



# Association News

Quarterly Newsletter for the National Association of Certified Valuators and Analysts

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APPLYING ACCOUNTING & MARKETING SERVICES



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## PR and Marketing Initiatives—Fourth Quarter 2013



By Kirk Bowden  
Marketing Manager

### PR and Marketing Initiatives

An important part of association membership is the knowledge that the organization cares deeply for its members and is committed to promoting member skills and credentials. The National Association of Certified Valuators and Analysts (NACVA) has worked these past months to educate our various target audiences about the services offered by our members and the value of our professional credentials. We've generated a series of [press releases](#) designed to explain the changes in credentials and highlight your professional services. These releases have helped bring further focus to the accounting and financial consulting disciplines and the important role your professional credentials offer when they engage your services.

In conjunction with the Consultants' Training Institute (CTI), we have distributed various [catalogs](#) and other materials to help these target markets know of our professional training opportunities and better understand the depth and rigors of your education. This is designed to help you grow your business by increasing awareness of training focused on industry standards and techniques, all delivered by cutting-edge experts.

An important way NACVA can help you is to put you in front of more people through our member and referral directories. Every week, we receive requests from business owners and attorneys looking for business valuation and financial forensics practitioners. Our directories are the first place we direct these visitors to explore. Why does this matter to you? It's critically important that the information about you is updated and demonstrates your skills and expertise.

We've developed a step-by-step page to help you update the information that appears in the directory. Please visit <http://www.nacva.com/FAQDirectoryUpdate.asp> to learn how. Our new [referral directory](#) will only feature members who hold a credential and have completed all of the fields of information, including a photo. This referral directory is intended to become a way for those outside of our association to find a credentialed member whose specialties, areas of interest, city, state, etc. match their search criteria. The referral directory will feature association members on a random basis so different members are featured each time. The [member directory](#) will feature all members of the association and be used primarily by our members. You'll want to make sure you have all the information about you included so you appear in the referral directory searches.

NACVA will continue to keep you updated on the latest marketing initiatives and ways we are promoting our members. Make sure to make the most of your credentials by using them proudly in your personal marketing efforts on letterhead, websites, social media sites, etc.