



Association News

Quarterly Newsletter for the **National Association of Certified Valuation Analysts**
First Quarter 2009



CEO's Message **The NACVA Member Value Proposition— Just Got A Lot Better**

By Parnell Black, MBA, CPA, CVA, Chief Executive Officer



It has always been our ultimate mission to provide every ounce of support we could to help our members secure a successful future. And in these dire economic times, we are determined to reach out even further than we have in the past to be even more responsible aiding our members in a variety of ways, with the hope that we can truly help you and earn your continued loyalty. With that backdrop, I am pleased to share with you numerous new benefits that were released this January that are either free or at very low cost to all current dues-paying members of NACVA; some, however, are exclusive to Practitioner members only. These benefits can be found in the Members Only section at www.nacva.com. Some of what is listed below has been available for awhile, but many are brand new. (New are shown in **Green**)

TRAINING

1. Every year NACVA updates its core training guide, **Business Valuations: Fundamentals, Techniques & Theory**, which is a must-have reference for all valuation professionals. If you have taken this course from NACVA in the past, you can get an electronic update **FREE** of charge, or a hardbound copy for \$75, which includes shipping and handling. (Cannot be used towards current and subsequent recertification.) Call NACVA Member Services to order either the electronic update or hardbound version: (800) 677-2009.

2. Every year NACVA updates its core training for recertification, **Current Update in Valuations**. Since converting this course to center upon a business valuation report to focus valuers on how current developments affect their reports, the course has been a super success, receiving accolades and praise from most attendees, many of whom now attend it every year. If you have paid for and taken this course within the last two years, you can obtain an electronic update of the materials on CD for \$45, which includes shipping and handling. (Cannot be used towards current and subsequent recertification.) Call NACVA Member Services at (800) 677-2009 to order the electronic update on CD.

3. NACVA webinars that center upon databases and certain other products/services we endorse, are **FREE** to members and non-members, plus qualify for CPE. To check for upcoming webinars, visit http://www.nacva.com/webinars/webinar_landing.asp.

4. Under our new alliance with the Institute of Business Appraisers (IBA), NACVA and the IBA alike, will honor a 15% discount off registration fees for training, effective 4/1/09, (not conferences, however) offered by either organization, if you are a member of both. (This is instead of the standard 10% member discount.) When registering for training with either organization, be sure to mention that you are a member of **both** organizations.

5. Members can easily and inexpensively fulfill their CPE requirements by attending a wide array of timely webinars—all taught by national experts. There are over 200 webinars planned for 2009. For those presently scheduled, visit http://www.nacva.com/webinars/webinar_landing.asp.

6. Effective immediately, any member submitting a valuation report to a Case Analysis by Phone (or in person) (CAP), will receive a voucher to attend for **FREE** any valuation report writing webinar, or 50% discount off any live four-hour or eight-hour report writing course, or report writing webinar series NACVA offers. For details, please contact Rebecca at rebeccad1@nacva.com.

RESOURCES

7. NACVA now has available for members two peer reviewed sample engagement letters, one that accommodates either a Detailed or Summary Report and one for a Calculation Report. To access these letters online, login as a member, in the left hand column of the landing page under the heading of BV Standards Resource Tools and click on Resources to open the folder.

8. NACVA provides two sample checklists to accommodate the Development and the Reporting requirements for a Summary or Detailed Report under both NACVA's and the AICPA's business valuation standards. To access the checklists, log on to the Members Only section of www.nacva.com, then in the left hand column of the landing page under the heading of BV Standards Resource Tools, click on Resources to open the folder.

9. In 2008, NACVA released a new monthly electronic publication entitled, *QuickRead*, which is published by the Ambassadors' Club and e-mailed to NACVA members free of charge. Ambassadors have formerly served three years on NACVA's Executive Advisory Board. This publication is intended to provide timely and relevant information, in a succinct format, to help members easily stay on top of new developments in our fast-paced community. The *QuickRead* features includes content on:

- Book Reviews
- Tools & Databases
- Document Management
- Tips for Valuers
- Case Law—Federal & State
- Articles on: Business Valuation, Forensic Accounting, Fraud, Succession Planning, etc.
- White Papers
- Appraisal Issues Task Force Developments
- BV Standards and Interpretations
- Industry Developments—US & Int'l
- State Chapters
- ESOPs
- FASB Developments
- Mergers & Acquisitions

QuickRead is sent via e-mail to all NACVA members each month. If for some reason you are not receiving this publication, please contact Jackie Phillips at Headquarters at jackiep1@nacva.com or call (800) 677-2009.

10. NACVA's journal, *The Value Examiner*®, will continue to improve and be provided to all members bimonthly. The *Examiner* is widely regarded as the top publication for the valuation and financial forensics industry. For a nominal fee, four hours of CPE can be earned six times per year simply by reading the *Examiner* (and taking a short exam), keeping you current on theory and practice, and providing you a means to conveniently and economically stay on top of your CPE requirements for recertification. And did you know you can locate and read any article featured in the *Examiner* since 2001, build a corresponding CPE exam for each selected article, have it graded, pay a

nominal exam fee of \$15 per article, and receive one hour of CPE for each article? All right online. To access the searchable archives, log on to the Members Only area of www.nacva.com, then click on 'Examiner CPE on Demand' in the 'Articles Archive' section in the left hand column.

11. The NACVA online Press Room has been updated to contain the latest NACVA Press Releases, NACVA in the News, NACVA Members in the News, as well as six new sample Press Releases on newsworthy topics designed for members to insert their own contact information and disseminate to their local media contacts, their clients/prospects, and post on their websites. These are accessible at http://www.nacva.com/Press/p_Press_Room.asp.

12. Found on NACVA's website is an expansive library of articles and white papers relevant to the disciplines we support. Most articles are free, a few require a small reprint fee. To access this searchable database, log on to the Members Only section of www.nacva.com, then click on 'Business Valuation Articles Library' in the left hand column under the 'Articles Archive' heading.

MARKETING

13. **Effective immediately, NACVA will help members beef up their marketing list of attorneys by 500 names, for the nominal fee of \$100, providing contact information, including e-mail, if available. This service requires you to provide our database manager your attorney contacts, so we do not duplicate them, and provide certain criteria so we can customize your list to best fit your needs. (Note that your list will not be shared with any other member nor integrated with any NACVA headquarters list/database.) We will also take measures to see that names given under this program are not given twice, and with 400,000 attorneys in our database, all of whom use valuator and financial forensic specialists, we can probably achieve this goal. To take advantage of this timely, cost-effective offer, please contact Member Services at (800) 677-2009.**

14. Credentialed members of NACVA receive a free Profiled listing in our online Member Directory, which can be easily customized and updated. Three times a year we e-mail a link to the directory to 180,000 attorneys, many of whom have thanked us for this great resource. If you do not have a Profiled listing, contact Member Services at (800) 677-2009. Or, create it yourself by logging in as a member, in the center section of the landing page under the heading of Operations, click on Update My Directory Information, then click on the desired action under Member Directory.

15. NACVA has the most aggressive public relations program of any of our peer organizations, which has produced significant results, getting dozens, if not hundreds, of members published, quoted, and recognized by local and national media. We are being recognized in the media now, on a weekly basis. To see how NACVA's public relations capacity can benefit you, contact Dave Dix at (512) 257-1605 or daved1@nacva.com.

16. **Effective immediately, members who want to beef up their local marketing efforts with NACVA's classy quarterly newsletter entitled, *Insights on Valuation*, may now subscribe to the electronic version for one-third the price of a hardcopy subscription. That's a 66% discount! This newsletter is available only to credentialed members on a territory-exclusive basis. Currently, only 20 territories have been taken, with hundreds still available. Call Member Services at (800) 677-2009 for pricing and to lock in your territory. To view a previous issue of *Insights*, visit www.nacva.com/InsightsSample.pdf**

17. NACVA's CVA and AVA designations are the only valuation credentials in the world that have received accreditation from the National Commission of Certifying Agencies (NCCA), a division of the internationally recognized National Organization for Competency Assurance (NOCA). Furthermore, our CVA/AVA designations are the only valuation credentials to receive any kind of accreditation from an independent organization. This adds a mountain of credibility to your CVA/AVA, and you should boast about it. Feel free to use any of the following on your letterhead, in your CV, on your business cards, etc.:

- *NACVA's Certified Valuation Analyst (CVA) and Accredited Valuation Analyst (AVA) designations are accredited by the National Commission for Certifying Agencies (NCCA).*
- *The CVA and AVA credentials are accredited by the National Commission for Certifying Agencies (NCCA).*
- *The CVA and AVA credentials are NCCA-accredited.*
- *NACVA's CVA/AVA designations are accredited by the NCCA.*
- *NCCA accreditation has been awarded to NACVA's CVA/AVA credentials*

For additional information on NCCA, click on the icon at www.nacva.com.

In conclusion, speaking on behalf of myself and all of the staff here at NACVA, we are completely committed to your success and wish you and your families good health and happiness in the years to come.

Sincerely,



—Pamela Black
Chief Executive Officer