

# What are some of your benefits of CPAmerica membership

**Conferences** **Events:** CPAmerica events include exclusive conferences, webinars, training and workshops, sharing calls and specialized events.

**Webinars** At these events, members share best practices. They also network and learn from nationally acclaimed speakers, all the while earning CPE credits.

**Training and Workshops**

**Expert Services:** CPAmerica's has available to members both a Director/Consultant for A&A and a Tax Coordinator.

**CPAmerica has experts on retainer in these areas:**

<b>Estate/Trust</b>	<b>SALT</b>
<b>Legal (Tax Specialists)</b>	<b>Technology</b>
<b>International</b>	

**Crowe Horwath LLP National Tax Office (NTO):** CPAmerica has been working with Crowe Horwath to allow our members access to Crowe's National Tax Office and other specialized resources.

- NTO senior member assigned to each enrolled firm
- Crowe professionals available to serve on client service team
- discounted rate for technical consultations

**Visitation Improvement Program (VIP):** The VIP is designed as an enrichment experience for the visited firm and for the visiting team consultants, both managing partners from different CPAmerica firms.

Areas of observation may include: firm vision, growth, succession, profitability, culture and other practice management categories.

- emphasis is on peer collaboration
- consultation team identifies areas of improvement
- dues-driven

**Specialty Groups:** Members collaborate with one another through discussion lists, sharing calls and live events, but also have access to a wealth of resources which encourage growth and offer continuous improvement.

**Some of our main groups:**

<b>Technology</b>	<b>New Leading Partners</b>
<b>Marketing</b>	<b>Large Firm Group</b>
<b>Firm Administrators</b>	<b>International</b>

**Future groups:** Business Valuation, RISE Inclusion Initiative, Wealth Management

**Practice Management Survey:** This annual benchmarking practice management survey conducted by CPAmerica is the embodiment of our motto "Improving Through Sharing."

Each CPAmerica member firm participates in both our extensive comparison ranking and the general survey of IPA firms.

Other surveys include Marketing, HR, and IT

combined generic survey results from nearly 500 CPAmerica and IPA firms

facilitates member interaction best practices

benchmarking

**Discussion Lists:** CPAmerica E-mail discussion lists are available in more than 30 topic areas, giving members immediate access to the expertise of other CPAs across the United States.

Software User Support Groups (4)	Client Industry Niches (15)
Firm Operations (6)	
Practice Services (8)	

**International Reach:** CPAmerica is a member of Crowe Horwath International, which provides worldwide business resources and information to our members.

- International Referrals
- International Priority Requests
- International Group

