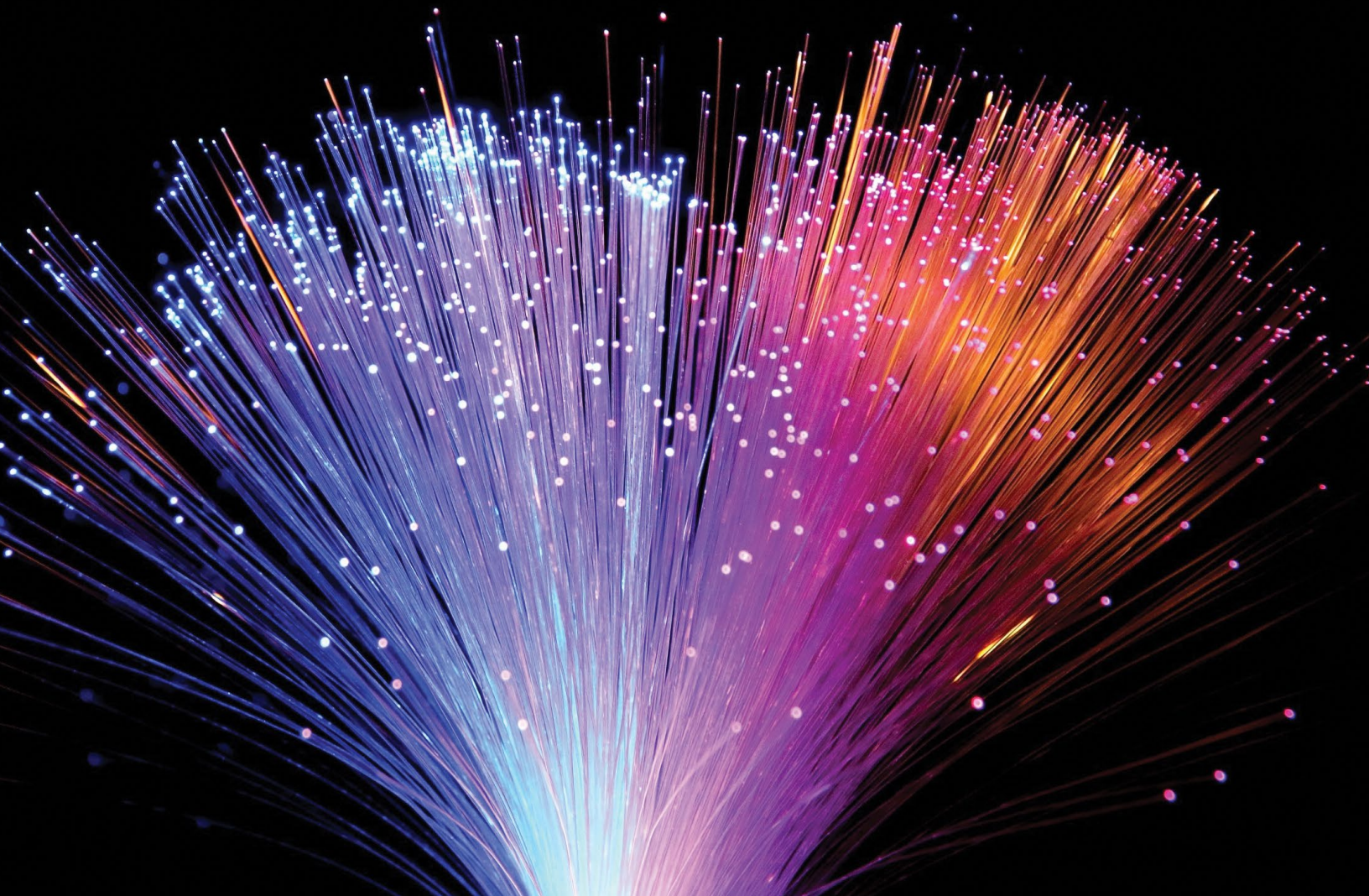




A full spectrum of practice management resources

PCPS at a glance





Resources to power up your firm's performance

The Private Companies Practice Section (PCPS) is the add-on firm practice management membership section of the AICPA. PCPS works as the strategic resource center to help your firm with the everyday intricacies of running a practice. Join today and give everyone in the firm access to:

Exclusive tools

Keep your firm fully charged with various technical toolkits that can be easily integrated into your practice. PCPS members get valuable customized reports by participating in the PCPS/CPA.com National Management of an Accounting Practice (MAP) Survey, the largest firm practice management benchmarking survey in the profession.

Resource centers

Avoid blackouts with guidance and customizable tools from PCPS Firm Practice Management Resource Centers, including Strategy and Planning, Human Capital and Practice Growth & Client Service. Explore these and others by visiting aicpa.org/PCPS.

Valuable benefits

Operate efficiently with discounts on:

- ▶ *Management of an Accounting Practice* (MAP) handbook
- ▶ Various AICPA products related to firm practice management
- ▶ AICPA ENGAGE
- ▶ Much more

Insightful newsletters, podcasts and webcasts

From workload compression to cloud computing, give your firm a boost through various channels that provide valuable insights from both practicing CPAs and experts in the profession.

Networking opportunities

Focused networking groups offer members a community of their peers from which to learn and share best practices.

The knowledge to power your firm forward

Invigorate your firm and face the stress of the ever-changing regulatory landscape with PCPS as your guide. The AICPA's efforts provide members with the power to face all of the profession's surges and short circuits.

PCPS firm advocacy

The PCPS Technical Issues Committee (TIC) protects the interests of small- and mid-sized firms and the clients they serve by providing input to standard-setting bodies,

such as FASB, GASB and the AICPA's senior committees and boards.

Affecting change in standards and legislation

TIC provides standard setters with practical assistance, as well, such as "field testing" portions of proposed guidance, providing practical examples of potential implementation difficulties and serving on standard-setting task forces. *TIC Alerts* help practitioners stay ahead of the curve in the A&A landscape.

Energize your practice

The PCPS CPA Firm Top Issues Survey is a study that takes a look at the most significant issues facing firms across the country. PCPS uses the results of this survey to develop initiatives that assist firms in addressing these challenges.

Below is a snapshot of the survey results and related resources aimed at easing the practice management pressure points. To view complete survey results, go to aicpa.org/PCPS/topissues.

Sole practitioners

1. Keeping up with changes and complexity of tax laws
2. Seasonality/workload compression
3. Finding qualified staff

Resources:

- ▶ Tax Compliance Center
- ▶ Workload Compression Survey
- ▶ Interview Tips and Tricks

Firms with 2–5 professionals

1. Finding qualified staff
2. Seasonality/workload compression
3. Succession planning

Resources:

- ▶ Small Firm Recruiting Brochure
- ▶ Trusted Client Adviser: Client Evaluation Form
- ▶ Succession Readiness Assessment

Firms with 6–10 professionals

1. Finding qualified staff
2. Succession planning
3. Retaining qualified staff

Resources:

- ▶ Recruiting and Prospecting Guide
- ▶ CPA Firm Succession Survey Results
- ▶ Flexible Work Arrangements Guide

Firms with 11–20 professionals

1. Finding qualified staff
2. Retaining qualified staff
3. Bringing in new clients

Resources:

- ▶ Internship Quick Start Guide
- ▶ Recruiting and Retaining a Diverse Workforce Toolkit
- ▶ Firm inMotion Toolkit: Relationship Building Track and Report Out

Firms with 21+ professionals

1. Finding qualified staff
2. Retaining qualified staff
3. Bringing in new clients

Resources:

- ▶ Team Recruitment Action Plan
- ▶ Firm inMotion Toolkit: Staff Assessment and Career Development Plan
- ▶ Cybersecurity Service Opportunity Grid



Membership application

Please note that PCPS is available only to public accounting firms. Consulting firms *may* be approved for membership (see requirements below).*

Name of firm or organization _____
Business address _____ ZIP _____
Email address _____ Telephone number _____
Website _____

Referred by: (Name of individual or firm, or how you heard about PCPS)

Code:

1. (a) Name of managing partner or equivalent Mr. Ms. _____ AICPA membership number _____
If applicable
Existing aicpa.org username (required) _____
Partner must be registered on aicpa.org to grant PCPS access.
Telephone number _____ Email _____

(b) Name of person to contact at the firm concerning PCPS membership and other matters. Note that the managing partner will be recorded as the PCPS administrator/contact if left blank.

Mr. Ms. _____ AICPA membership number _____
If applicable
Telephone number _____ Email _____

2. Organization's fiscal year end month _____

3. Number of personnel at the end of your firm's last fiscal year:

	CPAs	Non-CPAs
Partners (or individuals with ownership status)		
Professional (other than partners)		
Other personnel		
Total		

Annual dues for PCPS membership: \$35 per CPA in your firm; membership fee is capped at \$700.

Applicant statement: To the best of our knowledge and belief, the information submitted herewith is true and correct. We agree to be governed by and comply with the membership requirements* and the rules and regulations as established from time to time by the PCPS Executive Committee. This includes the payment of dues and the posting of peer review documents** for the AICPA's Peer Review Web Program Public File.

Signature _____ Date _____ Telephone number _____

Four convenient ways to register today:

Fax 800.362.5066

Mail Attn: AICPA Member Service
American Institute of CPAs
220 Leigh Farm Road; Durham, NC 27707-8110

Email centers@aicpa.org

Online aicpa.org/PCPS

Send no money now! Payment is due upon invoice receipt.

*Requirements for PCPS membership: Majority financial voting interest must be owned by CPAs. All CPA owners eligible for AICPA membership must be members. Non-CPA associates working in CPA firms are eligible for AICPA membership.

If a PCPS firm performs services within the scope of the AICPA's practice-monitoring standards, then the firm **must be enrolled in an approved practice-monitoring program; the firm's Administering Entity will electronically send the documents to be posted.