



### **Does Your Staff Know Why It's a Great Time to a CPA?**

In this column, I want to tell you about an exciting new free AICPA resource designed to address one ongoing challenge for practitioners: recruiting and retaining highly qualified young professionals. The Young CPA Network is an initiative aimed at communicating the many benefits of our profession to promising employees. It has been a special project of former AICPA Board Chair Leslie Murphy, who says that its goals are to "help young CPAs become more engaged in the profession and help them connect to the sustaining value of being a CPA." Of course, enabling firms to address staffing issues is a high priority at the Institute. At the end of this column, I'll review some of the other free resources specially developed to help small practitioners tackle this problem.

#### *A Wealth of Opportunities*

The Young CPA Network alerts CPAs aged 35 and younger to the many stimulating challenges available to them now and in the future. It is housed in a Web site that contains a host of great resources ([www.aicpa.org/youngcpanetwork](http://www.aicpa.org/youngcpanetwork)). The site includes sections on career planning and development, work/life balance, mentoring, networking, Webcasts and CPE, as well as background on the AICPA and its volunteer opportunities. It also provides a clear introduction to many of the issues with which we deal every day, including professional standards and ethics, tax reform, financial literacy, fraud and private company financial reporting.

Young CPAs can also get regular updates on key professional issues by subscribing to *The Edge*, a monthly e-newsletter that features career-related tools, resources and guidance. It offers news on what's happening in the profession, career advice, work/life balance tips, and CPE suggestions. You and your staff can check out the first issue, which is posted on the site now ([http://www.aicpa.org/YoungCPANetwork/the\\_edge.htm](http://www.aicpa.org/YoungCPANetwork/the_edge.htm)).

Make sure your staff is aware of the Young CPA Network and the resources it contains. As Leslie Murphy says in a column in *The Edge*, "This is a great time to be starting out as a CPA." At the AICPA, we want to help you to make this point to your staff so that you have a better opportunity to hold on to key people. The Young CPA Network offers an excellent chance to start a dialogue with them about the many benefits of a career in public accounting.

#### *Related AICPA Resources*

There are a number of other great free staffing resources available to our members.

- *Best Practices in Recruiting and Retaining Talented Staff*, a white paper based on the findings from a survey of nearly 500 CPA firms that includes tips on what works at other firms (<http://pcps.aicpa.org/Resources/Staffing/Recruiting+and+Retention/Best+Practices+in+Recruiting+and+Retaining+Talented+Staff.htm>).
- The recent PCPS "Top Talent" survey of leading non-partner CPA professionals, which will be the subject of a November 2006 *Journal of Accountancy* article.
- *Helping Women Professionals Succeed*, a white paper based on the presentations at the first AICPA Women's Summit in 2005, sponsored by the Work/Life Effectiveness and Women's Initiatives Executive Committee, describes strategies for the retention and advancement of women ([http://www.aicpa.org/download/career/wofi/Position\\_Paper.pdf](http://www.aicpa.org/download/career/wofi/Position_Paper.pdf)).
- The AICPA award-winning recruitment program "Start Here. Go Places." ([www.startheregoplaces.com](http://www.startheregoplaces.com)) and recruiting resources such as the Takin' Care of Business CPA iPACK kit.
- The AICPA minority recruitment programs include scholarships; fellowships for doctoral students; the PhD Project; and the "Be A Star In Business" advertising campaign (<http://ceae.aicpa.org/Resources/Minority+Initiatives+and+Programs/>).



### ***Let Me Know Your Thoughts***

I would like to hear your comments and suggestions on how the AICPA can help enhance your professional life. Don't hesitate to contact me to share your ideas and opinions at [jmetzler@aicpa.org](mailto:jmetzler@aicpa.org).



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### **Did You Know?**

A new law that was supported by the AICPA and others within the accounting profession prohibits states from taxing the retirement income of partners who are not residents of that state. The law clarifies the original intent of a 1996 law that prohibits states from taxing nonresident employees' retirement income. The new law is retroactive to 1996.

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