



Association News

Quarterly Newsletter for the National Association of Certified Valuators and Analysts



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CEO's Message—Second Quarter 2013



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

Change is Good

A lot has been going on with NACVA over the last year or so, and, yes, we have made many changes. So much so, I have received comments/whispers like: "Is something going on at NACVA—it seems like every time I turn around, something new is coming at me?" "I can't keep track of you guys anymore; I don't know what's going on?"

One must ask, why Change? Change is necessary for growth, it prevents stagnation, and it fuels creativity, innovation and promise for the future. It is required to stay ahead of our ever changing business environment. And with it—brings new life, new energy, and prosperity, especially for our members. We make changes because we believe it is in our members' best interests.

There are many reasons for change—it can be out of reaction to warranted or unwarranted pressure; it can be impulsive fixing problems as they arise; or it can be a result of a well thought-out plan, incorporating a series of steps within a longer-term strategy. And those that know me—know I am not reactive or impulsive, and put considerable thought and careful planning into every decision. What you may not know—is every major decision at NACVA is made by committee (i.e., Board, team, or task force). And often, there is 100% agreement before proceeding, because if there is a hold-out in obtaining a consensus, even if it is just one person, I find that more often than not, there is a flaw in the plan.

There are two drivers behind the decisions we make: one is [NACVA's Boards and Committees](#), which are comprised of members who are [elected](#) to the Boards and volunteer to be on Committees. The other is internal—these decisions are made by staff members at Headquarters (HQ) who are a part of a team. Almost everything we do at HQ that is of any significance affecting either

our service to members or operations at HQ, is discussed, analyzed, and vetted extensively by a team before a decision is made. Teams at HQ can have as few as four staff and up to 15. The size of the team depends on the size and needs of the project, and the effect/impact of the decision being made. And we have at least two dozen teams at work each year. Once in a while, teams will be comprised of both many HQ staff and members; one example of this is our Conference Planning Committee. It is important to clarify that HQ has one or two staff represented at all Board and Committee meetings; their role is to participate in discussions and bring back to HQ decisions to be acted upon.

I know my staff sometimes express that we have too many meetings, but the fact of the matter is (and they know this), we make better decisions because of this. Plus, I doubt many organizations feel the team spirit we do. Everyone at

...and, I suspect many organizations feel the same spirit we do. Every one at HQ has a voice that is heard. This rule, if you want to call it that, also applies to our Boards and Committees. They have a powerful voice. I suspect that most people who have served on a Board or Committee will probably agree.

So, be it known, I do not work in a vacuum. Every decision, every change of significance implemented in the last many years was made by a Board or HQ team, and was done for good reasons based on a plan within a strategy that in the short- and long-term is in the best interest of our organization, and, more particularly, our members.

Here is a summary of changes, new products/programs/services, implemented in the last year and a half for the benefit of our membership; I have attached the applicable official announcements so you can see the details of each:

<u>Approximate Date</u>	<u>Change/Program Implemented</u>	<u>Reason Why</u>
Jan-2012	<u>Rolled-out Pacesetter Awards™ program</u>	Reward loyalty
Feb-2012	<u>Made substantial changes to our MAFF (previously CFFA) prerequisite criteria</u>	Make more transparent
Mar-2012	<u>Converted QuickRead from a monthly to weekly—e-publication</u>	Increase options for PD*
Jul-2012	<u>Created new subsection—Appraisal Database and Mentoring Services (ADAM)</u>	Expand product offerings
Jul-2012	<u>Merged the IBA into NACVA</u>	Unify, streamline, synergize operations
Aug-2012	<u>Rolled-out a training program for the AICPA where we are preferred provider—Cornerstones of Financial Forensics—Workshop</u>	Broaden support to industry
Aug-2012	<u>Rolled-out a monthly webzine —Around the Valuation World™</u>	Facilitate learning of current events
Nov-2012	<u>Redesigned the NACVA, CTI, CVA, MAFF, and ABAR seals</u>	Polish professional image
Dec-2012	<u>Formed Ambassadors' Editorial Board</u>	Organize NACVA's intellectual capital
Jan-2013	<u>Rolled-out with customized Errors and Omissions (E&O) insurance</u>	Fill industry need
Mar-2013	<u>Merged the AVA into the CVA</u>	Unify membership
Apr-2013	<u>Changed the name of the CFFA to MAFF</u>	Distinguish, differentiate designees
May-2013	<u>Made substantial changes to CVA recertification requirements</u>	Simplify reporting
*PD=Professional Development		

And this is just what you see on the surface. At HQ we have redesigned

websites, rebuilt our CVA exams, overhauled numerous internal processes, promoted and repurposed staff, completely redefined our marketing and public relations strategy, rolled-out with a dozen new products, hired many new staff, and relocated our offices.

As you might expect, this is not the end of it. We have in motion many more changes that will carry through 2014, and it is all good. *Change is good.* I welcome your comments. Thank you.

Sincerely,



Parnell Black, MBA, CPA, CVA
Chief Executive Officer

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