

MICPA PRESIDENT'S REPORT

Our mission is to serve - our members, the CPA profession, and the public you serve. As your association, we're continually evaluating our efforts and when your needs change, we adapt using the four pillars of our strategic plan as our guide. Below you'll find association updates and activities taking place from January-March 2026 on several key initiatives.

Let us know what resources you may need or how we can better serve you by contacting us at any time. [We're here for you! 248.267.3700](tel:248.267.3700) | micpa@micpa.org



MEMBER EXPERIENCE

- **KICKED OFF THE MICPA'S 125TH ANNIVERSARY YEAR**, announcing new signature events, special activities and the biggest On the Road series tour to date.
- **Began a year-long storytelling campaign** in celebration of MICPA's 125th anniversary, featuring a new memory each week in email and social media. It highlights meaningful moments from member experiences and events to staff outings and advocacy wins, bringing to life the impact, connection, and legacy of the MICPA community.
- Launched MICPA Firmz contest to highlight the office cultures and creative hubs that make Michigan's CPA spaces the coolest places to be. Finalists will be voted on later this year.



SERVICE

- Partnered with Western CPE to make continuous learning more convenient with a new On Demand - Live format which gives professionals the power to pause and resume courses, break up big webcasts and earn the same interaction and credit as group-live events.
- Communicated announcements relating to tax relief for Michigan individuals and businesses affected by severe winter weather and tornadoes in March.
- **Kicked off the new year by thanking our members with complimentary Starbucks drinks offered via QR code. More than 260 beverages were enjoyed.**
- Convened two virtual roundtable meetings for small firm practitioners offering a chance to connect ahead of tax season and a check-in with colleagues mid-tax season.



With 42 attendees, Afternoon Tea on March 26 introduced a new and engaging experience that brought members together for thoughtful conversation and connection.



TALENT PIPELINE

- Joined the AICPA and other state societies in advocating for the STEM Accounting Pursuit Act, which was introduced in the U.S. Senate and would recognize accounting as a STEM field and expand K-12 grant funding opportunities.
- Shared the AICPA's Profession Ready initiative survey with members with the goal of better understanding the skills early career CPAs need.
- Submitted feedback to the U.S. Department of Education in opposition to a notice of proposed rulemaking that excludes accounting from the list of professional degrees classified under federal student loan limits under HR 1.
- In February, MICPA and the Michigan Accountancy Foundation hosted a High School Leaders Conference at Oakland University with nearly 200 students hearing from member volunteers about the accounting profession and career opportunities as a CPA.



RELATIONSHIPS

- Elevated member-reported challenges with the new MiUI system to the Michigan Unemployment Insurance Agency, resulting in the release of new support resources, including guides and training tools, to assist users.
- Engaged with the Michigan Department of Treasury to share MICPA member feedback on tax portal issues following a system update, prompting improvements to feature visibility.
- **MICPA President & CEO Bob Doyle alongside MICPA member Elizabeth Potocki, Doeren Mayhew Advisors testified before the Michigan House Finance Committee in support of HB 5484 which seeks to modernize Michigan's Income Tax Act to address the use of pass-through entities.**



HIGH SCHOOL LEADERS CONFERENCE

AICPA CHAIR LEXY KESSLER JOINED ACCOUNTING STUDENTS FROM SCHOOLCRAFT COLLEGE TO SHARE INSIGHTS ON BUILDING A SUCCESSFUL CAREER AND EMERGING OPPORTUNITIES IN THE CPA PROFESSION.



House Bill 5484
Updates sourcing and apportionment provisions regarding flow-through entities and the income tax.



Michigan House Committee Meeting
Finance Committee
Room 521, Anderson House Office Building - Lansing



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