

Dear AICPA member,

Our job is to enable your success — championing your interests and providing the knowledge, insight and foresight you need to stay ahead. We do that through strong advocacy, leading-edge learning programs and the development of tools and resources to help you meet evolving client and business needs.

We also work to make sure you and our profession are well-positioned in the market. That includes occasionally updating our brands to keep your designations and membership body recognized as relevant and responsive in a changing world. Aligned with that goal, we are pleased to introduce a new, modern look for the American Institute of CPAs and the Chartered Institute of Management Accountants.

Bold and iconic, this new brand signals that we are part of one global family with a shared commitment to public and management accounting as we come together through the [Association of International Certified Professional Accountants](#) (the Association). The look was developed through extensive testing with members and students who described it as professional, visionary, dynamic and influential. The same logo, colors and other attributes will appear across our brands to represent a consistent beacon of quality and integrity around the world.

Please rest assured that our commitment to the CPA remains as steadfast as ever. As a member of the AICPA, you will continue to get the same benefits you already receive — and even more because of our combined strength through the Association. Since the Association officially launched Jan. 1, we have already worked to provide an even stronger voice on your behalf. We are active in Washington on tax reform and numerous other issues to protect the public interest. Internationally, we are speaking out against mandatory audit firm rotation.

We also are developing new resources for you. Next month, you'll see the results of extensive work in cybersecurity, as we introduce a framework to help you assess and report on risk. In a few weeks, you'll see a new daily newsletter to benefit our members in business and industry. We're also beginning research into the auditing function of the future — how it's performed, what tools are needed and what skill sets will be required. The research will explore the opportunities that new technologies provide in this core practice area.

We are committed to progressing a dynamic profession that builds on our combined heritage to thrive in an age of disruption. We look forward to sharing additional progress with you in the coming months and continuing to do all that we can to help you and all of our members succeed.

Sincerely,

Kimberly Ellison-Taylor, CPA, CGMA

Chairman, American Institute of CPAs

Andrew Miskin, FCMA, CGMA

Chairman, Association of International Certified Professional Accountants

President, Chartered Institute of Management Accountants