

JOURNAL OF ACCOUNTANCY

A Publication of the American Institute of CPAs
December 2016

Building a book of business

Genuine relationships are the backbone
of success for new CPAs
22

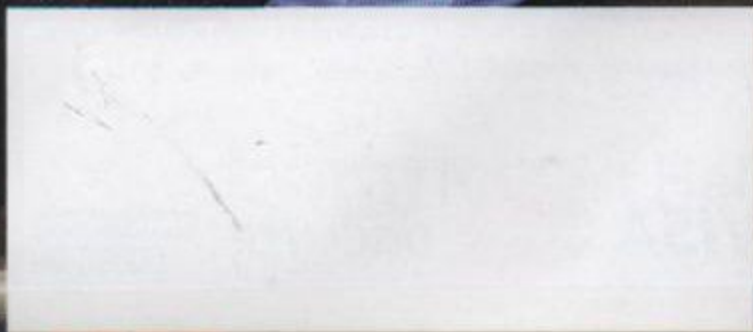
Bryan Carpenter, CPA, CGMA,
has branded himself as the
Craft Beer CPA to attract clients.

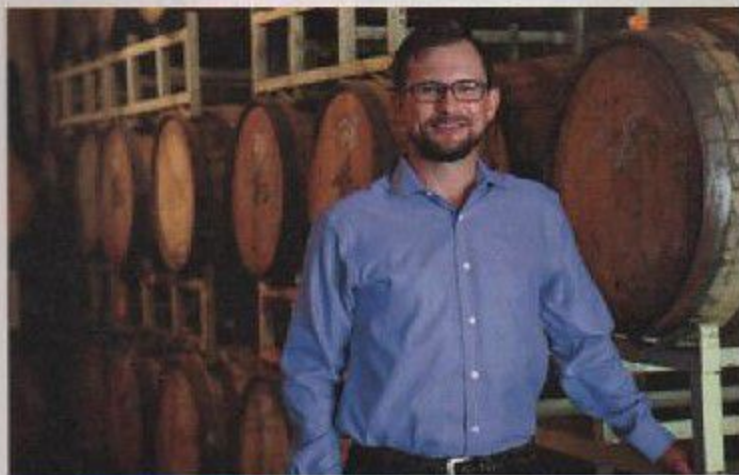
PLUS

2016 CPA technology gift guide
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What's your fraud IQ?
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Corporate tax quick guide
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How new CPAs can build a book of business

New CPAs can plant the seeds of future business now by taking steps such as joining groups, solidifying relationships with their contacts, and using social media to raise their profile.



28 | Rising to the top on a reduced schedule

Some CPAs have shown that the long-hours road isn't the only way to reach the peak of the accounting career mountain.



34 | The 2016 CPA technology gift guide

In what has become a *JofA* annual tradition, we take a look at the high-tech gifts most likely to make your favorite CPA smile this holiday season.



38 | What's your fraud IQ?

Do you know what steps your organization should take to guard against bribery and corruption schemes? Test your knowledge in this month's Fraud IQ quiz.



42 | 5 best practices for intercompany accounting

Best practices can help multinationals improve intercompany accounting, such as transfer pricing, cash management, and settlement, while preventing costly problems.



50 | Highlights of management accounting research

Read summaries of recent academic studies on management accounting topics such as the balanced scorecard, executive pay, performance reviews, and managing creativity.



56 | Telling the not-for-profit story through Form 990

Form 990, which is publicly available, provides an opportunity to attract donors and appeal to other stakeholders by compellingly describing an organization's purpose and accomplishments.

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The biennial Management of an Accounting Practice Survey shows broad-based revenue growth.

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ARSC completes clarity project with issuance of new statement on standards

FASB proposes additional revenue recognition corrections

AICPA issues new revenue recognition working drafts

COSO updates fraud risk management guidance

GASB proposal responds to implementation issues

New accounting standard proposed for federal entities' leases

CAQ names top considerations for 2016 audit cycle

SEC seeks accounting fellow candidates

Key dates; Drafts outstanding

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Clients renting out their properties need to know a few key rules. ☺

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Forfeited deposits are ordinary income

S corporation's payments on its owner's behalf are held not to be wages ☺

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Harriet Greenberg, CPA/PFS, co-managing partner at Friedman LLP in New York City, advises CPAs who wish to pursue a specialty area to determine their interests, summon their existing skill sets, and immerse themselves.



BUSINESS TAX QUICK GUIDE—TAX YEAR 2016

Tear out this quick guide for use during tax season, and look for our quick guide for individual taxpayers in the January 2017 issue.

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