

AICPA®



PCPS. Your strategic partner.



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You want to work better, hire smarter and outshine the competition. We hear you — and the AICPA's Private Companies Practice Section will help you achieve your goals.

PCPS offers you practical yet cutting-edge tools and support at a low price. Read on to learn more about:

- Human Capital Center
- Succession Planning Center
- 2008 PCPS/TSCPA National MAP Survey
- PCPS' partnership with the U.S. Small Business Administration
- Networking Groups

You'll meet Jim Metzler, the AICPA's VP – Small Firm Interests, too.

Human Capital Center

Staffing and retention are major concerns for CPA firms, and these challenges can loom large for smaller firms that don't have full-fledged human resources departments.

Enter the PCPS Human Capital Center: from videos to case studies to research, PCPS members can access a host of tools and information that will help you attract and keep top-quality talent.

Human Capital Center materials and topics include:

- Recruiting and prospecting
- CPA firm role descriptions
- High school recruitment
- Organizational charts
- Firm needs assessment
- Behavioral-based interviewing



I love the Human Capital Center because a firm my size could never afford to hire the high-quality human resources team it would take to get those resources and materials.

Jina Etienne, CPA

Sole Practitioner – Etienne & Associates, LLC
PCPS member since July 2007

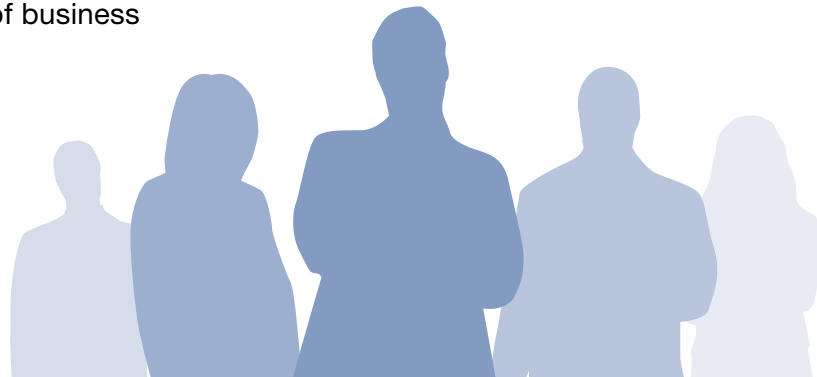
Succession Planning Resource Center

Keeping up with the day-to-day demands of your CPA practice can be all-consuming, but it's important to set aside time to create a succession plan.

Succession planning is essential and, when done properly, will position you and your firm for a secure future.

The Center's valuable tools and resources include:

- Methods for positioning your firm for succession
- How to identify future leaders
- Exit-strategy scenarios and steps to take
- Selling your ownership interest to other parties
- Managing books of business



25% → 35%

8% → 9%

Based on responses to the 2008 PCPS Succession Survey, 35% of multi-owner firms and 9% of sole proprietors have a written succession plan — compared to just 25% of multi-owner firms and 8% of sole proprietors in 2004.

12 BILLION

Last year alone, the **U.S. Small Business Administration** backed more than **\$12.3 billion** in loans to small businesses.

U.S. Small Business Administration

The AICPA has formed an alliance with the SBA, an independent agency of the federal government dedicated to helping Americans start, build and grow their small businesses.

The SBA provides tools, events and resources (including a comprehensive website) to small businesses. PCPS has culled through these offerings to identify ones that will **benefit PCPS members and their clients**, such as:

- Business plan workshop
- Licensing and permits
- Using information technology
- Planning a business exit strategy
- “Economic Stimulus Act of 2008: How It Impacts Small Business” brochure
- “A Guide to the U.S. SBA” booklet
- Loan and funding information



2008 PCPS/TSCPA National MAP Survey

The PCPS/TSCPA National Management of an Accounting Practice Survey is the CPA profession's premier benchmarking study.

PCPS uses the survey responses to develop initiatives that inform, support and educate. CPA firms use the results to benchmark management policies and financial results, and to gain strategic guidance for improving operations and increasing profitability.

Key findings from the 2008 Survey include:

- 53% of firm expenses represented salaries paid to people other than owners
- Average compensation for directors increased 18% since 2006

All PCPS members receive a free 2008 National MAP Survey — Comprehensive Report! **(\$200 VALUE)**

28%

According to the 2008 PCPS/TSCPA National MAP Survey, the overall turnover rate of professional staff decreased 28% since 2006.

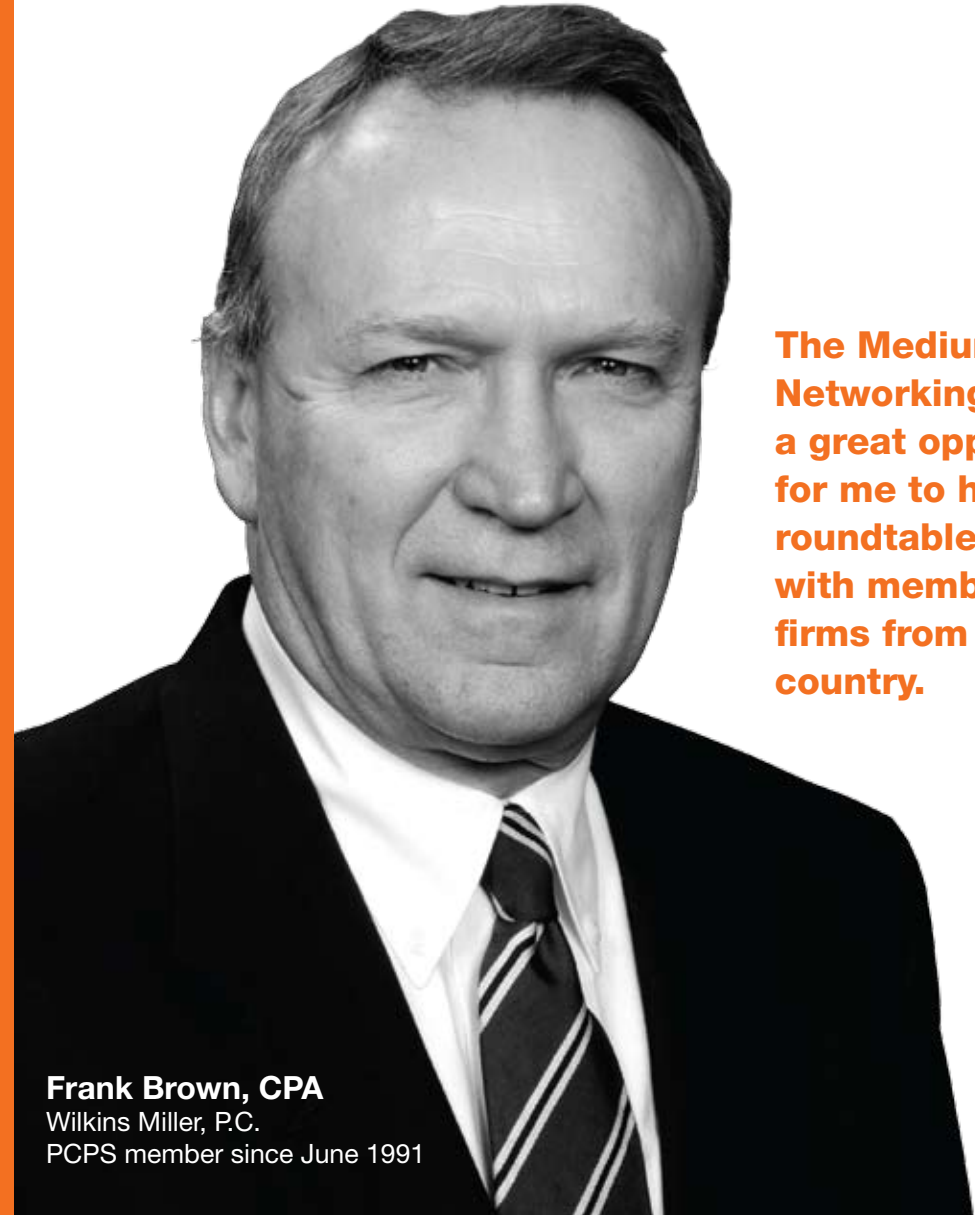
Networking Groups

PCPS Networking Groups, organized by firm size, offer participants — your peers from around the U.S. — the opportunity to share ideas and best practices, and assist one another with business and personal development goals.

Each group meets twice a year. Members help pick topics and speakers, and set the agendas.

The PCPS Networking Groups are:

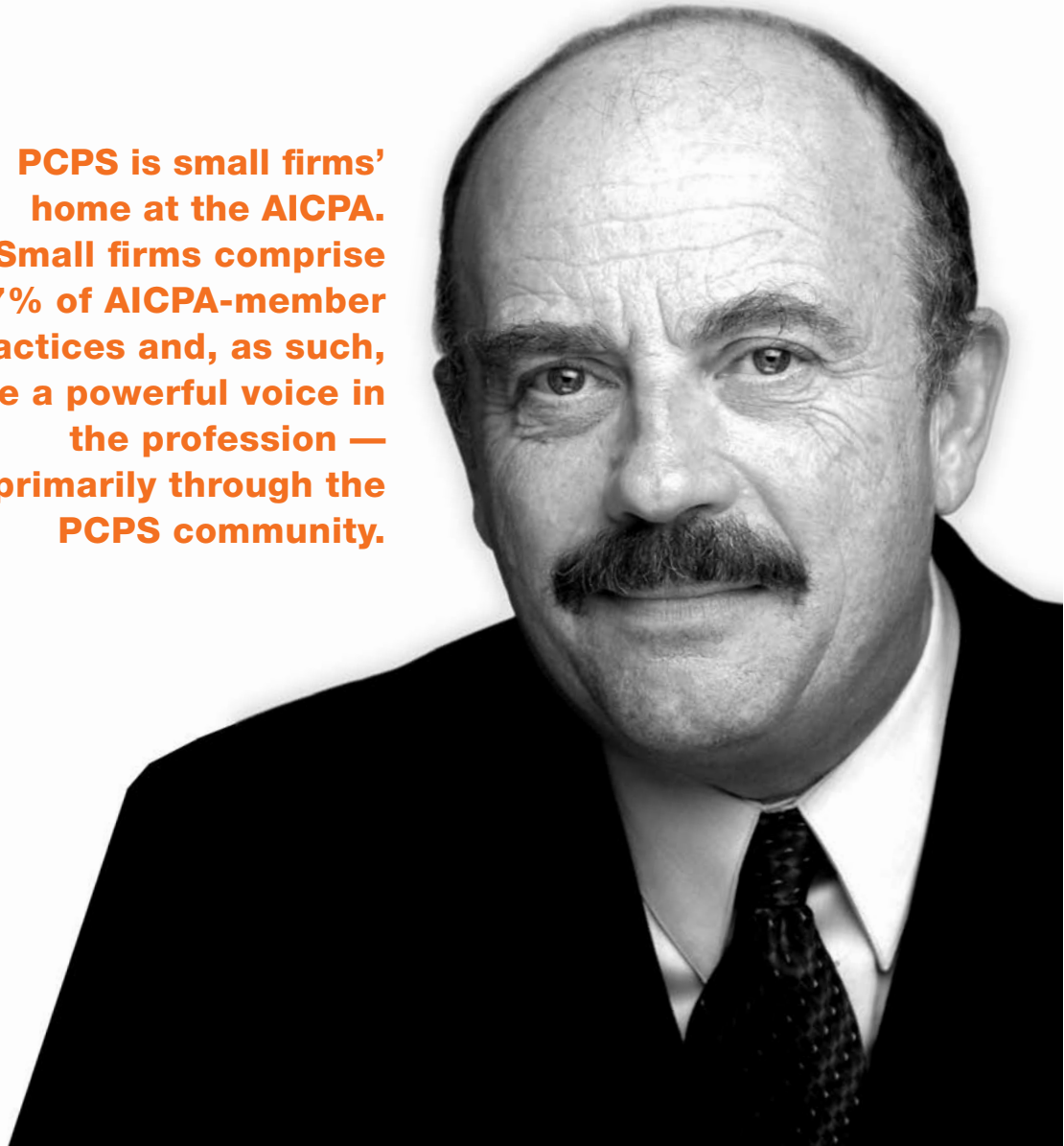
- Small Firm — sole practitioners and firms with up to nine CPAs
- Medium Firm — firms with 10 – 24 CPAs
- Large Firm — firms with 25+ CPAs
- Emerging Partner — designed for young CPA firm leaders
(prerequisite: attendance at Emerging Partner Training Forum, Parts I and II)



The Medium Firm Networking Group is a great opportunity for me to have open roundtable discussions with members of peer firms from across the country.

Frank Brown, CPA
Wilkins Miller, P.C.
PCPS member since June 1991

PCPS is small firms' home at the AICPA. Small firms comprise 97% of AICPA-member practices and, as such, have a powerful voice in the profession — primarily through the PCPS community.



Meet Jim Metzler.

PCPS is dedicated to helping its members harness business opportunities and overcome challenges.

To that end, in 2003 Jim Metzler, CPA, was named the AICPA's Vice President of Small Firm Interests — a position established specifically to address the needs of small-firm members of the AICPA.

Jim's background and experience make him a natural fit: he was a small-firm practitioner for three decades, and was for several years a consultant to small firms, too. He also served for many years on AICPA volunteer committees, where he represented small-firm interests.

As VP of Small Firm Interests, Jim serves as an advocate for small firms, liaises between the AICPA and its member firms, and helps firms deliver high-quality services to clients.



The AICPA's Private Companies Practice Section will serve as your strategic partner and advocate — and help you work better, hire smarter and outshine the competition

And you'll receive invaluable resources at an affordable price: just \$35 per CPA! *(max. \$700 per firm)*

NOT A MEMBER? CLICK HERE TO JOIN.

HAVE QUESTIONS?

VISIT aicpa.org/PCPS

EMAIL PCPS@aicpa.org

CALL 800.CPA.FIRM (800.272.3476)





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PRIVATE COMPANIES PRACTICE SECTION

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