

The CPAmerica International Strategic Vision

Our shared vision holds the independent, autonomous members of CPAmerica International to high standards for sharing, continuous improvement and prominence in their respective markets, resulting in tangible and intangible returns on each member firm's investment in the association.

- A. *Each member firm's association with CPAmerica is a commitment toward continuous improvement.* CPAmerica International provides participating member firms with the platform and resources to more effectively transition toward incremental improvements. Members not only belong to the association but are responsible for building and maintaining high standards.
1. Members share the common goal to help themselves and each other to continuously improve through effective planning and action. Continuous improvement encompasses every aspect of the members' path to sustain practice continuity and profitability. A motivating firm culture with effective leadership perpetuates a sustainable future.
 2. Members make more money as a result of their membership and recognize the solid return on investment that membership represents.
 3. Members gain domestic and global prestige plus a competitive advantage as a result of CPAmerica International membership.
 4. Key firm leaders gain supportive professional relationships from CPAmerica International peers around the United States. This advantage leads to top-of-mind awareness of CPAmerica International as a road map to continuous improvement for both the firm and its people. Firm leaders and emerging leaders are connected to, and inspired by, each other to accomplish improvement objectives.
- B. *A revised platform will assist members to accomplish our shared vision.*
1. A good members' guide
 2. A visitation improvement program
 3. Heightened awareness for continuous improvement
 4. Expertise connections
 5. A top 10 relationship

