04/11/2013
- James Gansman, Ex-Ernst & Young partner convicted on 6 counts, got 1 year prison – 09/09/2011
- Ex-PwC employees settle insider trading charges – 01/16/2008



June 2022

OSCPA

42

42

MORE WHAT WENT WRONG?

- PCAOB sanctioned former **KPMG** Vice Chair failed to reasonably supervise KPMG personnel who engaged in a scheme to illegally obtain and use confidential PCAOB information in an attempt to improve KPMG's PCAOB inspection results. KPMG agreed to settle the charges by paying a \$50 million penalty – 04/05/2022
- The Securities and Exchange Commission today charged accounting firm **PricewaterhouseCoopers** LLP with improper professional conduct in connection with 19 engagements on behalf of 15 SEC-registered issuers and violating auditor independence rules in connection with engagements for one issuer where the firm performed prohibited non-audit services. The SEC also charged PwC partner Brandon Sprankle with causing the firm's independence violations. Both respondents have agreed to settle the charges and PwC will pay over \$7.9 million in monetary relief – 09/23/2019

June 2022

OSCPA

43

43

TEACHING ETHICS

- Behaving ethically is learned and we develop our moral compass from our family, education and experience
- Many colleges & universities are increasing their focus on ethics training
- Schools are including ethics elements in their general business and accounting courses
- Some states have increased the ethics CPE requirements for CPAs



June 2022

OSCPA

44

44

INAPPROPRIATE SOCIAL MEDIA

- You are expected to uphold the standards of the profession 24/7
- Your opinions can be your own but they may impact your professional association
- Private does not always mean private as your posts on social media can be screenshot and sent around the world
- Be responsible when posting – know the facts, don't reveal confidences, don't mention clients

Xose Lumor, AICPA

June 2022

OSCPA

45

45

CHOICES

- **A good name is more desirable than great riches; to be esteemed is better than silver or gold. — Proverbs 22:1**
- Most firms, entities & organizations base compensation on productivity or profit and not on ethical behavior
- We sometimes have to sacrifice our desires to meet our standards of ethics and morals



June 2022

OSCPA

46

46

GOOD THOUGHTS

“Try not to become a person of success, but rather try to become a person of value.”

Albert Einstein

“Pick the right crowd; Act with integrity; Be confident.”

Warren Buffett

June 2022

OSCPA

47

47

AND IN THE END

- A CPA is sometimes faced with some difficult decisions that are in conflict with their ethical and moral standards
- You may have to consult legal counsel about your personal exposure to liability (I have)
- You have an obligation to others who depend on your expertise and your opinion.
- You may have to resign your position or withdraw from a client engagement (I have done both)



June 2022

OSCPA

48

48

THANK YOU

Thank you for the opportunity to speak to you today about a topic that is very high in the minds of CPAs in their daily work

We hope that we can always think clearly and form the best possible conclusions to assist our clients or our employers

Our reputations and the future of the profession is worth our efforts – be an example and a mentor





proudly serving and supporting the
Oklahoma Society of CPAs

PLANS FOR OSCPA MEMBERS:

- Professional Liability
- Business Owner's Policy
- Workers' Compensation
- Employment Practices Liability
- Cyber Liability
- Business Overhead Expense
- Disability Income
- Bonds
- Health
- Dental
- Life
- Home
- Auto
- Umbrella

ONE CALL. ONE AGENCY.

Contact us for all your insurance needs!



405.521.1600
info@3000ig.com
3000iG.com

ON WITH THE
SHOW

THE OSCPA'S 104TH
**ANNUAL MEMBERS
MEETING**

JUNE 10, 2022

Thank You to Our Sponsors

LUNCHEON SPONSOR



GOLD SPONSOR



BRONZE SPONSORS

