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## LETTER FROM THE CHAIR

We set very high standards when we create resources for our members, so I'm pleased to report this month that we've received independent recognition of the high quality of some of the PCPS publications that members receive. Several of them have recently won prestigious awards given by prominent national communications organizations.

PCPS received four awards in the 2007 MarCom Awards, given by the Association of Marketing & Communication Professionals.

- A Platinum award, the highest possible honor, was given to PCPS Top Talent Study booklet in the Brochure/Pamphlet category. The 2006 PCPS Top Talent Study was a landmark survey that examined the attitudes and expectations of firms' most promising young staff members. The booklet, a free benefit for PCPS members, described the results and offered practical recruiting and retention tips based on the findings.
- PCPS won two Gold awards in the Writing/Brochure category for its set of Small Firm Advantage promotional brochures. Firms can use "Why A Smaller CPA Firm is A Great Place to Work" in conjunction with their recruiting efforts, while "The Smaller CPA Firm: Your Trusted Business Adviser," is a client marketing brochure that highlights the smart reasons for choosing a smaller practitioner.
- PCPS won an Honorable Mention in the Writing/Newsletter category for the *TIC Alert*, a publication of the PCPS Technical Issues Committee that offers brief and practical updates on standard-setting developments of importance to small firms and their clients.

In addition, the two PCPS Small Firm Advantage marketing and recruiting brochures together also recently won a Silver Award in the 2007 Spotlight Awards Brochure Category from the League of American Communications Professionals. In their comments, the judges pointed out that the brochures deliver "a highly applicable and persuasive message."

If you haven't already taken advantage of these great resources, look for them at the PCPS Firm Practice Center at [www.aicpa.org/pcps](http://www.aicpa.org/pcps). There are just a few of the many high-quality benefits available to PCPS members.

*David K. Morgan*

All the best,  
David Morgan, CPA/PFS  
Chair, PCPS Executive Committee

## LETTER FROM THE VP

I'm very excited this month to update you on an important new alliance that will have direct practical benefits for small practitioners. The AICPA and the U.S. Small Business Administration last month signed a strategic alliance agreement that will provide our members with greater access to the SBA's programs and nationwide network. For example:

- We will have access to Information on some of the SBA's resource partners, including the Small Business Development Centers, Service Corps of Retired Executives and the Women's Business Centers. Each of these is a potential source of news or assistance for members or their small business clients.
- We will have access to SBA pamphlets, brochures and other publications.
- SBA speakers will participate in AICPA workshops, conferences, seminars and other activities to discuss SBA financing, government contracting and other business topics of value to small practitioners.
- There will be a convenient hyperlink to the SBA Web site on the AICPA site and each organization will assign a contact person to serve as liaison to the other group.

CPAs are trusted advisers to the nation's small businesses, which account for 99.9% of the businesses in the United States, according to data on the SBA site. Small practitioners and their clients have unique needs that are unlike those of those larger organizations. At PCPS, we understand the important elements that distinguish small firms from other practices, and we work to identify programs and resources that will have the most direct benefits for them. That's why we believe that the SBA—with its educational resources, financing information and other programs—will be a great fit for our members that will help strengthen their bond with small business clients. We will provide more specific information in future communications about this exciting development. I hope you'll take advantage of the SBA resources in your own firm and with your clients.

*James C. Metzler*

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

### **PCPS PRACTICE MANAGEMENT FORUMS**

Don't miss the last in our latest series of free online PCPS Practice Management Forums before these programs go on hiatus during busy season. The topic of our last Forum will be "The Small Firm Advantage," given by Jim Metzler, AICPA Vice President for Small Firm Interests, on January 29 (formerly scheduled for January 22). This live, interactive PowerPoint-based presentation will take place from 2 to 3.30 ET. Members will receive an e-mail announcement on how to register. We'll update you in the spring about our next round of Forums.

### **PCPS MEMBER DISCOUNT FOR PRACTITIONERS SYMPOSIUM**

There are many incentives for PCPS members to register now 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 discount on registration, plus a super early bird discount for those who sign up before the end of the year. PCPS will also offer its members a special gala reception on Tuesday evening and a PCPS Small Firm Roundtable lunch on Sunday, as well as additional optional workshops. For more information: [http://www.cpa2biz.com/AST/Main/CPA2BIZ\\_Primary/PracticeManagement/Marketing/PRDOVR-PC-PS/PC-PS.jsp](http://www.cpa2biz.com/AST/Main/CPA2BIZ_Primary/PracticeManagement/Marketing/PRDOVR-PC-PS/PC-PS.jsp).

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