

# NACVA Media Services 2010

The NACVA media relations organization promotes NACVA training, credentials, and expertise. We do it *internally* to Association members and *externally* to consulting service professions and larger national legal, academic, and government communities. We want to demonstrate to the world the critical significance of an organization that *establishes, builds, protects, and defends business value*. So we call attention to vital business issues. We educate people on how to approach vital business concerns. We build opinion leaders. And we help Association members build and promote their own practices. Here's a look back at some of what we've done in the first three quarters of 2010.

## PRESS RELEASES

*NACVA tells the world about training the Association offers, editorial we publish, research we develop, partners we work with, conferences we sponsor, citations and awards we receive, and much more. Take a look:*

[CONFERENCES: 2010 ANNUAL]

### [MIAMI IN JUNE: THE NACVA/IBA 2010 ANNUAL CONSULTANTS' CONFERENCE](#)

*Superconference Serves up 12 Tracks, 70 Presentations at Magnificent Fontainebleau, 6/2-5; New Sessions on M&A, Healthcare, Matrimonial Litigation; Close to 1,000 Attendees Expected*

[MMIBA: M&A CATALOG]

### [MIDDLE MARKET INVESTMENT BANKING ASSOCIATION \(MMIBA\) PUBLISHES M&A CATALOG](#)

*Catalog previews five-day Mergers and Acquisitions Workshop from the Middle Market Investment Banking Association (MMIBA) and the National Association of Certified Valuation Analysts (NACVA); Dates this year in Orlando, Dallas, Washington, and Las Vegas*

[PUBLICATIONS: CTI Q2 CATALOG]

### [NACVA '10 CONSULTANTS' TRAINING INSTITUTE: 14 CITIES, 80+ COURSES](#)

*The Nation's Experts in Business Valuation and Financial Litigation Unveil Offerings in M&A, Forensics, and Fraud; Plus: Fair Value, Divorce Law, Exit Strategies, & More*

## SPEAKING OPPORTUNITIES:

Did you know that besides holding our own conferences, NACVA frequently interacts with professional promoters running their own conferences—and looking for speakers? Recently our media relations department helped place NACVA speakers at

- [The Computer Forensic Show](#)
- [Various State CPA Society Meetings](#)

. . . and submitted speakers for a number of other conferences.

If you'd like to get out and do a bit more speaking, contact the NACVA media relations department. Email Dave Dix at [daved1@nacva.com](mailto:daved1@nacva.com), and tell us what you'd like to speak on, what experience you have already (abstracts are helpful), and provide us with a brief (100-150 word) bio and photo. ■

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NACVA Press Releases [cont.]

[CONFERENCES: BVTC—NYC—MAY]

## [NACVA BUSINESS VALUATION EXPERTS ARRIVE IN NEW YORK IN MAY](#)

*The NACVA Business Valuation Certification and Training Center Arrives at the Millennium, Broadway in New York, May 17-22nd; Provides BV's Most Complete Foundational Training*

[MMIBA: M&A RESEARCH]

## [NEW RESEARCH: HOW SOME FIRMS GROW IN ANY MARKET](#)

*The McLean Group, a founding member of NACVA's Middle Market Investment Banking Association (MMIBA), unveils new research that shows how some high-growth firms are able to grow nine times faster—and be 50% more profitable—than their peers*

[MMIBA: M&A RESEARCH]

## [HEALTHCARE M&A: TRENDS & OUTLOOK PUBLISHED ON MIDDLE MARKET INVESTMENT BANKING ASSOCIATION \(MMIBA\) SITE](#)

*New Research Identifies Key Trends in Both Healthcare Services and Healthcare Technology; Cites Growing M&A Opportunity Driven by Patent Expirations, Vertical Consolidation, Technology Requirements, and Pharmaceutical Innovation*

[MMIBA: M&A RESEARCH]

## [HEALTHCARE M&A: TRENDS & OUTLOOK PUBLISHED ON MIDDLE MARKET INVESTMENT BANKING ASSOCIATION \(MMIBA\) SITE](#)

[MEMBER AWARDS: THOMAS A. PORTER LIFETIME ACHIEVEMENT AWARD—2010]

## [MEL ABRAHAM GRANTED LIFETIME ACHIEVEMENT AWARD](#)

*National Association of Certified Valuation Analysts (NACVA) Honors Abraham with 2010 Thomas R. Porter Lifetime Achievement Award for Character, Leadership, and Achievement*

[CONFERENCES: CTI—NEWPORT BEACH]

## [NACVA CONSULTANTS' TRAINING INSTITUTE IN NEWPORT BEACH, AUGUST 9–14](#)

*The Nation's Experts in Business Valuation and Financial Litigation Offer In-Person Instruction in Business Valuation, Financial Forensics, Litigation Preparedness, & More at the Island Hotel Next Week*

[CONFERENCES: CTI—DALLAS]

## [NACVA CONSULTANTS' TRAINING INSTITUTE IN DALLAS, SEPT 20–25th](#)

*The Nation's Experts in Business Valuation and Financial Forensics Bring Blow-Out Conference to the Fairmont; Eleven Tracks on BV, Forensics, M&A, Healthcare, & More!*

### CONTRIBUTED ARTICLES:

NACVA harbors a stable of great writers and opinion leaders that qualified publications regularly reach out to. These publications may be reporting an article on a subject such as business valuation, forensic accounting, mergers and acquisitions, business and intellectual property, or exit strategies. Media need informed, educated analysis from professionals.

Publications also need contributed articles. These are usually short (~800 words) pieces. Authors assert and defend an opinion on an important issue. Or instead, they may educate with a “how-to” approach, laying out “best practices” or “top tips” on topics.

Should we add you to our subject matter expert database?

Contributed articles are a great way to build your personal or firm brand and generate new business. Authors usually get a short bio appended to these sorts of articles, including “how-to-contact” instructions. So tell us about your expertise. Let us know what you might be interested in writing about. Write [daved1@nacva.com](mailto:daved1@nacva.com) or call (512) 761-4780. ■

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NACVA Press Releases [cont.]

## CUSTOM MEDIA LISTS:

Maybe you're the proud owner of a new NACVA credential such as the AVA, CVA®, or CFFA, and you'd like to let your local community know. Or perhaps your firm is planning a regional event you want the media to know about. If so, NACVA may be able to help identify important people to talk to.

NACVA's media relations department has access to a vast database containing the names, titles, phone numbers, and email addresses of *hundreds of thousands* of reporters, editors, and producers at virtually every network, magazine, and web site extant today. In 2010, we've created custom media lists for metro areas including:

- New York
- Chicago
- Miami
- Newport Beach
- Phoenix
- Los Angeles
- Dallas
- Salt Lake City
- Seattle
- San Francisco
- Colorado Springs

...and more. We're quite time limited, so the further in advance you register requests, the better. Email [daved1@nacva.com](mailto:daved1@nacva.com) or call (512) 761-4780. ■

[EDUCATION SERVICES—AICPA CONTRACT—FINANCIAL FORENSICS]

### [AICPA CONTRACTS NACVA TO DEVELOP COURSE FOR CPA FORENSIC CREDENTIAL EXAM](#)

*The American Institute of Certified Public Accountants has engaged the National Association of Certified Valuation Analysts to develop a course to help CPAs prepare for the qualifying exam for the Certified in Financial Forensics credential.*

[MEMBER AWARDS: NACVA EXECUTIVE]

### [NACVA CEO PARNELL BLACK AGAIN CITED AMONG ACCOUNTING PROFESSION'S "MOST INFLUENTIAL"](#)

*Accounting Today, for 11th Straight Year, Honors NACVA Founder, Educator, and Industry Leader among its "Top 100 Most Influential"*

[CREDENTIALS: AVA]

### [SBA RECOGNIZES NACVA AVA CREDENTIAL FOR VALUATIONS](#)

*U.S. Small Business Administration (SBA) Recognizes NACVA's AVA as a "Qualified Source" for Valuations Larger than \$250,000 from Firms Seeking Loans*

[PRODUCT AWARDS: PUBLICATIONS]

### [VALUE EXAMINER CITED WITH APEX AWARD FOR EXCELLENCE](#)

*Prestigious Publication for Financial Consultants Published by the National Association of Certified Valuation Analysts (NACVA) Is Honored among Field of 3,700+ Entries*

[CONFERENCES & SPEAKERS]

### [SEC HEADLINES CONGRESS ON FAIR VALUE: SEATTLE, SEPT 27-28](#)

*Jouky Chang, Office of the Chief Accountant at the S.E.C., Speaks on IFRS and U.S. GAAP Convergence; Grant Thornton, Willamette Management, RSM McGladrey, Brown Smith Wallace, & Other Top Experts Offer In-Person Instruction on Key FASB Topics*

## SPEAKING OF CREDENTIALS . . .

*Did you know? The CVA and the AVA are the **only** business valuation credentials accredited by the National Commission for Certifying Agencies (NCCA), the accreditation body of the Institute for Credentialing Excellence (ICE). NACVA's Consultants' Training Institute also partners with the Institute of Business Appraisers (IBA) to offer three business appraisal designations: the Certified Business Appraiser (CBA), the Accredited in Business Appraisal Review (ABAR), and the Business Valuator Accredited in Litigation (BVAL). ■*

# NACVA Media Services 2010

## NACVA Press Releases [cont.]

[CONFERENCES: BVTC—PHOENIX—OCTOBER]

### [NACVA BUSINESS VALUATION TRAINING CENTER \(BVTC\) IN SCOTTSDALE, OCT 11–16<sup>th</sup>](#)

*The Nation's Experts in Business Valuation and Financial Forensics Bring In Person Training to the Hotel Valley Ho; Tracks on BV, Forensics, Business Interruptions Losses & Claims, More!*

[CONFERENCES: CTI—WASHINGTON, DC]

### **NACVA CONSULTANTS' TRAINING INSTITUTE TO BE HELD IN WASHINGTON, DC, OCT 25–29.**

*The Nation's Experts in Business Valuation and Financial Forensics Bring Blowout Training Event to the Marriott Wardman Park; Sixteen Tracks on BV, Financial Forensics, More! ■*

## AMBASSADORS' QUICKREAD

NACVA's monthly Ambassadors' Club QuickRead is the Association's monthly electronic publication. In 2010, QuickRead has expanded to consistently offer *nine* articles each month on topics of interest to valuers and consulting professionals, including *Business Valuation, Exit Strategies, M&A, Case Studies (both Federal and State), ESOPs, Forensic Accounting, FASB, Healthcare Practice, Tips for Valuers*, current *Webinars*, and more. Brand new this year is a new section called *CTI Conversations with the Masters*, featuring video of interviews with some of the Association's most successful and acclaimed experts. New in 2010, the full *QuickRead* archives are posted on the *Resources* section of the NACVA homepage. Click [here](#).

## CONTRIBUTED ARTICLES (II):

NACVA has worked with subject matter experts in the Association to place more than a dozen articles, interviews, radio appearances and podcasts in 2010 with media including:

- *Private Equity Manager*
- *AccountingWeb*
- *Physician's News Digest*
- *ADVANCE: Healthcare*
- *Sarbanes-Oxley Journal*
- *Family Business Magazine*

## TEMPLATES:

When you or someone in your firm earns a new NACVA credential and wants to celebrate the milestone, NACVA is ready to help you promote your business. We do that not only by providing help developing a customized media list for your region, but by providing you with templates that articulate credential value.

NACVA press release templates specify some of the particular details of the arduous training successful accreditation candidates go through. Moreover, these templates include important testimony from NACVA CEO Parnell Black on what you've accomplished, and the critical value you can provide your business community. NACVA templates updated or created in 2010 include:

- *CVA® Accreditation*
- *AVA Accreditation*
- *CFFA Accreditation*
- *CMAA Accreditation*
- *NOCA Accreditation by ICE*
- *Various NACVA Board Memberships*
- *State Chapter President's Leadership Award*
- *CTI Conference Attendance*
- *M&A Research Papers & Analysis*

For more information, talk to your state chapter president, or write Dave Dix as [daved1@nacva.com](mailto:daved1@nacva.com). ■

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## NACVA MEMBERS IN THE NEWS

So far in 2010, dozens of NACVA members have used NACVA templates and custom media lists to promote themselves and their practices to the community. Those members, and their NACVA affiliation, have been written about in various local newspapers, regional business journals, and on many professional web sites.

## NACVA PARTNER PRESS RELEASES

### [IBA INTRODUCES NEW BOOK: "PRICING A SMALL BUSINESS FOR SALE"](#)

*This book offers appraisers a bridge between the theoretical world of "fair market value" and the real world of actual sales. Appraisers will find the book provides an invaluable perspective on business value as well as a realistic method to provide a "sanity check" for equity valuations.*

### [VALUSOURCE ANNOUNCES INTERNATIONAL BUSINESS VALUATION SOFTWARE](#)

*The U.S. leader in business valuation software goes global; ValuSource Pro International will offer IFRS (rather than GAAP) support; full international capabilities, and all the features of its bestselling professional valuation software*

### [VALUSOURCE UNVEILS WEB-BASED PLURIS DLOM DATABASE™](#)

*ValuSource Pluris DLOM Database™ is the most comprehensive database ever for determining discounts for lack of marketability (DLOM).*

... and more!

## MEDIA OUTREACH:

Beyond promoting NACVA member expertise through contributed articles, media relations press releases, emails, and calls have led in 2010 to pickup and publication by hundreds of Web outlets, newspapers, radio programs, and more. These outlets include not only accounting profession mainstays such as *AccountingToday* and other SourceMedia publications, but mainstream national and regional newspapers. All of this increases not only the recognition of NACVA and the perceived value of NACVA credentials, but can translate into real bottom-line business and accelerated growth for Association members. ■