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Association News

Quarterly Newsletter for the National Association of Certified Valuators and Analysts

Fourth Quarter 2011



Executive Advisory Board Chair Message
Rebekah Smith, CPA, CVA, CFFA

Did you know that NACVA and The Simpsons (the long-running animated television program) both debuted 20 years ago?

Homer Simpson was a nuclear technician, an entrepreneur, an investor, and an industrialist. He founded a family business, formed a partnership with his best friend (something many of us would have advised against), and started several single member ventures. From his snow plowing business, Mr. Plow, to his door-to-door sugar sales venture, none of his business undertakings quite worked out as he envisioned. D'oh!

While NACVA was founded by an entrepreneur with vision (sort of like Homer), luckily, our founders had much higher business acumen and built an organization with a solid foundation (unlike Homer's business scheme "Homie the Clown").

NACVA was founded with a focus on providing quality training, credentials, and support to business valuation professionals. At first, NACVA's primary focus was on CPAs; however, over the past 20 years, NACVA has expanded its membership to recognize that qualified analysts come in all types of professional backgrounds, not just CPAs. As well, during the past 20 years, NACVA recognized the changing needs of its members and expanded our services and training with in-depth consulting and forensic training as well as the Certified Forensic Financial Analyst (CFFA) credential. Part of what has made NACVA such a successful organization is its ability to recognize a need in the market and fill it (something Homer could have certainly learned from, selling Pumpkins after Halloween...not a great example of meeting market demand).

And as we celebrate 20 years as an organization, once again NACVA rises up to meet the needs of its members and to prove that we are leading the industry by providing the highest quality of education, technology, and credentials.

Here's how NACVA is continuing to lead the industry...

- **YouTube**—NACVA has been airing a series of videos on YouTube called "Conversations with the Masters" featuring interviews with industry leaders and founders. Starting this month, NACVA introduced the "Emerging Leaders" series, which will feature the profession's upcoming/future leaders.
- **Got CPE**—NACVA is debuting an Online *CPE On Demand* library with sessions recorded at the 2011 Annual Consultants' Conference in San Diego as well as recent online lectures. Members will now have the

Diego as well as recent online lectures. Members will now have the ability to obtain CPE on demand, anytime, anywhere.

- **Go Green**—NACVA will be featuring a CTI app for smart devices similar to Conference where professionals can access course material and resources from their smart devices.
- **Blog about It**—NACVA will be launching a Current Trends webinar series and blog that will keep members and the profession up-to-date on current headlines, developments, and industry news.
- **Deep in the Heart of Texas**—The 2012 Annual Consultants' Conference will be held June 20–23 in Dallas. Call for presentations and academic papers submission deadline is October 14. Check out NACVA's website for more information.

I would be remiss if I closed without first encouraging you to get involved with NACVA. The organization provides you with a multitude of ways to get involved and influence our profession.

Second, do not forget about NACVA's name change to National Association of Certified Valuers and Analysts! Be sure to change all your reports/templates, CV, and marketing materials to reflect the new name!

As Homer said to Bart, "Okay, the trampoline was a bad idea. But you know what? At least I'm out there trying new things." Thank goodness for all of us that NACVA has been out there exploring new things—and will continue to do so.

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