



[LETTER FROM THE CHAIR](#)

[LETTER FROM THE VP](#)

LETTER FROM THE CHAIR

According to a recent survey sponsored by the AICPA, younger staff members stick with a firm an average of 4.7 years before moving on. That will probably come as little surprise to many of our members who are striving to nurture promising future leaders in a fiercely competitive job market. At PCPS, we understand that generational issues—including challenges like staffing and succession—are key concerns for our members. To keep current with new developments in this area, we've recently reviewed the results of a survey conducted by the AICPA in conjunction with Next Generation Consulting. We plan to use the information to create valuable new resources for the PCPS Human Capital Center and to support our continued efforts to develop timely tools to address our members' most pressing needs.

The results of the generational issues survey confirm what many of us are already experiencing in our practices. Finding and grooming new partners was the most serious issue overall, and it also topped the list for most firms broken down by size. When asked about the biggest impediments to their success, the majority of CPAs told us that the inability to find enough professionals topped the overall list, although insufficient strategic planning came in first among sole owners. And while younger staff may average 4.7 years with a firm overall, at solo practices that average falls to 2.5 years, indicating an especially troubling turnover challenge facing these firms.

How can PCPS help you to address the important question of who will lead your firm into the future? This summer, we are planning to launch the PCPS Succession Resource Center, a new online repository of tools that will help CPAs in firms of all sizes to tackle this looming issue. It will extend the material available in the PCPS Human Capital Center and provide our members with the information they need to ensure a successful transition to the next generation. We'll be sure to update you when this new resource is rolled out.

All the best,
David Morgan, CPA/PFS
Chair, PCPS Executive Committee
The PCPS Human Capital Center is accessible on the PCPS Firm Practice Center at www.aicpa.org/pcps.

LETTER FROM THE VP

As I hope you're aware, the AICPA and the U.S. Small Business Administration have signed a strategic alliance agreement that will provide our members with greater access to the SBA's programs and nationwide network. We're very excited about this alliance because of the many benefits we believe it will bring to small practitioners. Among other things, they will have easier access to the Small Business Development Centers, Service Corps of Retired Executives and the Women's Business Centers, as well as SBA pamphlets, brochures and other publications. There will also be a great deal of regular interaction between the SBA and the Institute, with SBA speakers participating in AICPA workshops, conferences, seminars and other activities to discuss financing, government contracting and other business topics of value to small practitioners. The SBA site will be available to Institute members through a link on our Web site and I will be actively working to build a strong relationship with the SBA and raise our profile at this agency. In the past, the SBA was sometimes considered difficult to work with and not well attuned to the needs of CPAs and their clients. That has changed, however, and practitioners can begin to reap the benefits.

There's been some interesting news coming out of the SBA in recent weeks. For example, President Bush has proposed increasing the SBA's small business lending capacity by 37% for fiscal year 2009, along with other increases in funding. The proposed \$657 million in new budget authority for the SBA would be 15.5% over the previous fiscal year and the agency says it will allow them to provide more capital to small business. The SBA also reports that it has initiatives planned to improve federal contract opportunities and training and counseling to women, veteran and minority entrepreneurs.

That's all good news for small practitioners and the small business clients they serve. I expect to have a lot more exciting details to tell you about our alliance with the SBA, so be sure to watch this column in the coming months for more information.

Best regards,
Jim Metzler, CPA.CITP
AICPA Vice President, Small Firm Interests

PCPS Member Discount for Practitioners Symposium

Now's the time to register for the 2008 AICPA Practitioners Symposium, which will take place in Las Vegas from May 5 through 7 at Caesar's Palace, with special pre-conference workshops on May 4. PCPS members receive a \$100 discount on registration—and are invited to a special gala reception for PCPS members on Tuesday evening, as well as a PCPS Small Firm Roundtable lunch on Sunday. For more information: http://www.cpa2biz.com/AST/Main/CPA2BIZ_Primary/PracticeManagement/Marketing/PRDOVR~PC-PS/PC-PS.jsp.

This publication has not been approved, disapproved or otherwise acted upon by any senior technical committees of, and does not represent an official position of, the American Institute of Certified Public Accountants. It is distributed with the understanding that the contributing authors and editors, and the publisher, are not rendering legal, accounting, or other professional services in this publication. The views expressed are those of the authors and not the publisher. If legal advice or other expert assistance is required, the services of a competent professional should be sought.

Copyright © 2008 by American Institute of Certified Public Accountants, Inc. All rights reserved. This document may be reproduced and distributed as part of professional services or within the context of professional practice, provided that the reproduced materials are not in any way offered for sale or profit.

