



Now, More Than Ever, Team Matters

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CUV Redux—Each year as we plan the State Chapter Agendas, there is a request for “fundamentals” as well as emerging issues. It’s a balancing act not always easy to satisfy. If you are looking for a review of the fundamentals and a one or two-week refresher course is not in the schedule, I recommend you check out the newly revised ***Current Update in Valuations (CUV)***, recently completely revised by a team of experts in our field. It’s an investment well supported by both content and the tools you will take away. Don’t plan to catch up on your reading in the back of the room—the pace is fast and these days there is no shortage of change in the industry, resulting in a considerable amount of new data to cover. The bonus is the new research tool—a CD ROM of a valuation report that is hyperlinked to the material as well as to websites and reference sources, providing a mix of both the fundamentals as well as what’s new on the topic you research. The course I attended began with a list of topics the class wanted to cover based on a survey of the 40+ attendees. This “nominal group technique” assures the course’s relevance to individual needs. Not only did we cover the usual contents, but the instructors were able to work through the list the group provided based on the survey, and surprisingly by 5:00pm we had checked off the last item. The team teaching approach was excellent, giving us a varied perspective and lots of examples and answers to our questions. It was a full day, a good reminder of the benefit of one-on-one interaction with the instructors and an engaged class of peers. I recommend it highly as you plan your 2009 CPE. Fortunately, the course is offered at various locations around the country to make it easier to participate. The **PA-West Chapter** has been bringing the CUV program to its area for a few years now.

Chapter activities are winding down; as we close the 2008 year, the State Chapter Committee and Presidents are planning the **programs for the 2009 Agendas**. Once again, the ***Case Analysis*** program was among the favorites of the members and again we remind you that the success of this program is dependent on those who submit a report to be analyzed by their peers. It’s no surprise that many hesitate to submit a report because it takes a bit of courage . . . even when you know there is a benefit not readily available elsewhere. NACVA sees the value of this program, and to further support the participants, is enhancing the benefits. Effective immediately, if you submit a BV report to HQ (that complies with current standards), and give them permission to use your report for a CAP or to put in the Reports Library—not only will you receive a royalty check each time your report is used for a ***Case Analysis in Person (or by Phone) (CAP)***, you will also receive a voucher to attend for **free** any valuation ***Report Writing webinar, or Report Writing webinar series***, or a voucher for a 50% discount off any live four-hour ***Report Writing*** course NACVA offers. This is an excellent follow-up to last year’s ***Business Valuation Standards Maze*** course offerings. Why wouldn’t you want to take advantage of this opportunity? Who wouldn’t benefit from this class? I encourage you to participate in CAP in the coming year. This is also an excellent way to assure your staff is producing a product that is “state-of-the-art” in our profession.

This year’s attempt at offering a webinar or a prerecorded program in our chapter agendas was not the success we had hoped for. Nevertheless, we did learn how to improve the “product” so that a greater variety of programs can be delivered at the local level. More state chapters are collaborating on ideas and events with a regional focus and speakers of national repute. I expect to see more of this in the future. Examples of teams that continue to innovate are Massachusetts, Connecticut, and New Jersey. **MA** held another annual ***BV Expert Witness Symposium*** marking their second year of collaboration with higher education, the local bar, and state chapter leaders. They experimented with paid advertising (though not so successful) and will engage the media in advance of their upcoming program (free media advisory), ***Valuation and the Current Economy—A Roundtable Discussion.*** **NJ Chapters’ BV Conference** was held in November with excellent attendance. The **CT Chapter** held a series of successful meetings, is offering incentives to new members to participate in their programs, and has successfully

transitioned officers without missing a beat. NACVA is full of talented and creative people who have always been generous in sharing their knowledge with members. I asked Hubert Klein to share a lesson he has learned in leading the NJ Chapter this year. Hugh's response was, "My members want more, more, more." Running the chapter is not too complicated as long as you hold events and reach out to members." (Hugh has some very engaged officers). "The members love NACVA and want to grow professionally. Moral of the story: provide your membership with a quality program and services and they will appreciate your efforts." We want to hear more from you to know what you need and how to best deliver it at the local level, so when you receive another round of state chapter surveys, please share your thoughts. Our hallmark has always been "a member-driven organization." I challenge the State Chapter officers to "think outside the box" as you plan your 2009 activities. Now, more than ever, you have an opportunity to provide meaningful support to our members around the country. This does not mean do it all yourself; engage a new member or volunteer who has expressed an interest in helping. If you need names, e-mail me at SimoneH1@nacva.com. For those who did not hold a meeting in 2008, build a team for your state, make plans now for 2009.

The financial press continues to be a source of inspiration: Wall Street's needed reforms, meltdowns, and now fraud in the investment community. Living in South Florida, sadly, I know more than a few who have "lost everything" in the latest scandal. As the credit crunch gets tighter and our clients come to us for advice, NACVA offers new tools to support our work. *Financial Triage for Troubled Times* seems timely with tools to help clients preserve and increase cash flow and focuses on the goals that will allow businesses to make it through this difficult time. While our work is considered "recession-proof" by many in the media, I am reminded that this is a most important time for us to reach out and establish our work and expertise in the mind of the public. While we don't have all the answers, these times call for our services in many areas, and so it is an excellent time to highlight your expertise. We're working on a joint project through the State Chapter Committee to help chapters build recognition in the legal community and if it is successful, expect to see more of such joint efforts. Some of our chapters are actively referring work to their members. Are you writing and looking for ways to distribute your work? There are websites that can help you get started. Visit www.ezinearticles.com to find suggestions for improving your work and how to make it appealing to users. You can also become a member, and this site will help distribute your work. It claims to be, "the largest most powerful article directory for getting your work found on the search engines and onto other's websites." Or call on our own Dave Dix, DaveD1@nacva.com, who is available to assist in your writing endeavors. Remember NACVA's **Speakers' Bureau** remains available at www.NACVA.com for both chapters and outside organizations to draw from: are you listed? Surprisingly, few are represented in the "state search" by topic.

The NACVA website's **Member Directory** has been revamped. If you have not updated your personal listing lately, put this high on your "to do" list. This directory is marketed by the national office, on a regular basis, to the referral sources we all seek to cultivate. In the rebuild of the NACVA website, your listing may have changed as some older data was "unlinked." When you update your member listing, you can join the **Speakers Bureau**, adding a list of topics on which you are available to speak. If you have **presentations** "on the shelf" ready to go, there's room to post that information as well. Take the opportunity to add a photo. You should have one as part of your "press kit" and online presence; this is a visual world. Take advantage of this easy, low-cost, marketing that's done for you! In case you have forgotten how to access this important space in the Members Only Section, you'll need your **member number** (if you have forgotten, call headquarters at 800-677-2009) and your **password** (first initial of your first name, plus the first four letters of your last name, plus your member number) to update the profile and access other valuable sections of www.NACVA.com.

I have a list of "new ideas" to evaluate and consider for trials in the chapter setting. We have successfully used online collaboration tools for over a year now and at least one chapter is experimenting with social media to connect its members. With the energy of new members and those chapters eager to break new ground, I look forward to a year of building on the base we have established. As always, this can't happen without the active support and dedicated staff at Headquarters, its Executive Director, Pam Bailey, and the many enthusiastic members who collaborate and lead the chapters. All these individuals extend the reach of the State Chapter Foundation in as many ways as they support its activities. They are all gifted professionals, and we all owe them a special thanks as the year draws to a close, for all that was accomplished this year. I am reminded of an old but appropriate statement, "TEAM" stands for "Together Everyone Achieves More." Without a doubt we have the very best of teams to work

with in the year ahead, and there is always room for more of you. Join us in making 2009 better than anyone imagined it could be and better than each of us could do alone.