CEO’s Message

What’s Sizzling Hot?

If you want to know what’s hot in the business consulting arena, just read Liz Gold’s article in the August 20–September 9 issue of *Accounting Today* entitled, “Can I Get a Witness.” We have obtained reprint permission and you can access the article at the end of my letter to Ms. Gold, reprinted below.

Dear Liz:

I liked your article, “Can I Get a Witness” in the August 20–Sept 9 issue of *Accounting Today* and was pleased to see that you interviewed many NACVA members.

There is no question that financial forensics and litigation support are hot niches for the profession and will likely remain hot. That is because we live in a litigious society as [NACVA Member] Catherine Parente pointed out, and these specialized services require special skills that can command healthy fees. Thus, a big draw to the discipline. The first challenge for any practitioner desirous of pursuing one of the many paths referenced in your article is obtaining those special skills. Most practitioners currently in these fields learned through experience because training was non-existent, and there were few books on the subject to support them in their endeavor.

The problem [NACVA Member] Jim Alerding spoke to, e.g., most practitioners “have a little gray around the ears,” is a problem. The solution is getting the new generation trained. It is no longer feasible to learn these disciplines by experience only because the graying generation is just too smart and will make mincemeat of an untrained practitioner.

When you interviewed me earlier this year for your article entitled, “Business Valuations: Putting a Value on Valuation,” published in the June 4, 2007 issue of *Accounting Today*, you may recall that I addressed the need for specialized training and when asked what NACVA was up to, I told you about some of our new and existing programs that filled the voids in the financial forensics and litigation fields.

NACVA has the answer to the problem Jim spoke of, and for your future reference I have attached the course catalog for our Consultants’ Training Institute (CTI) that details extensive training we offer across the board in Financial Litigation, Forensic Accounting, Fraud Prevention and Detection, Economic Damages, Valuing Intangible Assets/Intellectual Property, and Matrimonial Litigation Support, and other areas as well, like M&A, Exit Strategies, and Healthcare Consulting. We have devoted our 16 years since inception to filling voids in areas we perceived to be niche opportunities. *Accounting Today’s* Industry Survey of the Top Niche Services of the Top 100 Firms has helped guide our thinking and I thank you for that. (Click here http://www.nacva.com to obtain CTI catalog)

I have also attached an excerpt from our Association brochure that outlines our program for earning NACVA’s CFFA (Certified Forensic Financial Analyst) credential. I was a little surprised to learn that the AICPA’s tentative plan for a forensic accounting credential sounds almost identical to our CFFA program instituted in 2000. (Click here __________________ to obtain PDF of newly defined CFFA program and criteria.)

I am always glad to be of service. Please feel free to call upon me anytime. (Click here __________________________ to obtain reprint of *Accounting Today* article entitled, “Can I Get a Witness.”)