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Association News

Quarterly Newsletter for the National Association of Certified Valuators and Analysts

Second Quarter 2012



CEO's Message

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

Be a Pacesetter!

PACESETTER AWARDS™

Effective January 1, 2012, NACVA/CTI will implement a new awards program similar to the American Express Membership Rewards® or Delta SkyMiles® programs entitled Pacesetter Awards™. For each dollar (\$1.00) you spend with either NACVA (dues included), or the CTI you will receive four (4) points, so for example, \$250 spent will earn you 1,000 points. Earned, accumulated, and unexpired points may be applied/used towards purchases from NACVA, CTI, KeyValueData, and IBA. Points, if not used, expire after two years. These can be used towards most purchases except for dues, subscriptions, and recertification fees.

Although Pacesetter Points™ (Awards and Points used interchangeably) have no redeemable cash value, they carry an effective cash value when applied towards a purchase where 100 points equals \$1.00 (one dollar). Thus, 2,000 points when applied/used would equate to \$20 off your purchase. An example of how this might translate into more value for you: Assume in 2012 you pay your NACVA dues, attend our Dallas conference in June, purchase a couple of databases, take a two-day course at a CTI, and attend five webinars; by the end of the year you may have spent \$4,000 with NACVA/CTI. Under our Pacesetter Awards program, you would earn 16,000 points that would have a cash equivalent value when applied towards, let's say, our 2013 conference, equal to \$160 off your conference registration fee.

The program is pretty straight forward. It is designed to reward members based on their level of activity supporting us by attending various events or purchasing products and services designed to help you in your endeavors and career aspirations.

The program will also be used to reward members for their non-financial support in special or immediate ways that might help the Association, much in the same way you've seen us use Credit Vouchers in the past. Most commonly, we have used Credit Vouchers to obtain timely responses to surveys. In the future look for these opportunities, particularly in the *QuickRead*, because they will offer a way for you to earn a lot of Pacesetter Points, without a financial outlay.

Restrictions on the use of points other than those cited above is: (1) they can only be used in increments of 1,000; (2) there will be items, where the amount of points that can be applied will be limited; (3) they are non-transferrable; (4) they will accrue to the benefit of the person receiving services or products from NACVA/CTI. For instance, if your firm pays for you to attend our annual conference in Dallas this June, you, not the firm nor your manager/partner, will be the recipient of the points earned for your registration fee. NACVA reserves the right, however, to make changes to the Pacesetter Awards program if deemed necessary, at any time.

In the future, we plan to note "Accumulated and Unexpired Pacesetter Awards" on your dues invoices, and eventually on a variety of other administrative communications, but in the meantime, feel free to call NACVA/CTI Member Services to find out the status of your Pacesetter account; or alternatively, go to <http://www.nacva.com/z/members/login/>, enter your NACVA Member Number and Password, to obtain your Pacesetter account status.

As an added bonus, **call Member Services before June 30, 2012** and tell them you read Parnell's CEO's Message, and you will receive 2,000 Pacesetter Points just for the call. Thank you.

QUICKREAD—NOW A WEEKLY PUBLICATION

Over the last few months you may have noticed that you are receiving NACVA's Ambassadors' Club publication—the *Quick Read*—weekly. This change was made for a few reasons:

1. To stay in touch with members more frequently than once a month
2. To provide members more industry news and on a more timely basis
3. To become one of our members most valued free resources for staying current in the business valuation, financial forensics and related consulting disciplines

Also of importance, the weekly *Quick Read* is now our primary source of communicating upcoming training program registration discount deadlines. I will be the first to admit that NACVA sends out far too many promotional e-mails. If I don't have time to read them all, how could I expect you to? But we have a dilemma. With about 250 webinars and 80 course offerings a year, we are challenged to communicate all of these great learning opportunities to members without overwhelming you. And just as importantly, keep you alert to savings opportunities with registration discount deadlines.

THE PLAN

We have a new plan that will reduce our volume of e-mail communications more than 50%, and at the same time give you more useful information with less intrusion. At the heart of this plan is *Quick Read*, which will become a primary source for you to tune-in to upcoming programs and registration discount deadlines.

Early Registration Discounts:

1. Starting in 2012, NACVA's /CTI's traditional 10% and 5% for 60 and 30-day early registration discounts program will be modified to tie the discounts to the end of a month. So the last day of the month will mark the expiration of a 10% or 5% registration discount for various upcoming programs. This year we have also introduced 15% early registration discounts, which are only available on certain programs and locations. Your way to stay on top of these discounts before they expire will be through the weekly *Quick Read*.

In the past, with 80 training programs a year, each having its own 60 and 30-day discount deadlines for each, there were literally 160 different registration discount deadlines for you (and for us) to keep track of. It was daunting. Going forward, there will only be 12 deadlines a year, and that is at the *end of each month*.

Your way of finding out which program registration discounts expire at the end of each month, and the amount of percentage discount, is through the *QuickRead*. It's the primary communication you will be receiving from NACVA and the CTI alerting you to programs in the pipeline and discounts being offered for early registration.

2. Each week, to keep you alert, we will feature a Special Offer on an upcoming program with early registration discounts ranging from 20% to 50%. These offerings will be good for one week (7 days) only, not apply retroactively, and be offered on select (not all) programs throughout the year, usually three to five months before the date of the program, well before the 10% and 5% early registration discount deadlines expire.

The profiled program each week will not be announced until Thursday of each week right when we release that week's issue of *QuickRead*. Thus, in order for you to take advantage of these huge savings, you need to read the *QuickRead* each week.

Sincerely,



Pamell Black, MBA, CPA, CVA
Chief Executive Officer

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Last updated 6/5/2012

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