



[Letter from the Chair](#)

[Letter from the VP](#)

[A PCPS Brochure to Explain Extensions](#)

[Two Valuable Staffing Forums](#)

[Upcoming Events](#)

## LETTER FROM THE CHAIR:

I want to alert members to the fact that before the end of this month they should be receiving their invitations to participate in the 2006 PCPS/TSCPA National MAP Survey. I urge you to take part in the survey, which provides practitioners with valuable benchmarking data that can inform their decision making in a number of critical practice areas. PCPS member firms that participate will receive free customized results reports.

Conducted in association with the Texas Society of CPAs, the survey gives practitioners segmented details on a wide range of practice issues based on geographic location, firm size and other criteria. We've had record-breaking participation rates in recent years, which mean the survey offers a rich and insightful picture of the state of professional practice. The survey results should be especially valuable to smaller firms, which don't typically have access to this level of benchmarking information. The results can tell practitioners how other firms are doing financially, how much they're paying their professionals and much more. Firms can use the survey results to compare themselves against national and regional trends and perhaps rethink or reinforce some of their own practices based on what other firms are doing.

The deadline for completing the survey will be September 1, and firms that participate will have access to their customized results reports the week of October 16. (PCPS member firms that don't participate will have access to the National, Regional & Firm Size results the week of November 14.) Most state societies and the American Accounting Association are supporting our efforts.

This year's streamlined version of the survey should take about an hour to complete, but I believe the benefits to members will make the effort well worth their time. The results will offer practitioners an excellent and unique chance to see if they are on track financially and in other key management areas.

All the best,  
Richard J. Caturano, CPA  
Chair, PCPS Executive Committee

## LETTER FROM THE VP:

I'm very pleased to tell you about one of our newest and most exciting PCPS initiatives for members. We are constantly working to provide new and robust resources that address our members' ongoing and emerging needs, and we think you'll be excited about a new benefit that we are rolling out this month: our new **free** online Practice Management Forums. We believe that our members will appreciate advice from nationally known experts on pressing practice management issues. The forums provide practical, expert insights into your most critical practice management challenges.

The series of regular forums feature live, interactive PowerPoint presentations from nationally known consultants to the profession and other experts. Members will be able to hear from these speakers and ask them questions live about their own particular concerns.

The topic for this month's forum, to take place on June 7 from 2 to 3 p.m. ET, will be "How to Identify and Manage Your Firm's Key Profitability Drivers," presented by Jeffrey Pawlow, CEO of The Growth Partnership. Some of the highlights will include advice on achieving returns on investments in marketing programs, recruiting and retaining the best and brightest and paying for performance and reward for results.

In the coming months, forum topics will include:

- "Succession Planning for the One- to Five-Partner Firm," with Joel Sinkin, Senior Partner at Accounting Transition Advisors, on July 14, 2-3:30 p.m. ET.
- "Strategic Planning," with Gary Boomer, CPA, CITP, CEO of Boomer Consulting, on Aug. 9, 1-2 p.m. ET.
- "Developing Your Firm's Marketing Plan," with Jennifer Lee Wilson, Co-Founder of ConvergenceCoaching; Sept. 21, 2-3 p.m. ET.

Access is limited, so be sure to watch out for e-mailed invitations to register, which you should receive before each forum.

We know that small firms may not always be able to afford top consultants to address their specific practice management issues, so we have brought the experts to you for your own free consultations. I hope you'll take advantage of this great opportunity.

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

### A PCPS BROCHURE TO EXPLAIN EXTENSIONS

Clients who took an extension during tax season may still have questions about the process, so PCPS members can direct them to the updated PCPS brochure *My CPA Says "Extend": What Does That Mean to Me?* The brochure's readable Q&A format provides understandable answers for clients. It's also a great marketing vehicle, because practitioners can print their firm name and contact information on the brochure and use it as a leave-behind promotional piece. To view the brochure, visit the PCPS Firm Practice Center at <http://pcps.aicpa.org/Resources/Changes+in+Tax+Law/My+CPA+Says+Extend++What+Does+That+Mean+to+Me.htm>.

### FREE RESOURCES NOW AVAILABLE TO PCPS MEMBERS

For a limited time only, PCPS members now can enjoy free access to the wide range of tax practice guides and checklists usually available only to Tax Division members. The 2005 section offers tool and aids relating to tax preparation that include tax organizers, practice management forms, tax form preparation guides and a host of other materials. For more information, go to <http://tax.aicpa.org/Resources/Tax+Practice+Guides+and+Checklists/>.

### TWO VALUABLE STAFFING FORUMS

- **Forum on Recruiting and Retention**

How can small firms gain an edge in the continuing scramble to find and keep talented young staff? *The Advisory Board/AICPA Forum on Recruiting and Retention: The On-Going Battle for Talent* focuses specifically on cultivating promising professionals, providing practical strategies designed just for CPA firm needs. The forum, which will take place in Chicago from July 17-18, will feature speakers who are experts in the field and real-world approaches to common problems. To find out more, go to

<https://www.cpa2biz.com/CS2000/Products/CPA2BIZ/Conferences/AICPA+Advisory+Board+Forum+on+Recruiting+and+Retaining+The+On+Going+Battle+for+Talent.htm>. Be sure to mention "PCPS SECTION100" to get the \$100 PCPS discount.

- **Developing Future Leaders**

Once firms have found the stars of their firms' futures, their next step will be to offer them not only technical but also leadership training that will enable them to meet emerging practice needs. *The Emerging Partner Training Forum*, presented in collaboration with PCPS and NorthStar Conferences, is a two-day seminar specially designed to teach participants precisely what makes a CPA firm leader successful. Areas to be covered include business development, client retention, marketing, communication skills and more. The forum is taught by established experts in their field. It will be held in New York City on July 19-20. PCPS members enjoy a discount of \$45 off the AICPA member price, plus another \$100 off for early-bird registration by June 7 (mention your VIP Code: EB01). To learn more, go to

<http://www.northstarconferences.com/conferences.asp?code=67EPT01>

### UPCOMING EVENTS

Besides the conferences described above, other events taking place in the near future include:

- *Technical Issues Committee meeting*. July 18-19, Chicago. An opportunity to learn more about emerging standards and their potential impact on small firms. Attendance is **free**. Contact Linda Volkert, CPA, Staff Liaison, at [volkert@aicpa.org](mailto:volkert@aicpa.org).

Copyright © 2006 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.

