

Welcome to the Fall 2009 Professional Issues Update

*An Exclusive Benefit
For MACPA Members*

"A pioneer in using social media and Web 2.0 technologies in accounting, Hood (and his team at MACPA) has tapped his expertise to roll out one of the most extensive sets of resources in the country for helping CPAs handle the recession."

- Bill Carlino, Editor Accounting Today Magazine

Keeping Up With Accounting Professional Issues Update 2009 Fall Edition



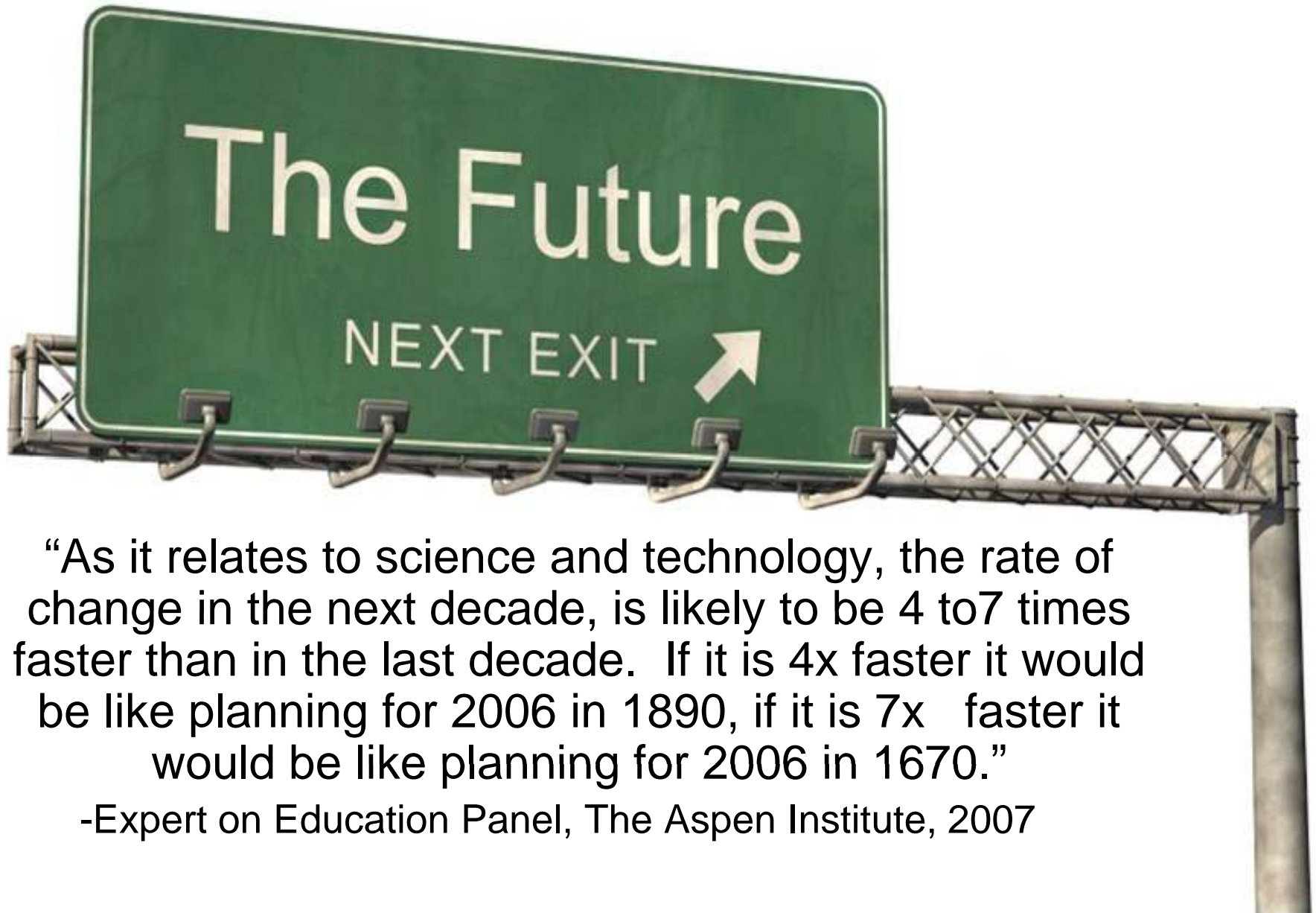
**Tom Hood, CPA.CITP
CEO & Executive Director
Business Learning Institute
Maryland Association of CPAs**

What is the One Thing for CPAs?



Q: What is the # 1 Issue facing all CPAs?

A: Keeping up with changing standards & regulations



“As it relates to science and technology, the rate of change in the next decade, is likely to be 4 to 7 times faster than in the last decade. If it is 4x faster it would be like planning for 2006 in 1890, if it is 7x faster it would be like planning for 2006 in 1670.”

-Expert on Education Panel, The Aspen Institute, 2007

What is the One Thing for CPAs?

CPAs... Making sense of a changing and complex world.

CPA

(noun) Trusted expert who helps individuals and organizations envision and shape their financial future. Characterized by **COMMITMENT** to objectivity, integrity and competence; excellent **PERFORMANCE** on behalf of clients, employers and the public; and **ACCOUNTABILITY** for the highest professional and business ethics.

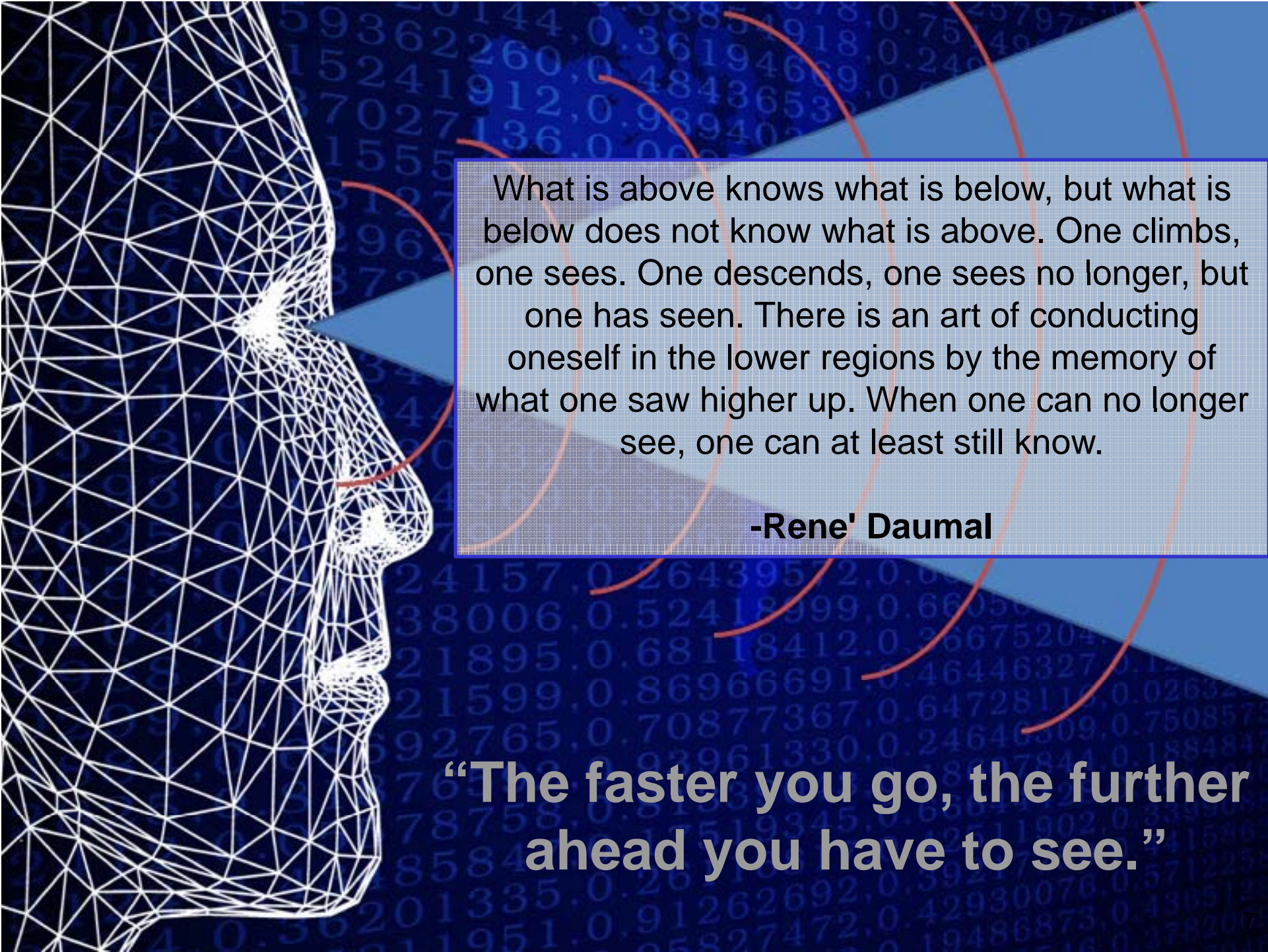
Integrity
Protect The Public
Attuned To Broad Business Issues
Lifelong Learning
Objectivity
Competence

Outcomes for today



- Understand the trends and issues facing your Profession and your organization
- Learn about the structure of the CPA profession and how you can see & influence major trends and issues
- Gain insights that can help you jump the experience curve as a future leader
- Learn some ways to deal with rapid & constant change

CONNECT
PROTECT
ACHIEVE



What is above knows what is below, but what is below does not know what is above. One climbs, one sees. One descends, one sees no longer, but one has seen. There is an art of conducting oneself in the lower regions by the memory of what one saw higher up. When one can no longer see, one can at least still know.

-Rene' Daumal

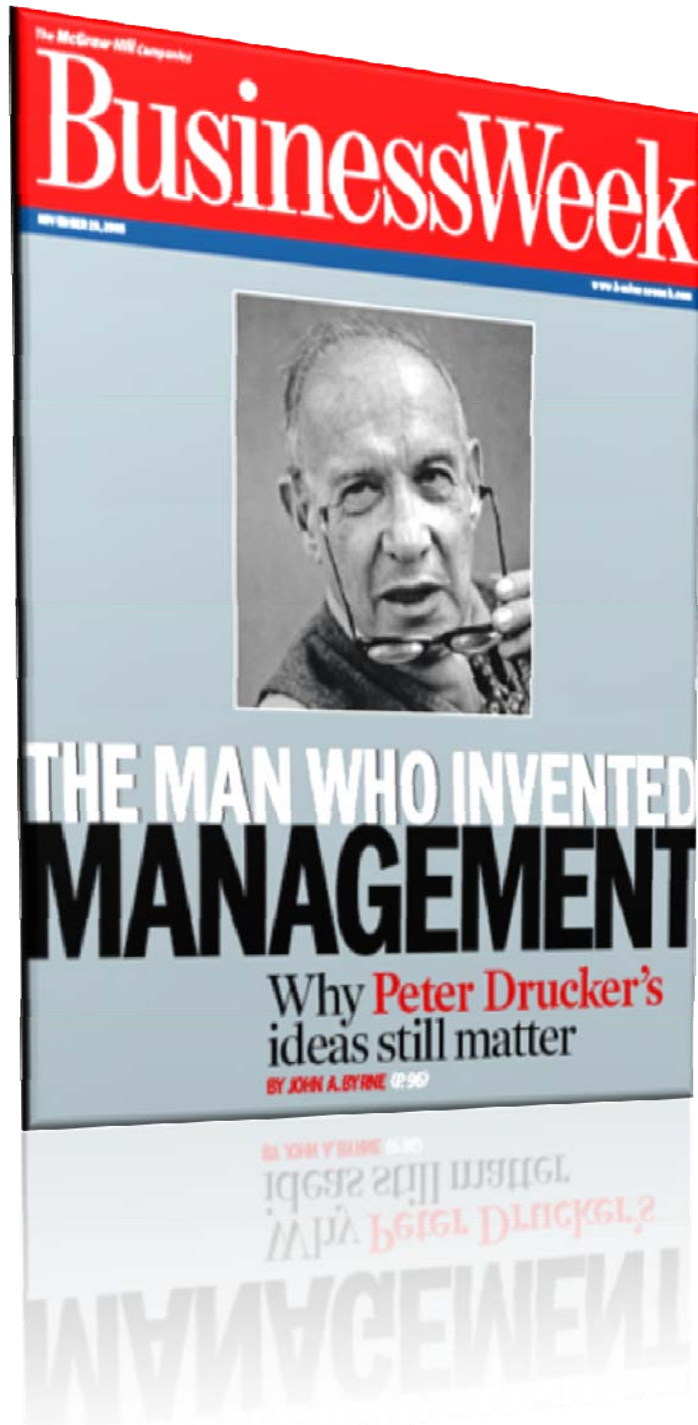
“The faster you go, the further ahead you have to see.”

Insights & Opportunities

“But a time of turbulence is also one of great opportunity for those who can understand, accept and exploit the new realities. It is above all a time of opportunity for leadership.”

- Peter Drucker,
Managing in Turbulent Times





Action

“The best way to predict the *future* is to create it.”

- Peter Drucker,
Managing in Turbulent Times

What are MACPA members saying?



Insights from the Spring, 2009 PIU / town hall meetings covering 1,500+ members¹⁰

From the Spring PIUs

CONNECT. PROTECT. ACHIEVE.

What should be MACPA's #1 priority?

- ⊕ Advocacy with regulators & legislators
- ⊕ Protecting our CPA license
- ⊕ Insuring integrity of the CPA profession
- ⊕ Education

From the Spring PIUs

CONNECT. PROTECT. ACHIEVE.

If I were chair of the MACPA, I would...

- ⊕ Many began their response with 'continue' – as in continue to: enhance the image of CPAs, improve the types of education offered, recruit young people into the profession
- ⊕ Attract & retain top candidates to the profession
- ⊕ Promote integrity of the profession
- ⊕ Increase networking opportunities
- ⊕ Offer more low/no cost CPE

From the Spring PIUs

CONNECT. PROTECT. ACHIEVE.

What phrases, images or words caught your attention?

- ⊕ Generations
- ⊕ IFRS
- ⊕ XBRL
- ⊕ Social Networking
- ⊕ Transparency
- ⊕ Change!

Our Agenda

⊕ Act 1

- ⊕ The one thing all CPAs need to know
- ⊕ Economy Update
- ⊕ Regulations & Standards

⊕ Act 2

- ⊕ Workforce
- ⊕ Technology
- ⊕ Issues facing CPA firms
- ⊕ Issues facing Business Industry Government CPAs

⊕ Act 3

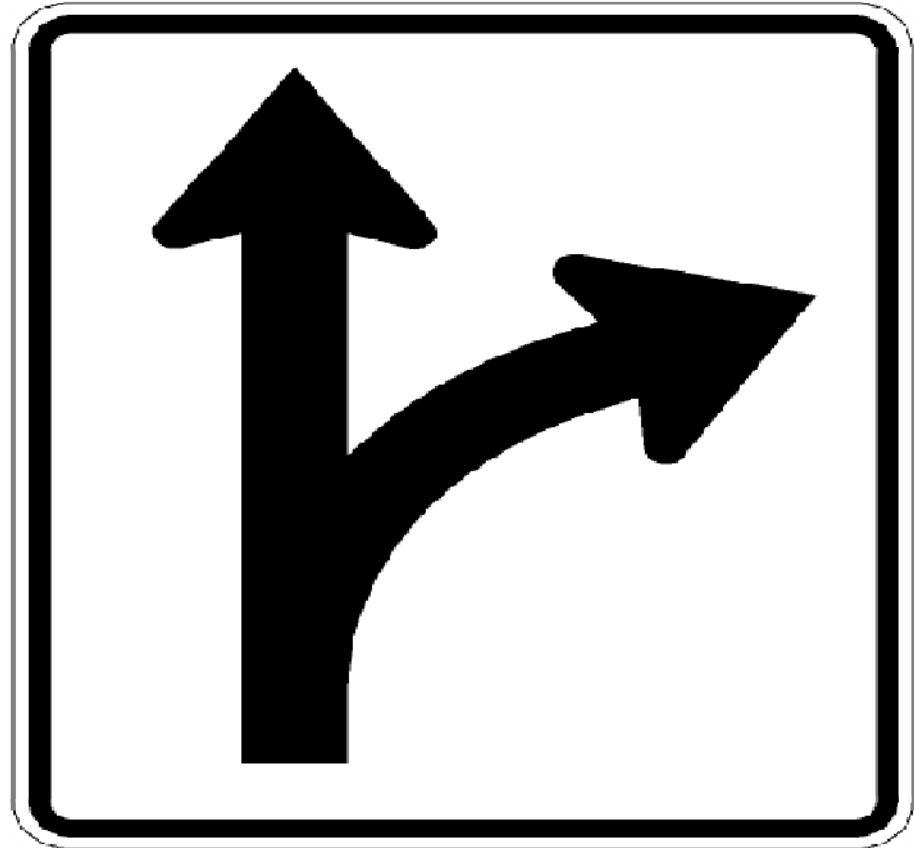
- ⊕ Image & Public Perception
- ⊕ Toolbox – MACPA Resources

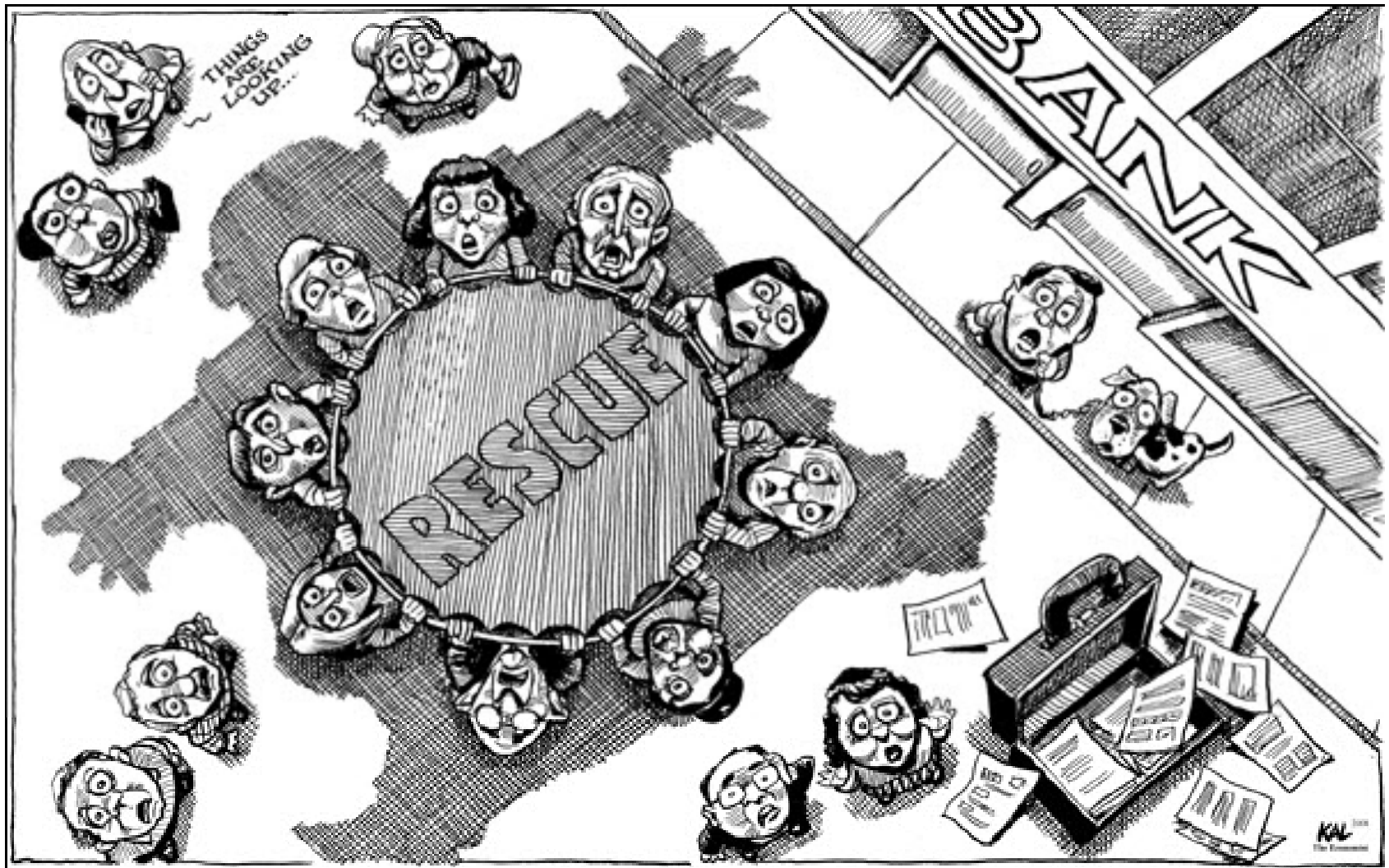


What will the **new** normal look like?

“It is increasingly clear that the current downturn is fundamentally different from recessions of recent decades. We are experiencing not merely another turn of the business cycle, but a restructuring of the economic order.”

– Ian Davis, McKinsey
Quarterly March, 2009





The new normal – Wall Street?

1920 - 2008



2008 - ????



And don't forget Health Care Reform



Now what? I like this approach!

**Time to get tough.
Time to get smart.
Time to get going.
Who's with us?**

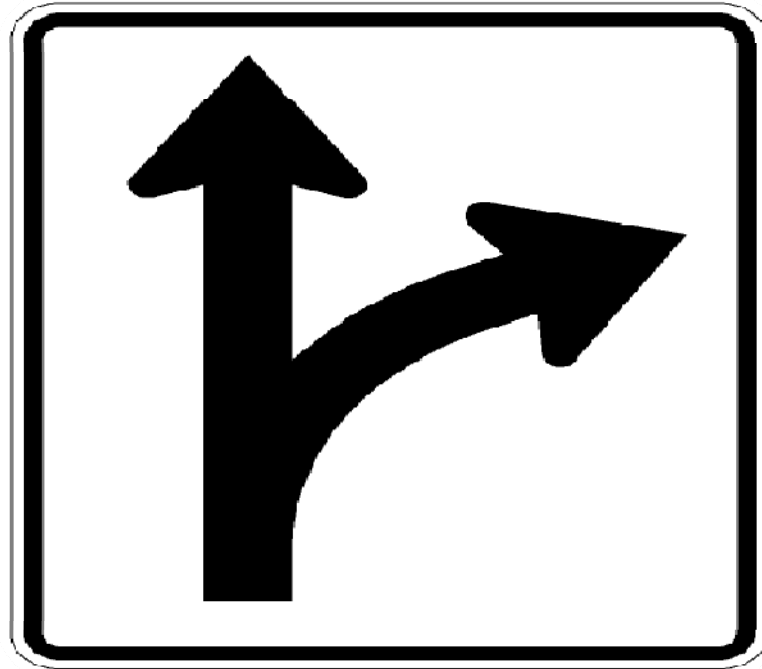


Regulators cannot keep up with Commerce

“Even the regulators can't keep up. A Senate study in 2002 found that the SEC had managed to fully review just 16 percent of the nearly 15,000 annual reports that companies submitted in the previous fiscal year; the recently disgraced Enron hadn't been reviewed in a decade.”



Regulations & Standards

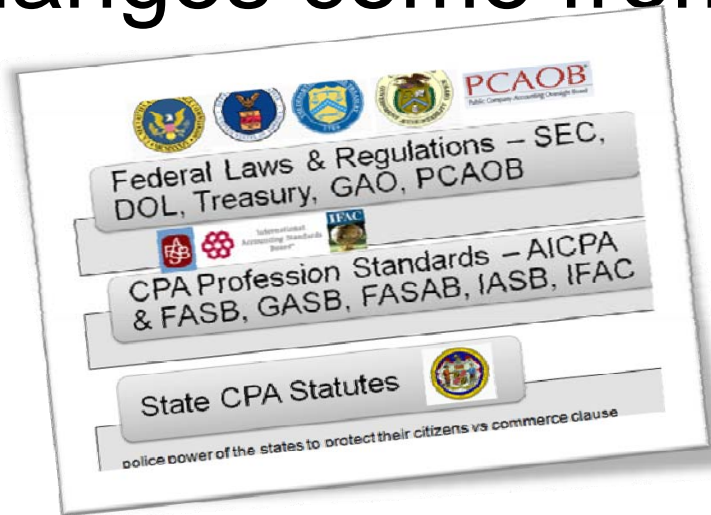


Where do major changes come from?

Us – MACPA & AICPA

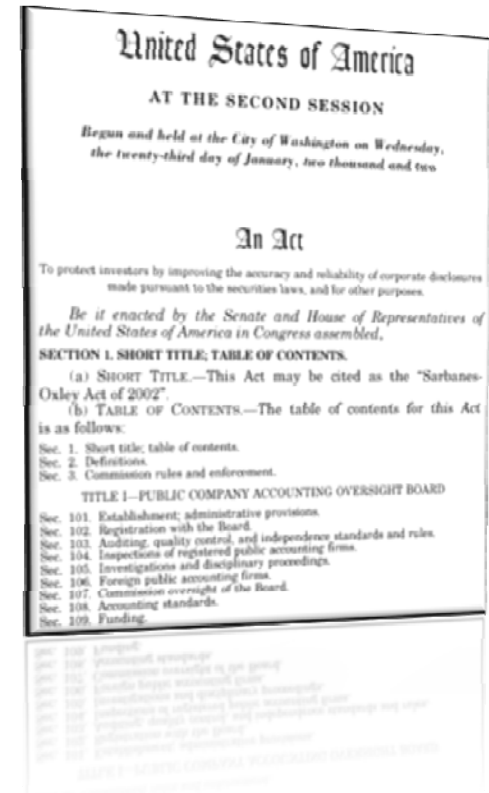
Them - lawmakers

OR



State

Federal



Infrastructure

“the basic physical and organizational structures needed for the operation of a society or enterprise”

The infrastructure for the free market was found to be in disrepair in this latest market crisis and the CPA profession is a critical component

Three Drivers

- Fair Market Value (Acctg Standards)
- Futures & Derivatives
- Investment Advisors & Broker-Dealers



When is the last time these guys had accounting as the major topic of their agenda?

Bernie & His auditor



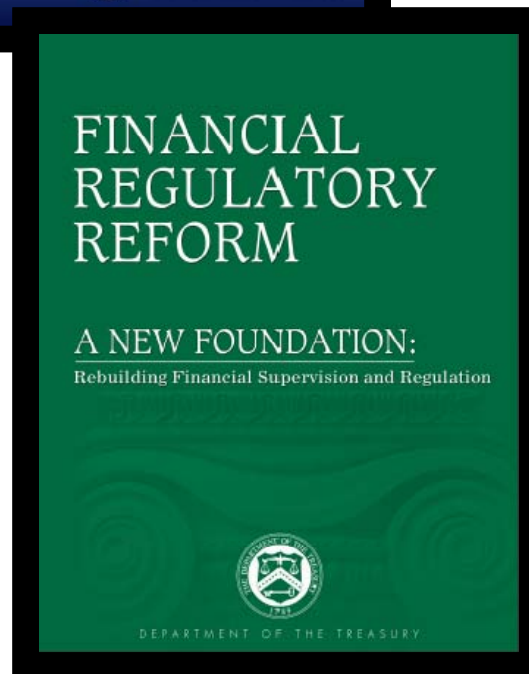
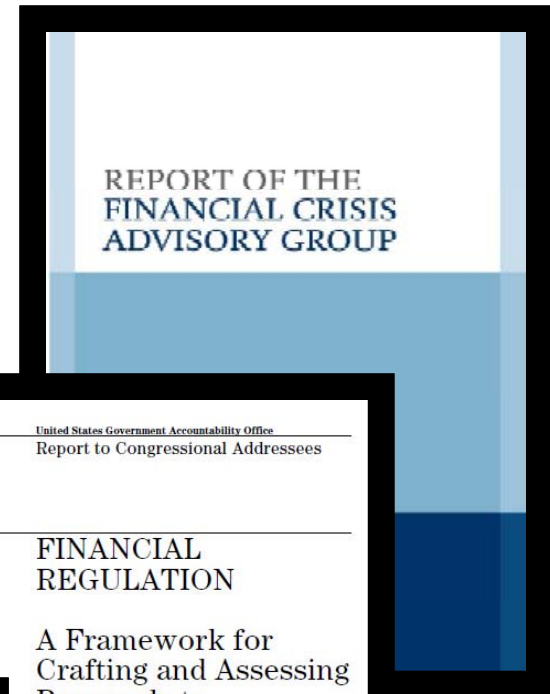
David Friehling, CPA faces 105 years in prison
For issuing false audit reports

- Sole Practitioner
- Accused of issuing audits of Madoff Securities
- Lied on AICPA membership renewal about peer review

Bernard Madoff's accountant was released Wednesday on \$2.5 million bail after federal authorities charged him with fraud, saying he "merely pretended" to audit Madoff's firm, which cheated thousands of investors out of billions of dollars.

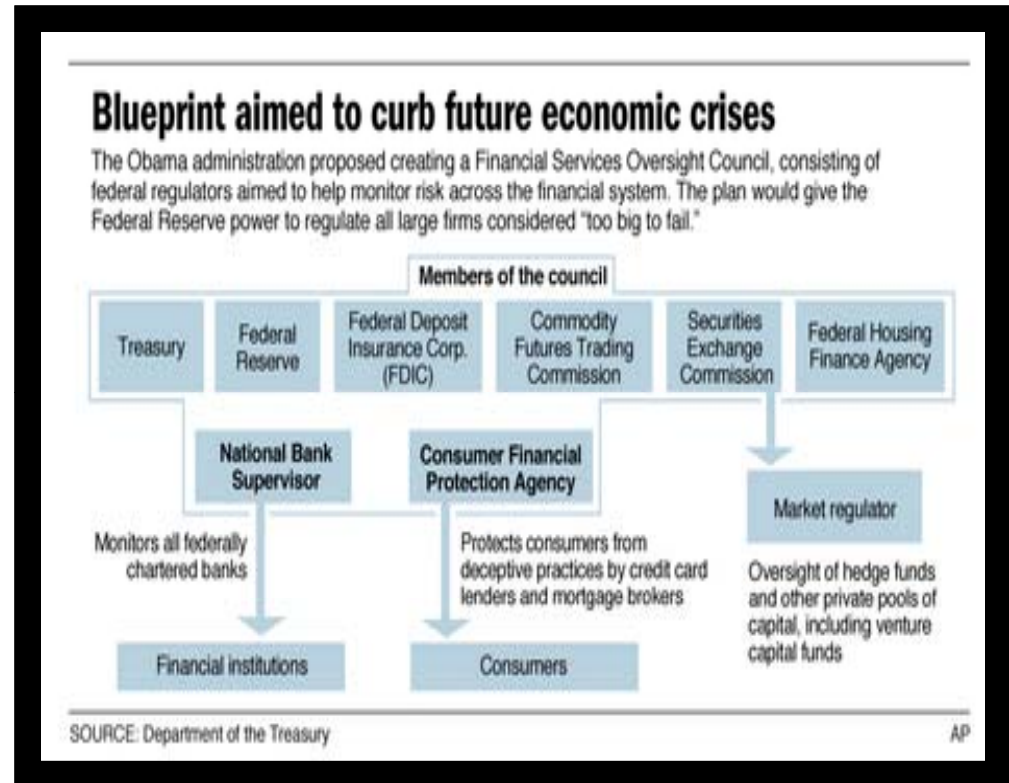


What will a modernized financial services regulatory scheme include?



Latest proposal

1. Promote robust supervision and regulation of financial firms
2. Establish comprehensive regulation of financial markets
3. Protect consumers and investors from financial abuse
4. Provide the government with the tools it needs to manage financial crisis
5. Raise international regulatory standards & improve international cooperation



http://www.financialstability.gov/docs/regs/FinalReport_web.pdf

Should Congress Set Accounting Standards?

Congress Pressures FASB to Revise Mark-to-Market

Washington, D.C. (March 12, 2009)
By WebCPA staff

Financial Accounting Standards Board Chairman Robert Herz was pressed to make changes in mark-to-market accounting standards in as soon as three weeks during a contentious congressional hearing.

Herz agreed to consult with the other four members of the board later that evening and work with them to issue guidance within the next three weeks to forestall Congress from drawing up legislation to dictate accounting standards. Earlier in the day, he had said that the guidance would be available by the end of the second quarter.



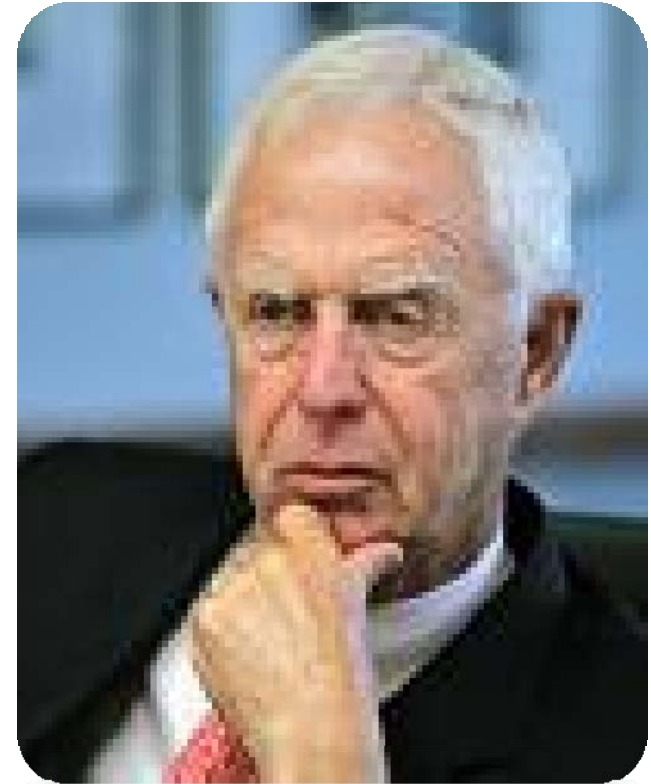
Sitting beside James Kroecker, acting chief accountant at the Securities and Exchange Commission, and Kevin Bailey, deputy comptroller for regulatory policy at the Office of the Comptroller of the Currency, Herz pledged to cooperate with their agencies on issuing guidance for mark-to-market and fair value accounting to give financial institutions more flexibility as soon as possible.

The Real Costs of Changing FMV?

“Confidence, trust, and numbers that investors can believe in are the stuff that make or break the capital markets. When investors question the validity of numbers, they sell and wait, rather than buy and invest.

Yet those charged with building confidence and trust and presenting numbers that can be believed are under sustained attack -- and they are losing.”

- Arthur Levitt, *Weakening a Market Watchdog* in Washington Post – March 26, 20009



S

IN BRIEF

► NEW ACCOUNTING OVERSEER PROPOSED

WASHINGTON, D.C. — Two members of the House Financial Services Committee have introduced a bill that would establish a new Federal Accounting Oversight Board and probably loosen mark-to-market accounting standards.

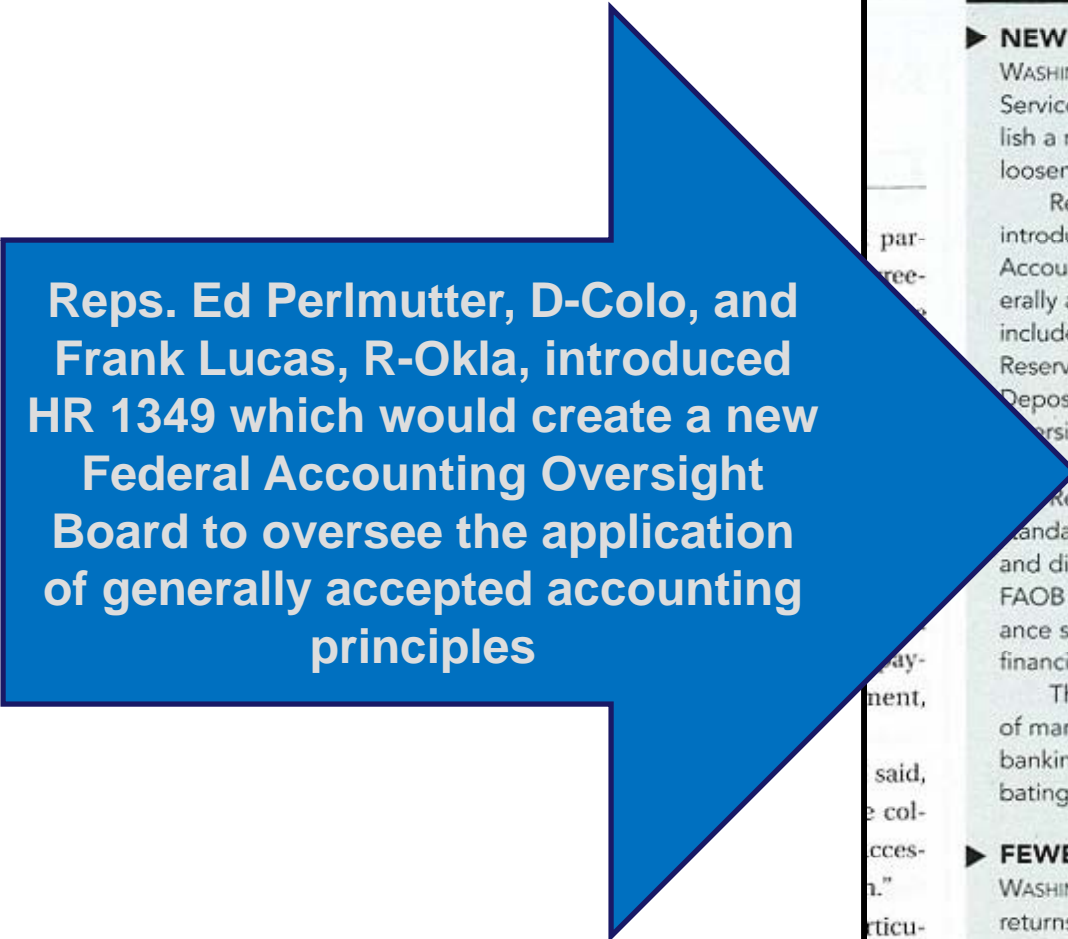
Reps. Ed Perlmutter, D-Colo., and Frank Lucas, R-Okla., introduced H.R. 1349, which would create a new Federal Accounting Oversight Board to oversee the application of generally accepted accounting principles. The board would include the Treasury Secretary and the chairmen of the Federal Reserve, the Securities and Exchange Commission, the Federal Deposit Insurance Corp., and the Public Company Accounting Oversight Board. The board would approve the standards set by the independent Financial Accounting Standards Board.

Regulators would have discretion in applying accounting standards to take into consideration different types of assets and different types of market conditions. The bill instructs the FAOB to look beyond current accounting standards and balance sheets to consider broad national and international financial markets and economic conditions.

The legislation includes a provision to examine the impact of mark-to-market accounting, which has been blamed by banking interests and some members of Congress for exacerbating the financial crisis.

► FEWER TAX RETURNS EXPECTED THIS YEAR

WASHINGTON, D.C. — Taxpayers will file 240 million federal tax returns and supplemental documents in 2009, according to projections from the IRS Office of Research, down 4.3 percent



Reps. Ed Perlmutter, D-Colo, and Frank Lucas, R-Okla, introduced HR 1349 which would create a new Federal Accounting Oversight Board to oversee the application of generally accepted accounting principles

First PCAOB now FAOB?

Financial Accounting Oversight Bill



New 5 member oversight board
proposed by Congress – March 6th,
2009

What is under the CPA Profession?



Question: When do you think about infrastructure?
Answer: when it breaks!



Federal Laws & Regulations – SEC, DOL, Treasury, GAO, PCAOB



International Accounting Standards Board®



CPA Profession Standards – AICPA & FASB, GASB, FASAB, IASB, IFAC

State CPA Statutes



police power of the states to protect their citizens vs commerce clause

Another View

	Public Company	Private Company	Int'l Company
Financial Reporting	SEC FASB	FASB PCFRC	IASB IFRS & SME
Attest Performance Standards	PCAOB	AICPA ASB	IAASB
Code of Conduct	AICPA PEEC	AICPA PEEC	IFAC
CPA Licensure	State Oversight & Enforcement of CPA License		

Standards Changes

- AS 5 - PCAOB
- IFRS – SEC International gets legs (again)
- Fair Value Accounting
- XBRL – SEC mandatory
- Codification Project – FASB
- Clarity Project – ASB
 - Convergence with international
- Reliability Project (comps & reviews)
- DOL 403 (b) Plans
- Internal Control – COSO
- Fin 48 effective 2009
- Form 990 Changes
- Fraud & Forensic SAS 99



Fraud Alert!

- Madoff scandal has created a major focus on fraud
- Extra attention to identifying fraud opportunities during the planning phase of an engagement
- Robust SAS 99 work is required
 - Professional skepticism
 - Meaningful brainstorming sessions
 - No “checklist” mentality
- Expect aggressive enforcement by regulators



Remember this guy? Ken Lay - Enron

Where do major changes come from?

Us – MACPA & AICPA

Them



OR

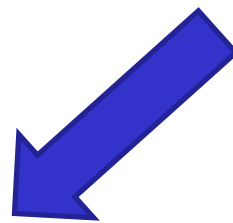


Federal Laws & Regulations – SEC, DOL, Treasury, GAO, PCAOB

CPA Profession Standards – AICPA & FASB, GASB, IASB, IFAC

State CPA Statutes

police power of the states to protect their citizens vs commerce clause



United States of America

AT THE SECOND SESSION

Began and held at the City of Washington on Wednesday, the twenty-third day of January, two thousand and two

An Act

To protect investors by improving the accuracy and reliability of corporate disclosures made pursuant to the securities laws, and for other purposes.

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled,

SECTION 1. SHORT TITLE; TABLE OF CONTENTS.

(a) SHORT TITLE.—This Act may be cited as the “Sarbanes-Oxley Act of 2002”.

(b) TABLE OF CONTENTS.—The table of contents for this Act is as follows:

Sec. 1. Short title; table of contents.

Sec. 2. Definitions.

Sec. 3. Commission rules and enforcement.

TITLE I.—PUBLIC COMPANY ACCOUNTING OVERSIGHT BOARD

Sec. 101. Establishment; administrative provisions.

Sec. 102. Registration with the Board.

Sec. 103. Auditing quality control and independence standards and rules.

Sec. 104. Inspections of registered public accounting firms.

Sec. 105. Investigations and disciplinary proceedings.

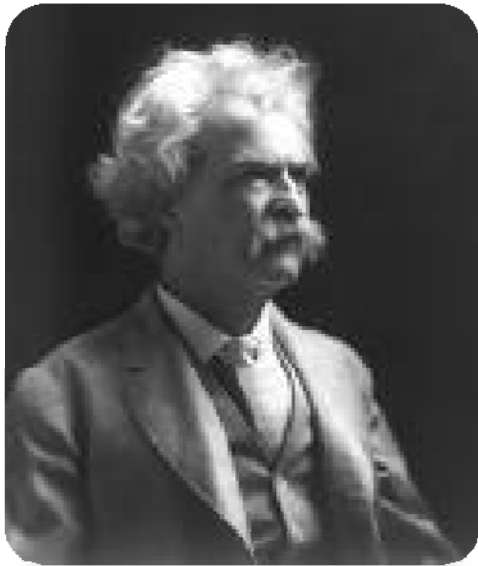
Sec. 106. Foreign public accounting firms.

Sec. 107. Commission oversight of the Board.

Sec. 108. Accounting standards.

Sec. 109. Funding.





“No man’s life, liberty, or happiness are safe when the legislature is in session”
– Mark Twain

IRS Section 7216

Circular 230/Section 6694

Proposed regulation/registration
of tax return preparers

SSTS exposure draft

Tax strategy patents legislation

Latest developments on e-filing

Extended due dates for returns

Proposed Consumer Financial Protection Agency legislation

Cell phone developments

Trust fee deductibility

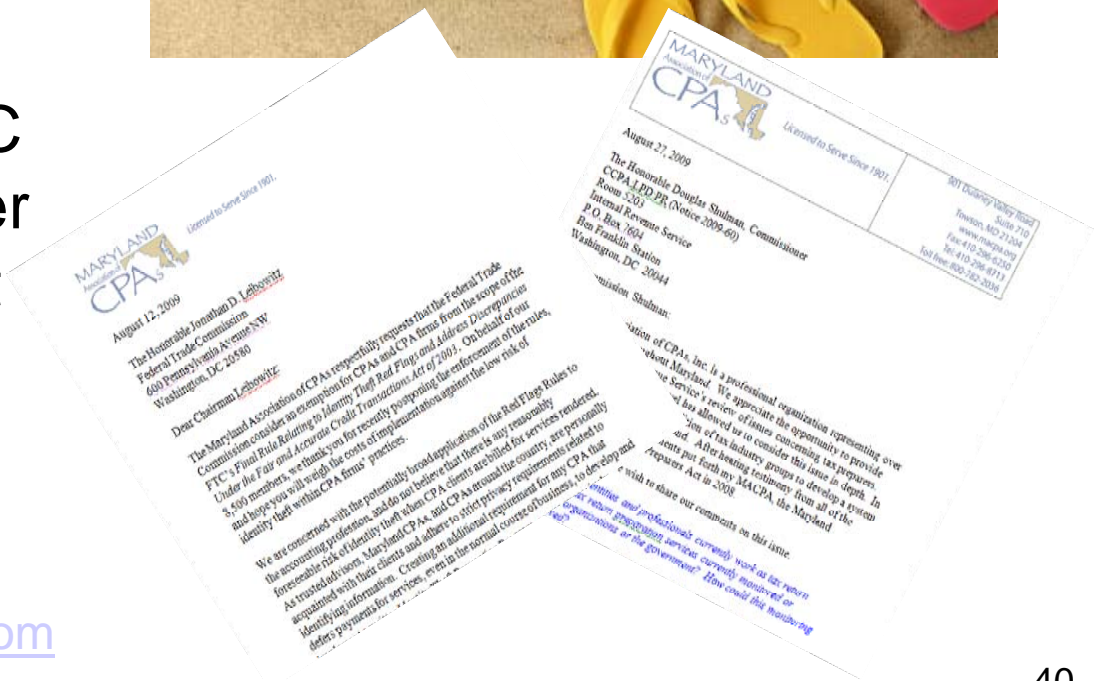
Estate tax developments

FTC red flags



How we spent our summer vacation

- Testifying at Maryland Business Tax Reform Commission Hearings
- Advocating changes to MD Franchise Law
- Attending IRS Tax Preparers hearings
- Advocating for IRS, FTC red flags, and Consumer Financial Protection Act



<http://www.cpalegislativeside.com>



MACPA's 2010 Agenda

- Stop sales Tax on Accounting & Tax services
- Comment on combined reporting
- Stop efforts to liberalize tort laws (lawsuit abuse)
- Support State Board 120/150 legislation
- Stop efforts to repeal Peer Review



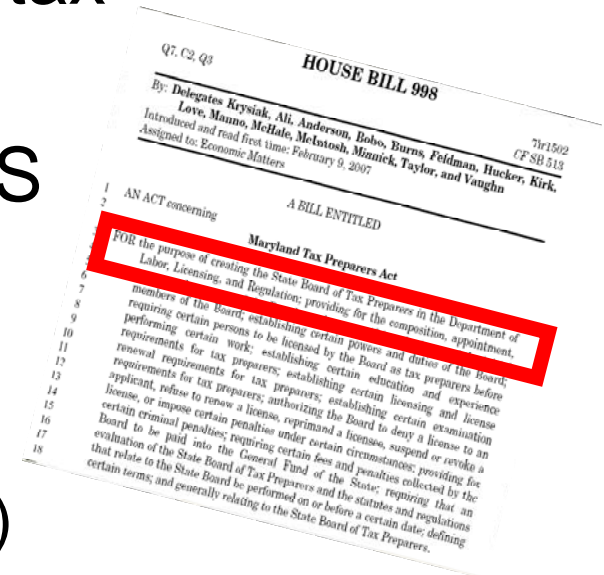
**CPA Day in Annapolis
January 20, 2010**

Visit <http://www.cpalegislativeinsider.com>

Maryland & Federal Tax Preparer Law

Threats to your CPA License

- Well intentioned consumer group
- Solving a problem – low income tax frauds
- But...creating problems for CPAs
 - Licensed / Certified Tax Preparers would be confusing to the public
 - Tax Preparer Exam using ACAT / H&R Block designation (ATA, ATP) opens door for second tier license
 - Misinformation / confusion



The Maryland Society of Accountants, Inc.

Organized to protect the rights of all accountants both licensed and unlicensed to practice their profession within the State of Maryland.

To seek the enactment of laws and the correction or modification of existing laws which protect the interest of the professions and the general public; including the right of the licensed accountant to render opinions on audited financial statements; and the right of other accountants in public practice to perform all other accounting and related functions for their clients without limitations; and the right of other business and financial professionals such as tax practitioners and financial planners to perform those functions essential to the proper performance of their professions.

Questions we are asking:
Then why did they oppose the
“experience requirement”, mobility? Why
did they support tax preparers act (with
negative provisions against CPAs)?



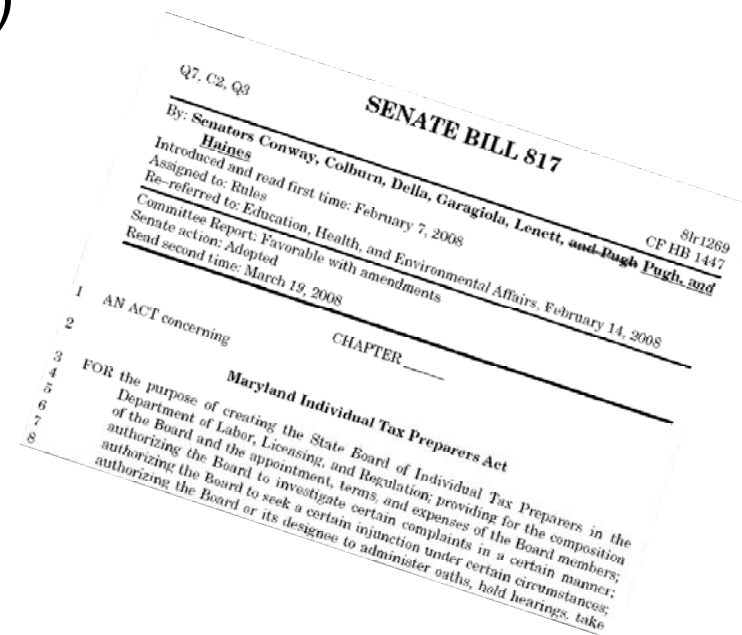
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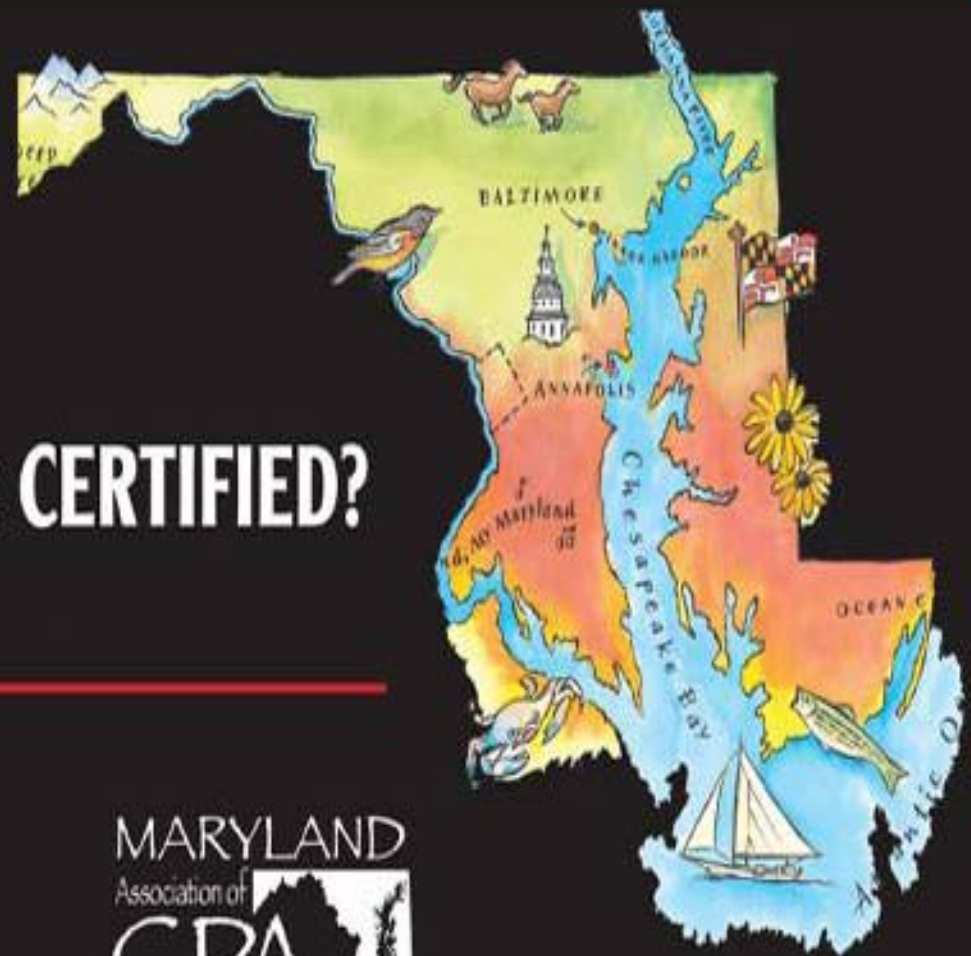
What we did about it...

Maryland Individual Tax Preparers Act

- Requires registration and examination of all tax preparers
- Registered Tax Preparers (cannot use terms licensed or certified)
- CPAs and staff are exempt (along with other Circ 230 Practitioners)
- Out-of-state CPAs exempt
- Independent Regulatory Exam required
- Safe Harbor disclosure required
 - “I am not a CPA”
- MACPA seat on State Board



Your doctor is **CERTIFIED**...
Your lawyer is **CERTIFIED**...
Shouldn't your accountant be **CERTIFIED**?



CERTIFIED
PUBLIC
ACCOUNTANT

MARYLAND
Association of
CPAs
Licensed to Serve Since 1901

macpa.org

Sales Tax on Services

- **Should accounting services be taxed?**
- We've fought and won on this numerous times --
-- but times are changing
- 19 states are considering taxing services
- Could be an issue in 2012-2013 budget
 - Loss of the one-time bailout funding leaves an \$8 Billion hole to fill
- **QUESTION:** Should this continue to be a bedrock issue for MACPA?

120 – 150 Hour Proposal



- 120 hours to sit for CPA Exam
- 150 hours required for licensure
- Five – Six years to complete
- CPE required to stay current

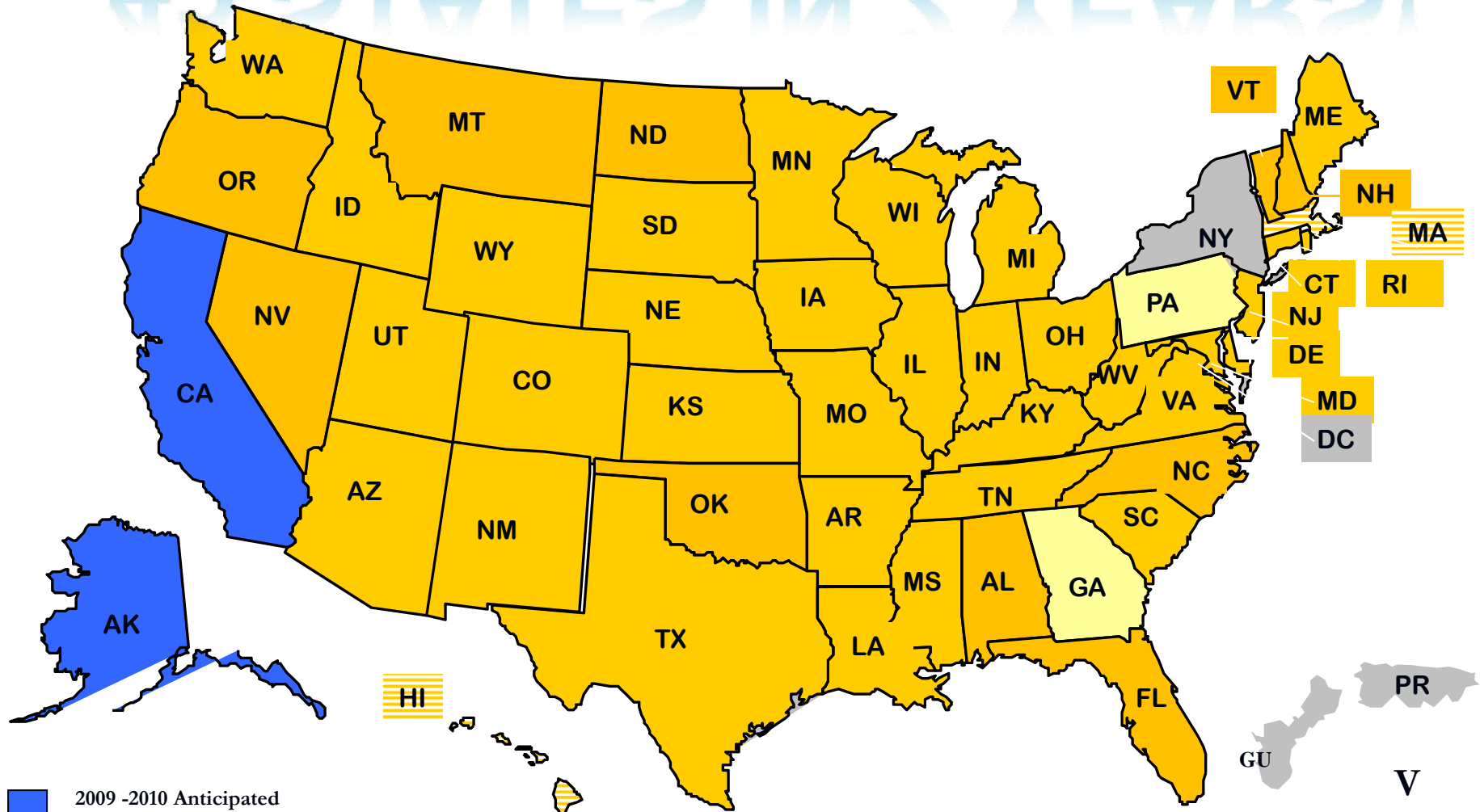
Improving Your Infrastructure The CPA License

- The AICPA & your State CPA Society



CPA Mobility Legislative Activity 2009

45 STATES IN 2 YEARS!



2009 -2010 Anticipated Legislative Activity

No Formal Activity

Mobility Enacted - 45

Legislation Introduced - 1

Mobility Enacted Only for Other Mobility States -2 (GA PA)

Recent Leg / Reg Changes you need to know!

- ✓ New Mobility Law
- ✓ Maryland Individual Tax Preparer Act
- ✓ New Corporate Reporting Requirements
- ✓ Peer Review Requirement – October 1st
- ✓ New CPA Exam Requirements
- ✓ New CPE regulations
- ✓ Mandatory e-file
- ✓ New Non-Profit Audit Requirements > \$500,000
- ✓ Workplace Fraud Act - MD Independent Contractor Legislation



**CPA Day in Annapolis
January 20, 2010**

New CPE Regulations

- New approved fields of study
- CPE = CPE
- Changes in rules for accounting educators
- Effective May 18, 2009



History of CPA Legislation

KEY

● GOALS/ RESULTS



● PROJECTS/ STRATEGIES



● KEY EVENTS



● PEOPLE



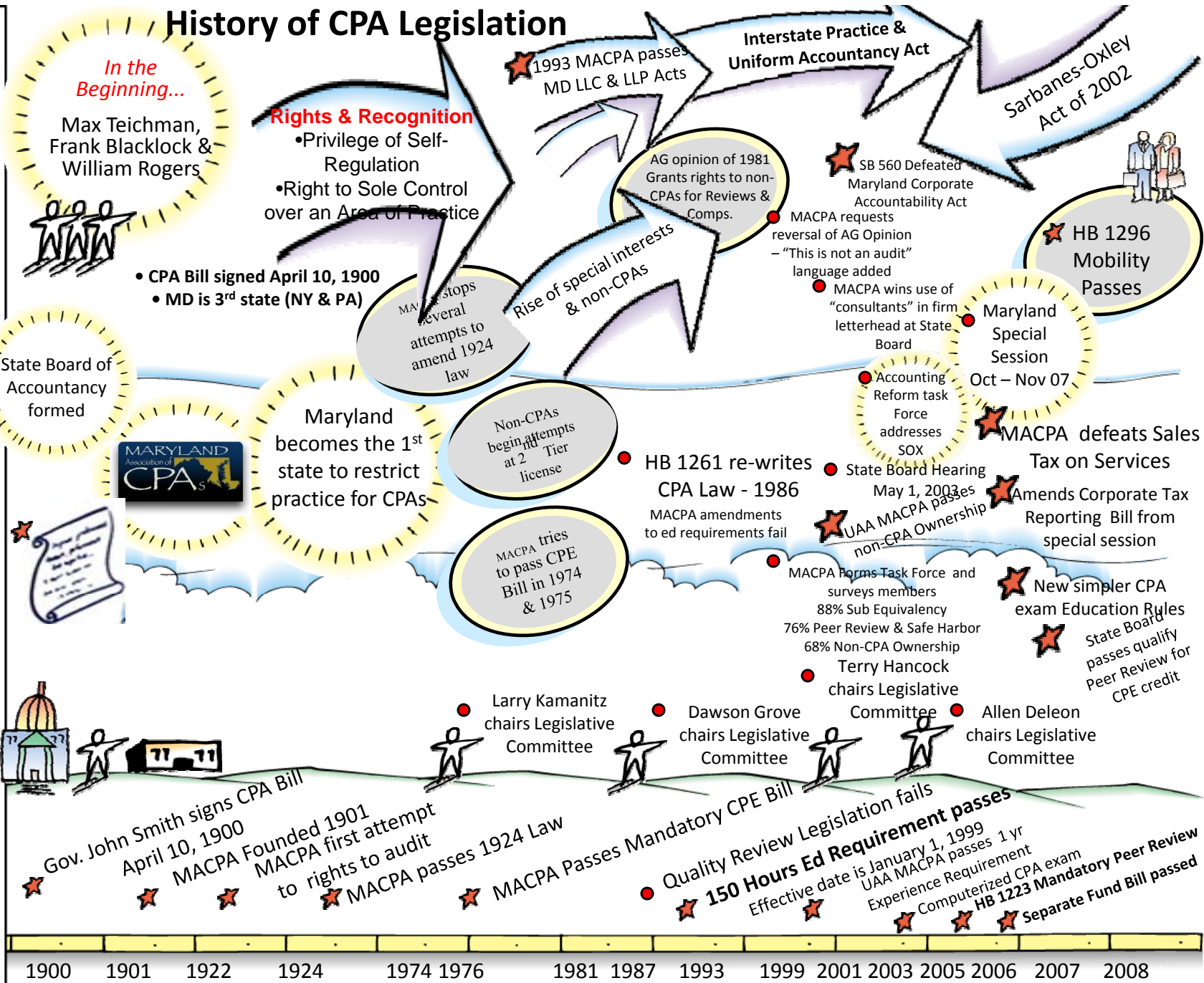
● PRODUCTS/ SERVICES/ SITES



● LEARNING



Dateline



1900 1901 1922 1924 1974 1976 1981 1987 1993 1999 2001 2003 2005 2006 2007 2008

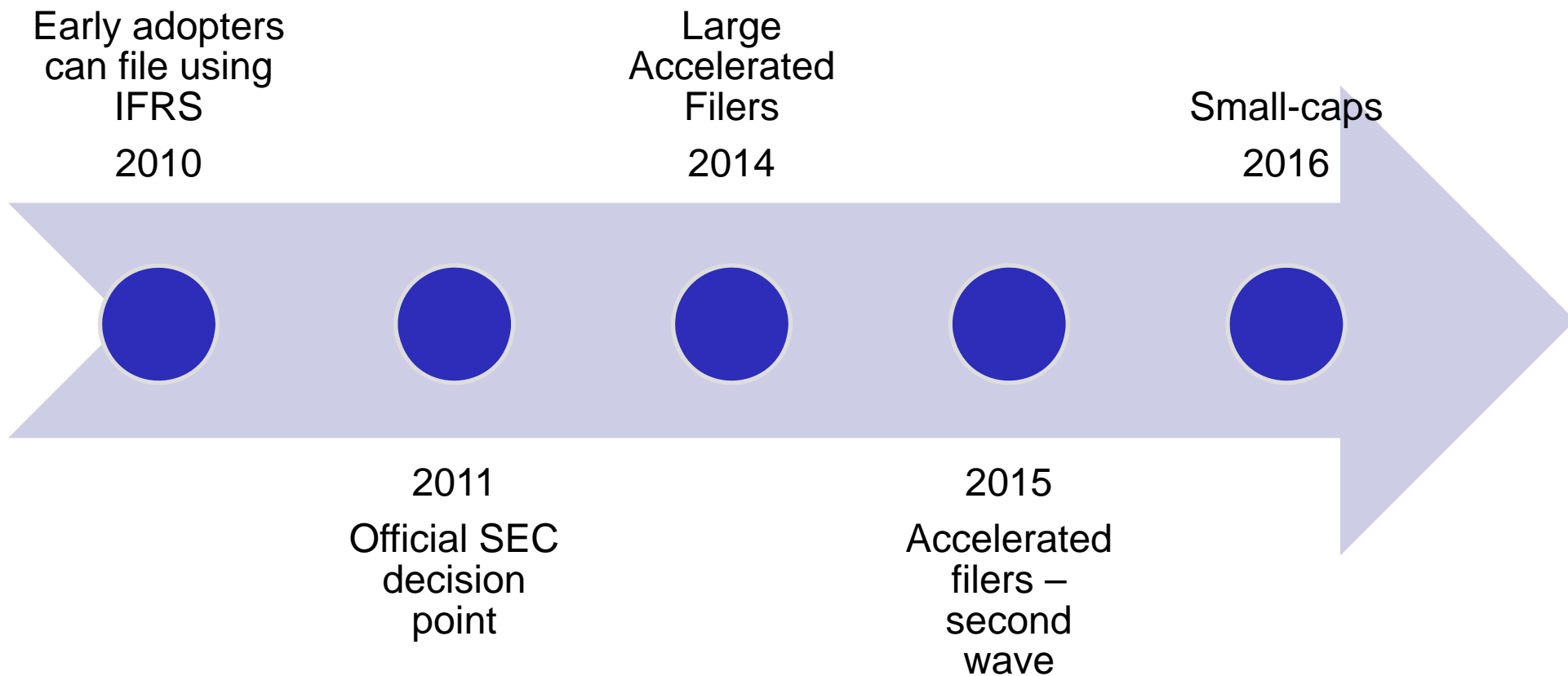
IFRS – International Financial Reporting Standards



"Accounting standard setters should take action to make significant progress towards a single set of high quality global accounting standards by the end of 2009." – from G-20 Report The Washington Action Plan

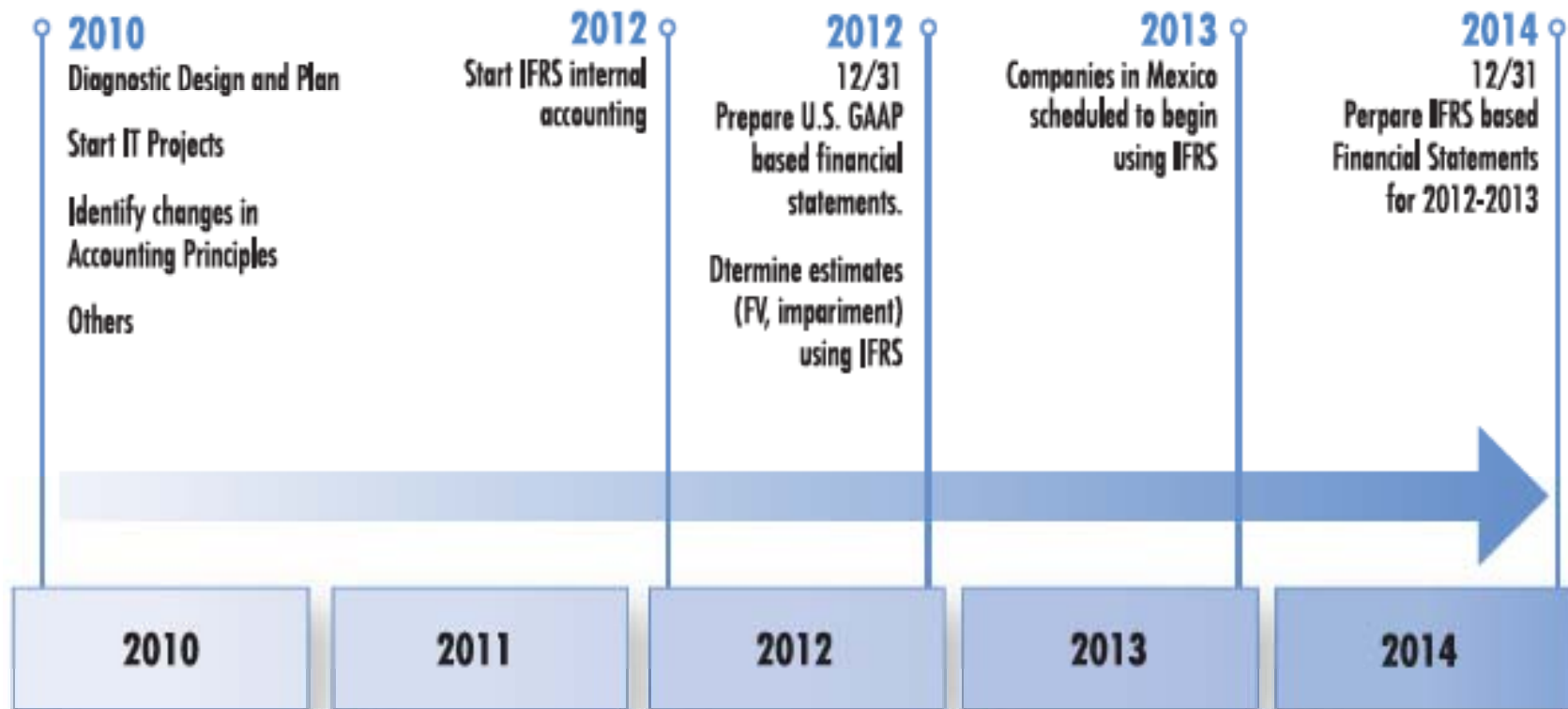
Converge or Adopt

SEC Roadmap released



Corporate Conversion Timeline

IFRS TIMELINE



How Does IFRS Affect You?

At a glance

IFRS is affecting US companies on multiple fronts



IFRS: Some Say It's Simpler

IFRS
(all of it)



2,500 pages

U.S. GAAP
(at least some of it)



25,000 pages

IFRS – GAAP Differences

- Substantive vs. cosmetic
 - Provisions vs. contingencies
 - Different valuations or classifications
- Temporary vs. permanent
 - Development costs – IFRS capitalizes GAAP expenses
 - No LIFO method in IFRS
- Rules vs. principles
 - Leases
 - Asset definition



IASB/FASB Convergence

- Hope to complete convergence by 2011
- Outstanding Issues:
 - Revenue recognition
 - Financial statement presentation
 - Leases
 - Financial instruments
 - Liabilities and equity distinctions
 - Consolidations
 - Derecognition
 - Post-employment benefits

Are you ready for International?

“Almost **half** of small businesses will be involved in global trade by 2018 “

- Intuit's Future of Small Business Report

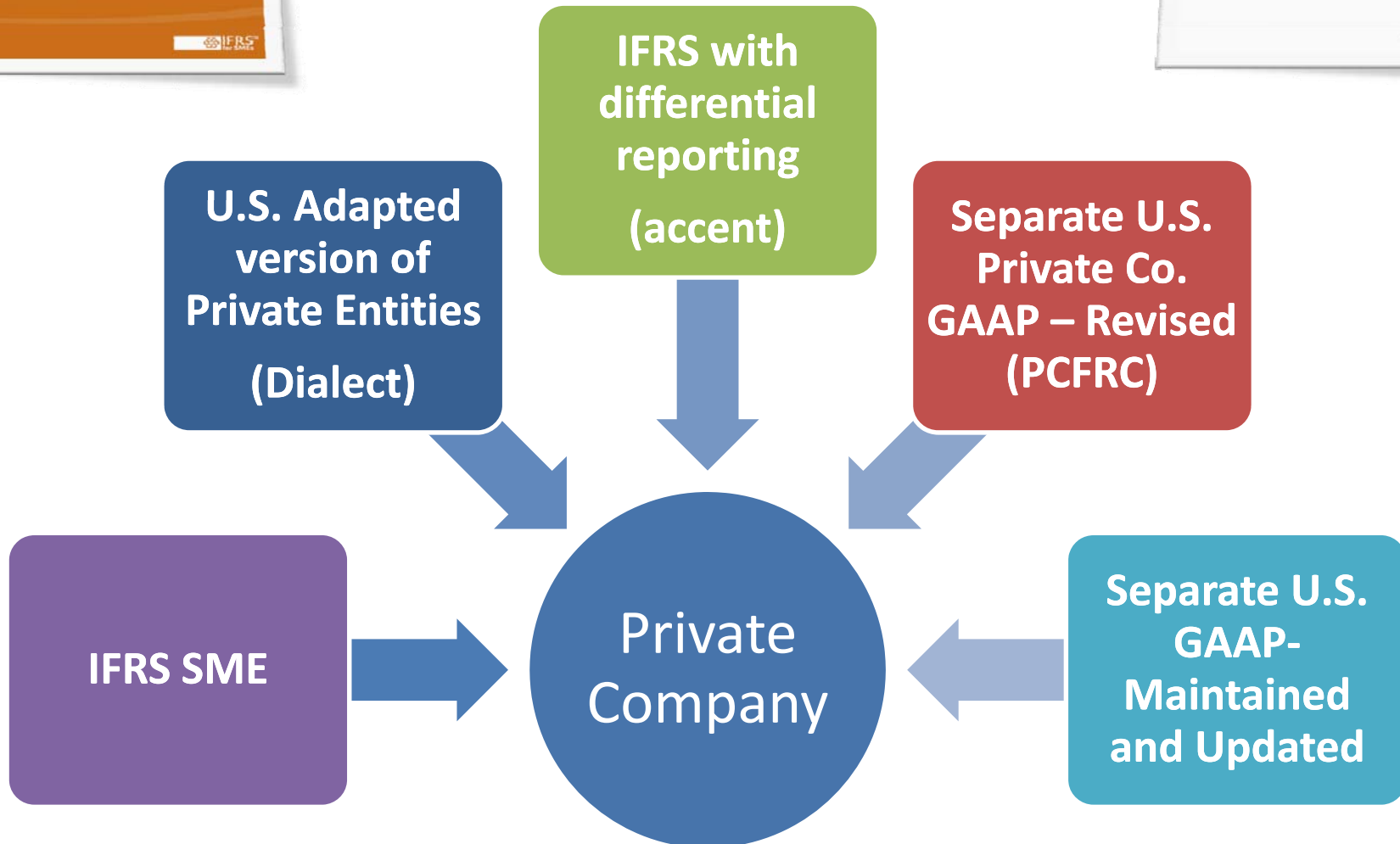
According to a UPS study,
“Roughly **33%** of U.S. small businesses participate in cross-border trade“

“Nearly **one-third** of you (CPA firms < 10) have clients doing business on an international level”

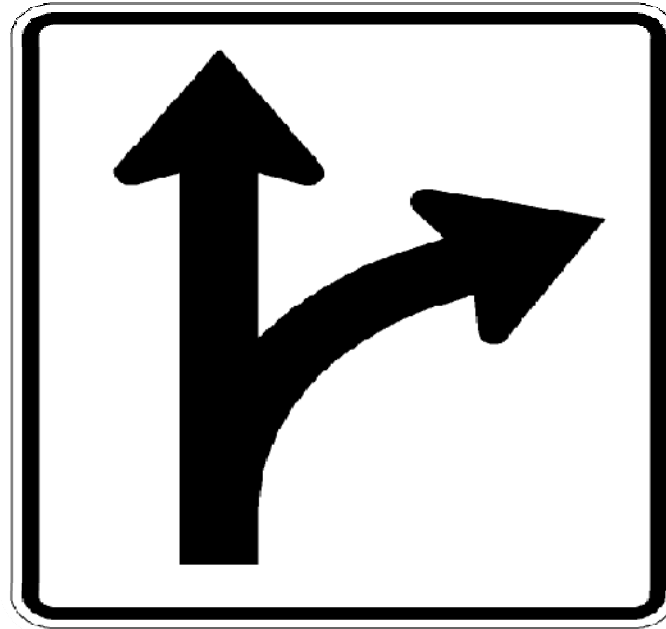
-Greg LaFollette
CPA Technology Advisor



Potential Versions of Private Company IFRS



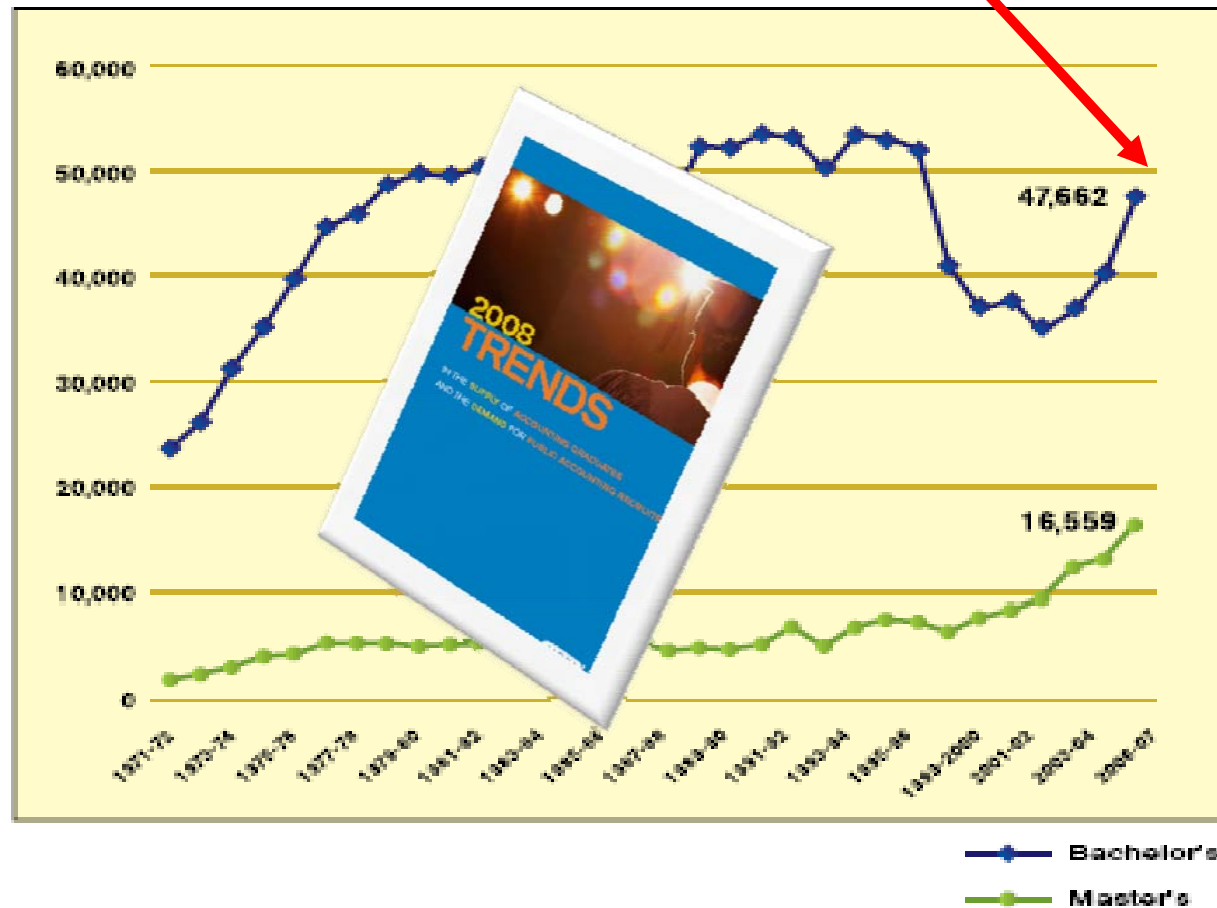
Workforce / Pipeline



Pipeline - Good News

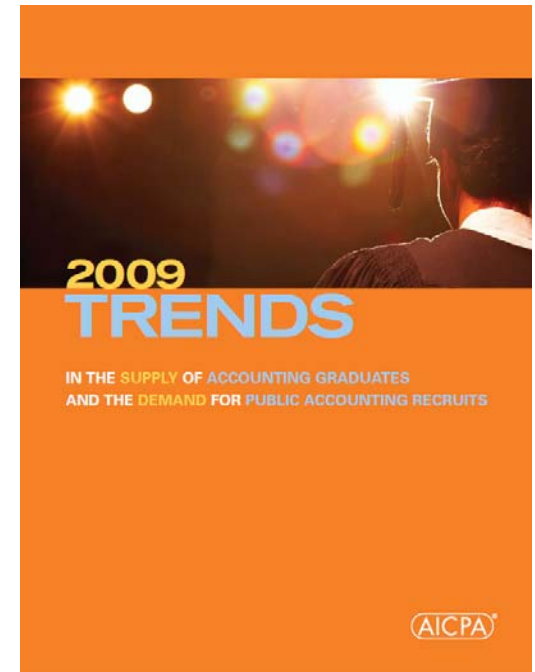
Accounting Degrees Awarded
Historical – 2006-07

20% avg increase in
Graduates & enrollments!

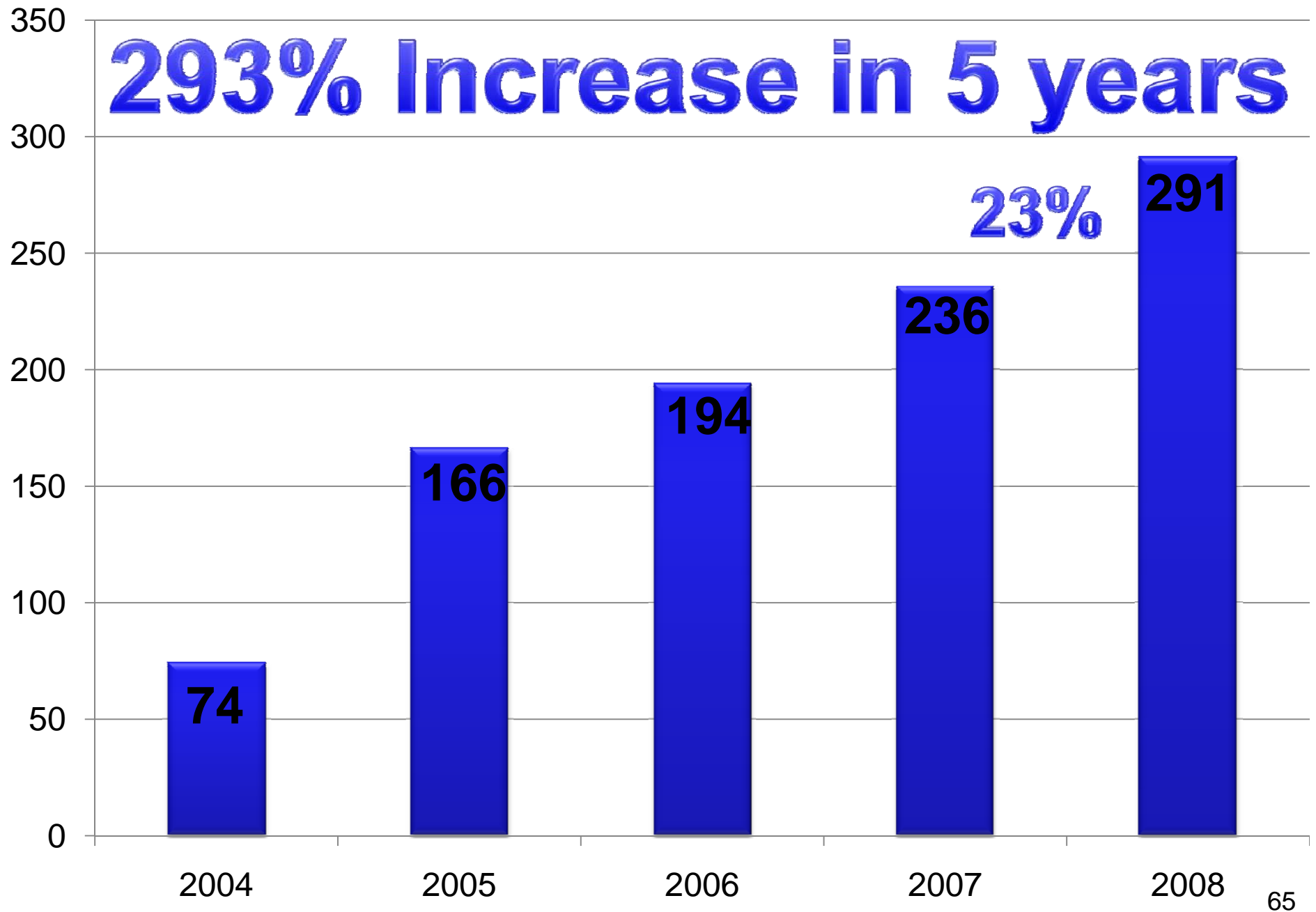


Supply and Demand Trends

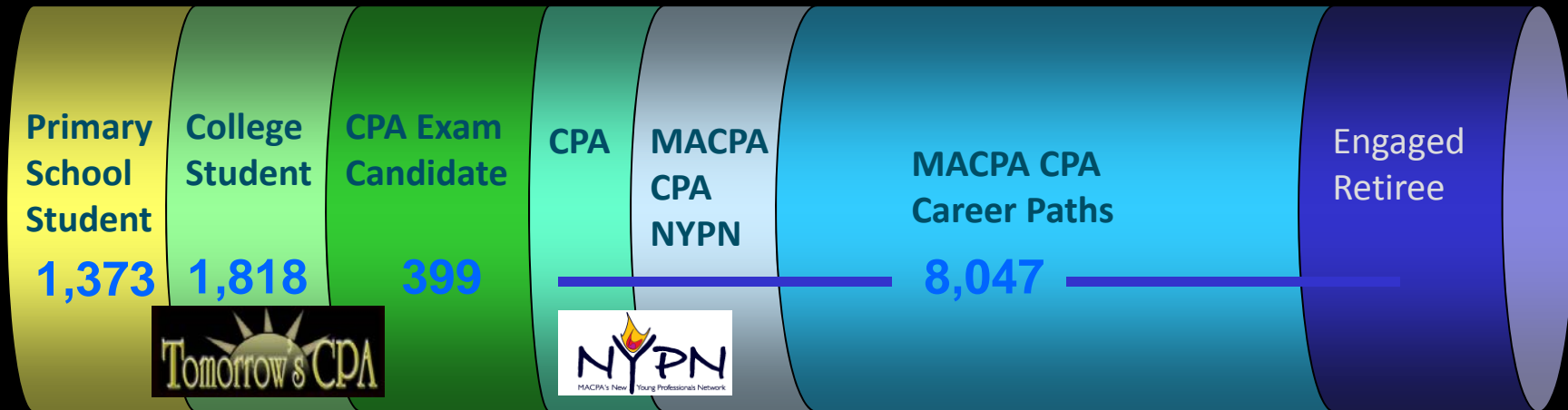
- Accounting ***enrollments continue on an upward trend, advancing 4.7% in 2007-08 ...***
 - All degree levels – Bachelor’s, Master’s and Doctoral – show increases.
- Capacity constraints in accounting programs continue to be a concern, one likely to be exacerbated by current economic conditions.
- Shortage of PhDs causing students to be turned away



New CPAs in Maryland – Filling the Pipeline



Maryland Pipeline



TUESDAY, MARCH 27, 2007



MARYLAND'S BUSINESS & LEGAL NEWS SINCE 1888

Cool People Apply

BY ANDY ROSEN

andy.rosen@mdailyrecord.com

Public accounting is not the staid, buttoned-down profession some might think it is.

At least that's the impression that comes from a video about the state's CPAs soon to be posted on YouTube by the Maryland Association of Certified Public Accountants. The video, which is

number of accounting students declined by about 50 percent during the 1990s. Flat salary levels, expanded educational requirements and a generally poor image of the profession were among the reasons given for the drop.

The fallout from a series of financial scandals around 2001, which resulted in a tightening of accounting standards and an increased workload, only deepened the tal-

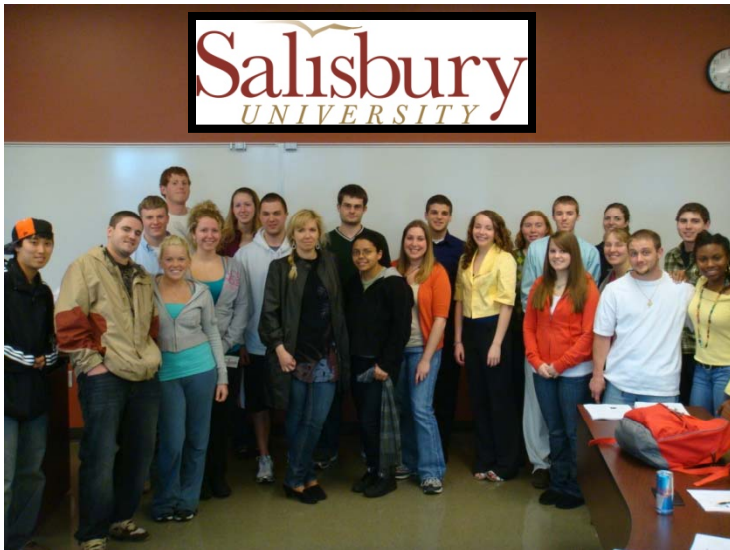
major at the University of Baltimore, said he learned all he needed to know by surfing the Web for job openings.

After he graduated from Towson University with a business degree, Osian said he saw accounting professionals in high demand across the board, and soon entered the University of Baltimore. Still working on his certification, he's already working professionally as a paid intern.

Here comes the Net Generation

"There is plenty of cause for alarm and/or optimism when it comes to my generation; even I can see that. Still I think the negative views of us come from a fear of the unknown, a fear of change. Our world is evolving at a rapid rate, and that can be scary for older generations

— Savannah Jones, 17, Portland, Oregon



NGenophobia—the irrational and morbid fear of youth, especially with regards to their use of the Internet

Four Generations in the Workplace

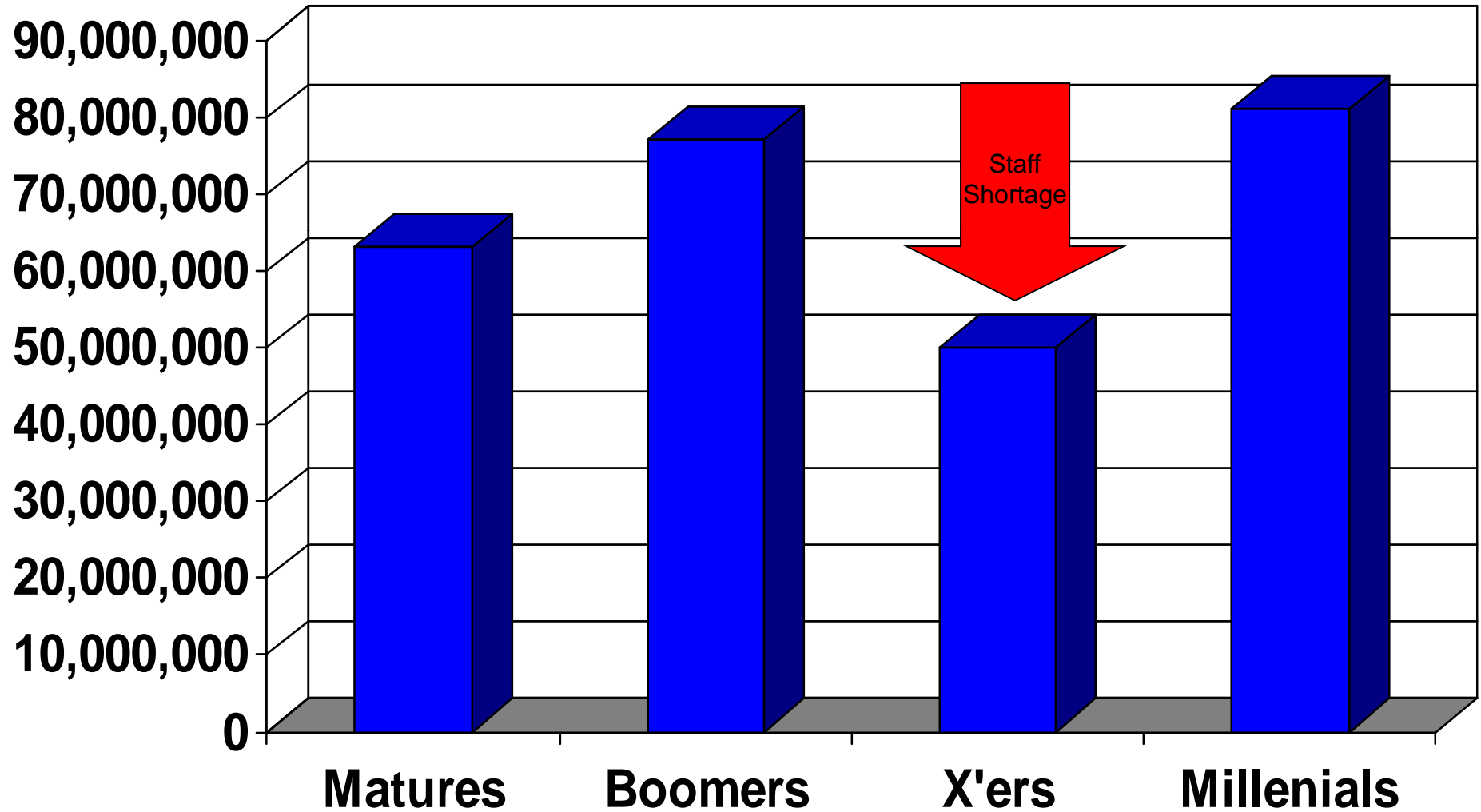
Issue: Generational Differences

- Matures 64 - 100
- Boomers 45 - 63
- Gen X 29 - 44
- Millennials 10 - 28

Which one are you?

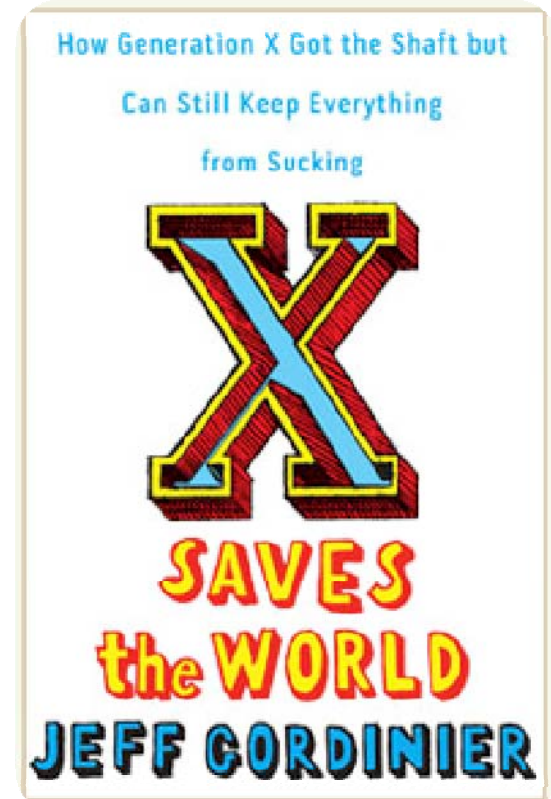


Staff Shortage + Four Generations in workplace = Trouble!



The Future of Work

- In 2019, Gen X will finally be in charge. And they will make some big changes.
 - collaborative decision-making that might involve team members scattered around the world, from Beijing to Barcelona to Boston, whom the nominal leader of a given project may never have met in person.



From Time Magazine – The Future of Work

Generation Gap? Or Generation Lap?

Generational Differences in Online Activities

	Online Teens ^A (12-17)	Gen Y (18-32)	Gen X (33-44)	Younger Boomers (45-54)	Older Boomers (55-63)	Silent Generation (64-72)	G.I. Generation (73+)	All Online Adults ^{AA}
Go online	93%			79%	70%	56%	31%	74%
Teens and Gen Y are more likely to engage in the following activities:								
Play games online	78							
Watch videos online	57							
Get info about a job	30~							
Send instant messages	68							
Use social networking sites	65							
Download music	59							
Create an SNS profile	55	60	29	16	5	2	15	32
Read blogs	49	43	34	27	25	23	6	11
Create a blog	28	20	10	6	7	6	1	8
Visit a virtual world	10	2	3	1	1	1	1	2

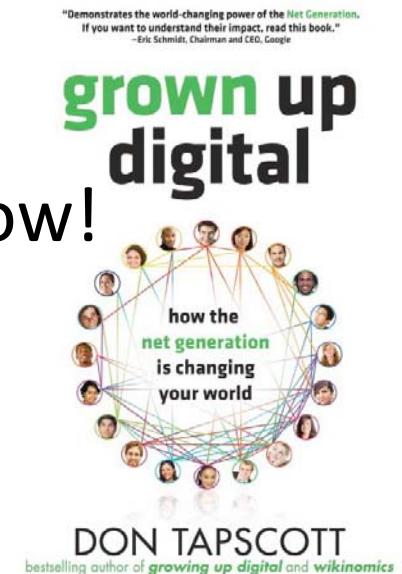
One third (35%) of American adult internet users have a profile on an online social network site, four times as many as three years ago, but still much lower than the 65% of online American teens who use social networks

“In 1997, young people for the first time were recognized by adults as being authorities on something truly revolutionary – digital technology, interactive media, and collaboration.”

– Don Tapscott “Growing Up Digital”

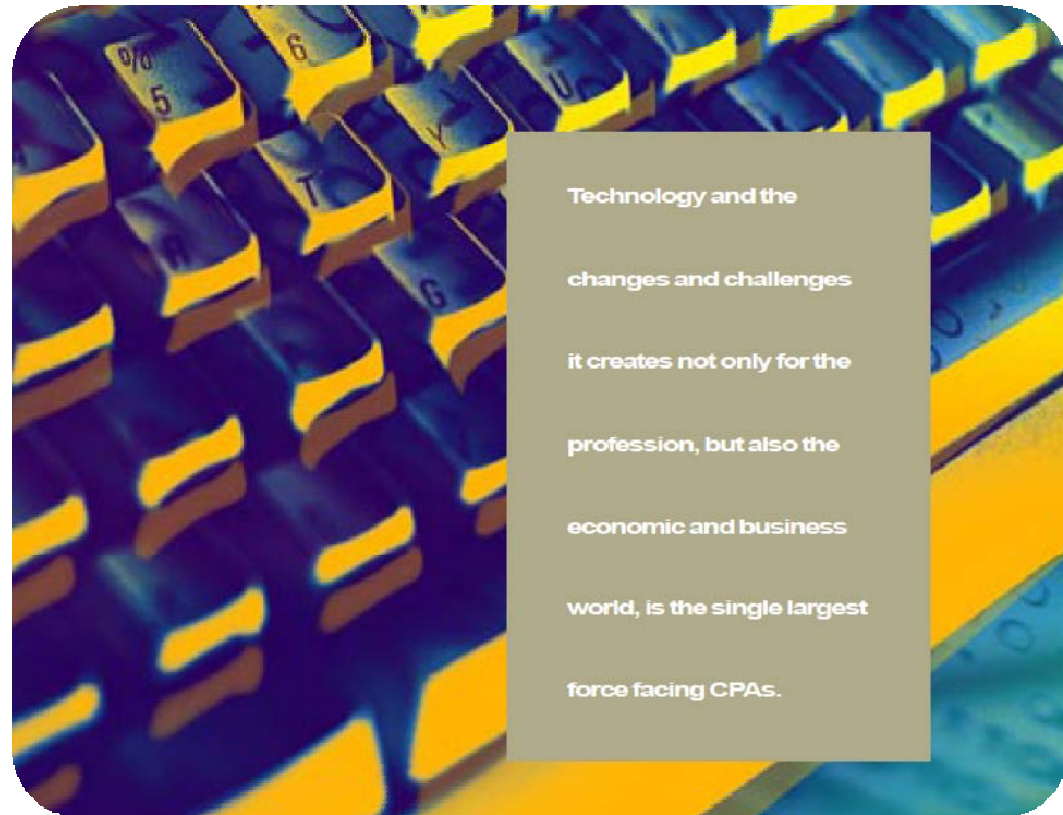
Eight Net Gen Norms

1. Freedom – The freedom to work when and where you want
2. Customization – My job my life
3. Scrutiny – I know what you did last night
4. Integrity – Be a good company to work for
5. Collaboration – Teamwork
6. Entertainment – Work should be fun
7. Speed – Let's make things happen now!
8. Innovation – Let me invent





Technology





- Information Security Management
- Privacy Management
- Secure Data File Storage, Transmission and Exchange
- Business Process Improvement / Work Flow
- Mobile & Remote Computing
- Training & Competency
- Identity & Access Management
- Improved Application & Integration
- Document, Forms, Content & Knowledge Management
- Electronic Data Retention Strategy

Transparency Now! – A Wired Manifesto



Transparency Now! *A Wired Manifesto*

Set the data free

Today, public companies and financial institutions disclose their activities in endless documents stuffed with figures and stats. Instead, they should be forced to file using universal tags that make the data easy to explore.

Empower all investors

Once every company's data carries identical tags, anyone can manipulate the numbers to compare performance. And they can see details of every financial instrument—not just balance sheets and income statements.

Create an army of citizen-regulators

By giving everyone access to every piece of data—and making it easy to crunch—we can crowdsource regulation, creating a self-correcting financial system and unlocking new ways of measuring the market's health.

Technology & Web 2.0

By 2010, Millennials/Gen Y-ers will outnumber Baby Boomers.



This is a Social Network

The New Math

Social Networking (Old)

+

Social Media (New)

=

A change in the way we build relationships

Source: Matt Goddard, CEO R2integrated

Old School vs. New School

Chamber of Commerce



Class Reunions



Friends and Family



E-mail



Industry Meetings



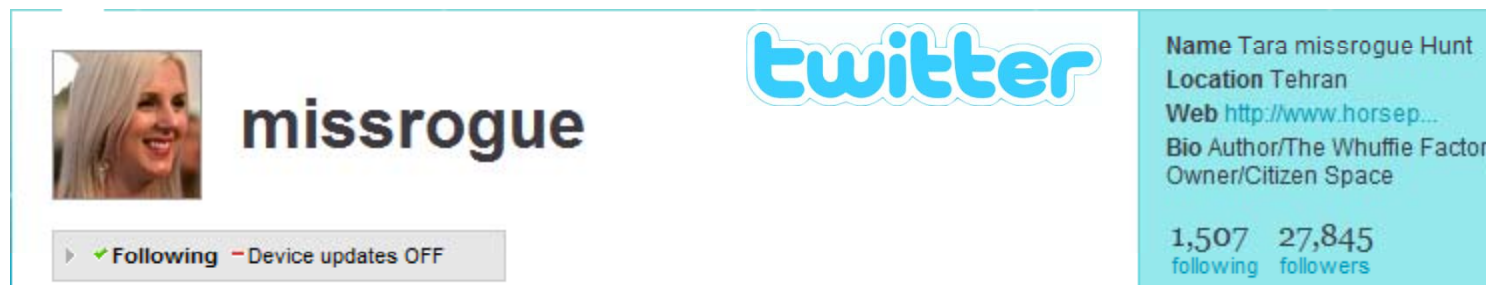
Newsletters



It's all about your Whuffie

Whuffie is the culmination of your reputation, influence, bridging and bonding capital, current and potential access to ideas, talent and resources, saved-up favors, and accomplishments.

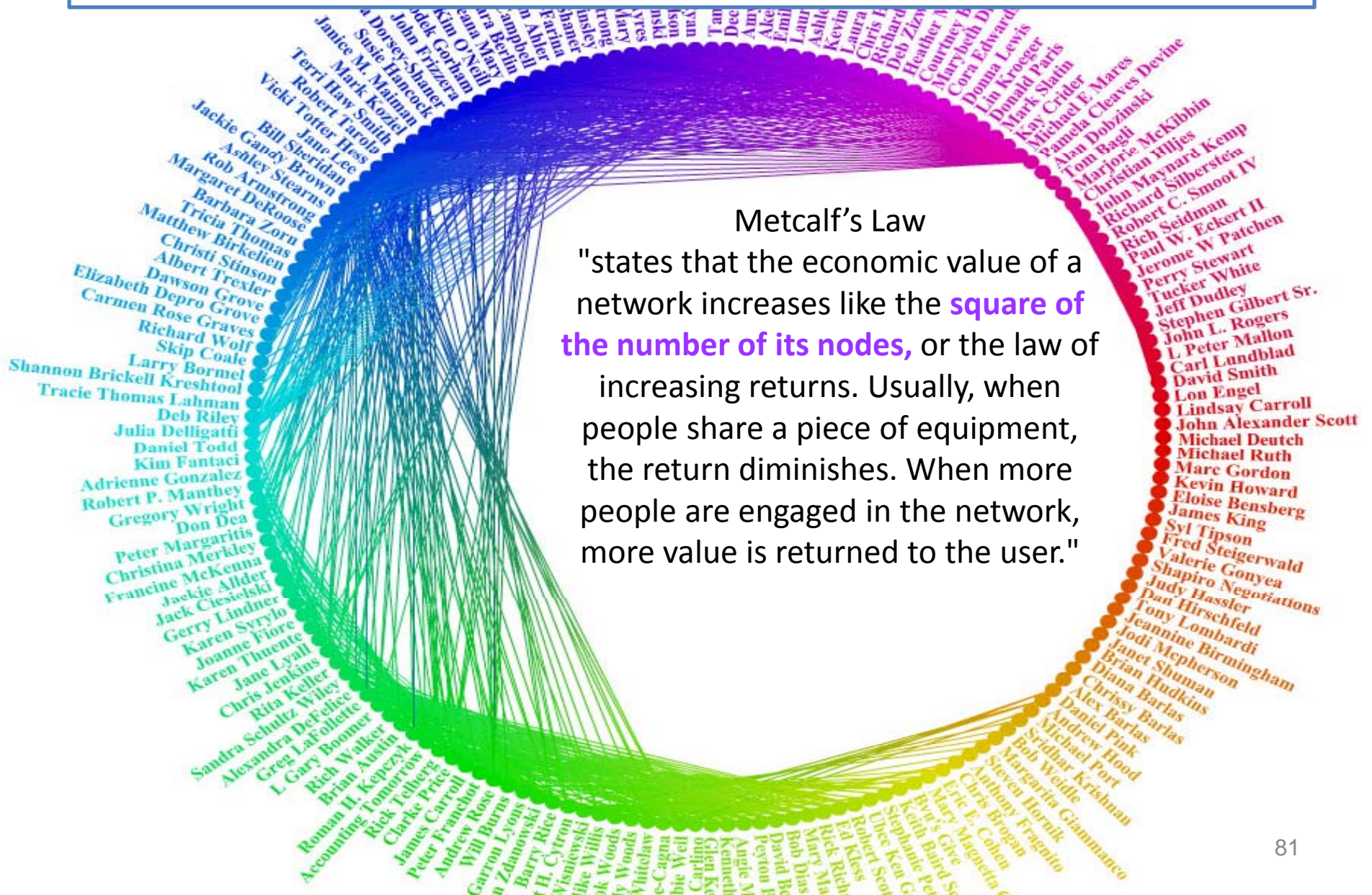
- Tara Hunt "The Whuffie Factor"



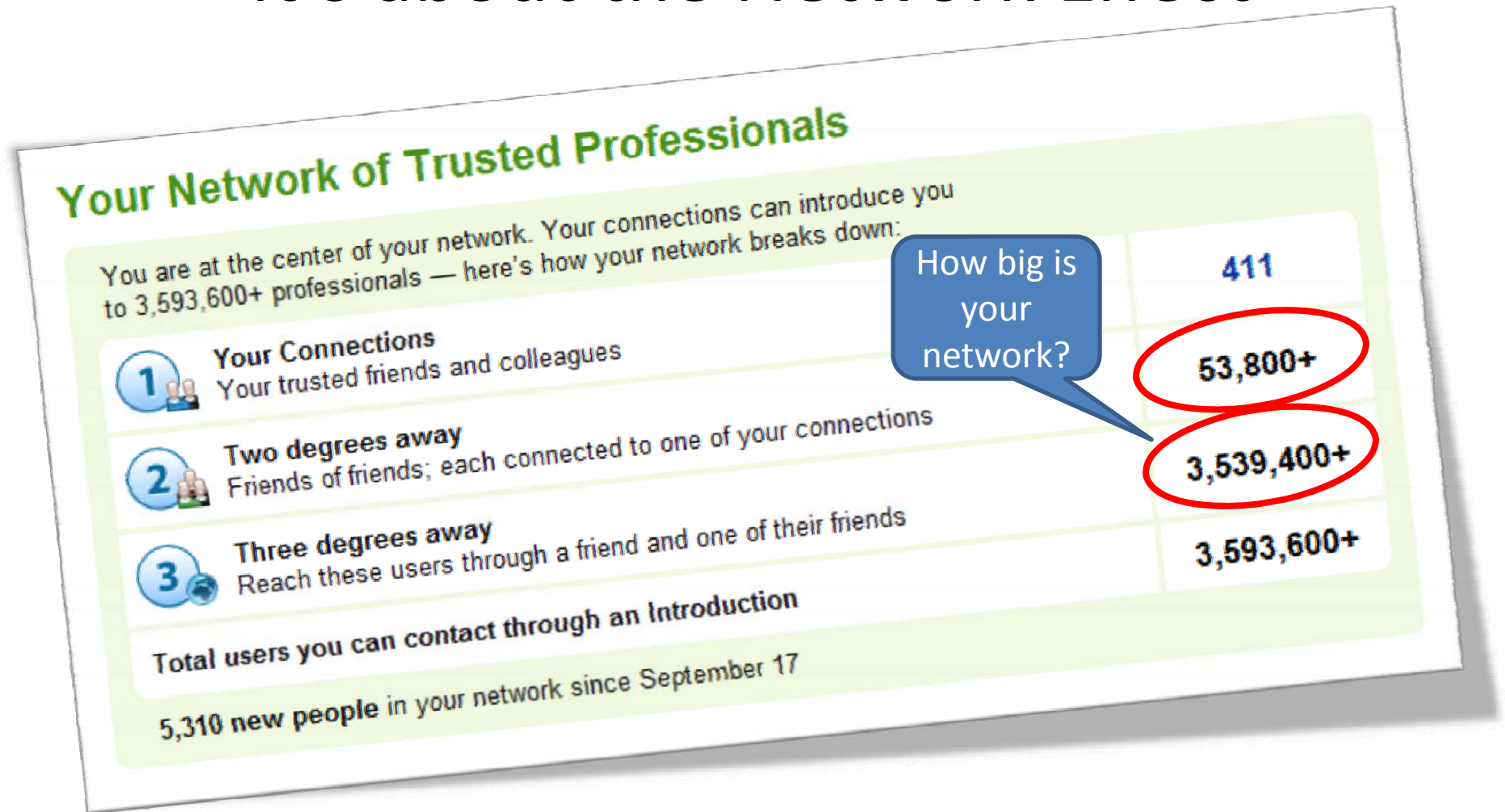
The image shows a screenshot of a Twitter profile for the user 'missrogue'. The profile picture is a headshot of a woman with blonde hair. The name 'missrogue' is displayed in a bold, dark font. To the right of the name is the Twitter logo. Below the name, there is a grey bar with a green checkmark and the text 'Following', and a red minus sign with the text 'Device updates OFF'. On the right side of the profile, there is a light blue box containing the following information: Name: Tara missrogue Hunt; Location: Tehran; Web: <http://www.horsep...>; Bio: Author/The Whuffie Factor, Owner/Citizen Space; 1,507 following; 27,845 followers.

Name	Tara missrogue Hunt
Location	Tehran
Web	http://www.horsep...
Bio	Author/The Whuffie Factor, Owner/Citizen Space
Following	1,507
Followers	27,845

It's about the Network Effect

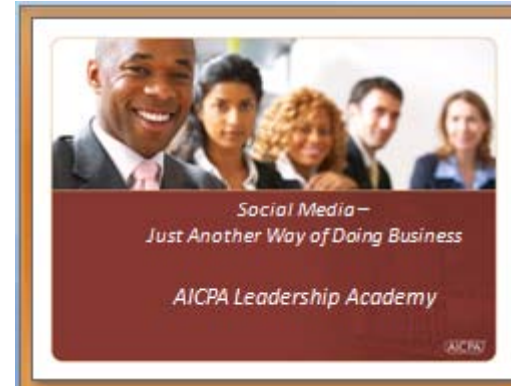


It's about the Network Effect



“In a sentence {to recognize a network} means ‘To discover how A, who is in touch with C, is affected by the relation between B and C.’” – Russ Eckel “Becoming the Eye of the Tiger”

Whuffie Example



8,181 VIEWS
AUCKLAND, NZ
15 MINS

Get found – Digital Footprints

Web Images Videos Maps News Shopping Gmail more ▼ TOMHOODCPA@gmail.com | Web History | Settings ▼ | Sign out

Google tom hood Search Advanced Search

Web Show options... Results 1 - 10 of about 12,600,000 for tom hood. (0.30 seconds)

Tom Hood Photography
Tom Hood is a commercial photographer who specializes in capturing the subtleties in seemingly ordinary relationships – those quietly-passing moments, ...
[www.hoodphoto.com/](#) - Cached - Similar - [share] [print] [x]

Thomas Hood - Wikipedia, the free encyclopedia
Jun 28, 2009 ... **Thomas Hood** (23 May 1799 – 3 May 1845) was a British humorist and poet. His son, **Tom Hood**, became a well known playwright and editor. ...
[Early life](#) - [Early writings and ...](#) - [Marriage and Family Life](#)
[en.wikipedia.org/wiki/Thomas_Hood](#) - Cached - Similar - [share] [print] [x]

CPA Success: Tom Hood, CPA - 2 visits - 3/10/08
Tom has been executive director and CEO of the Maryland Association of CPAs since January 1997. Armed with a passion for the profession and the drive to ...
[cpasuccess.typepad.com/cpasuccess/.../tom_hood_cpa.html](#) - Cached - Similar - [share] [print] [x]

Tom Hood: Directory
View Professionals named **Tom Hood** on LinkedIn. Millions of professionals use LinkedIn to exchange information, ideas, and opportunities.
[www.linkedin.com/pub/dir/Tom/Hood](#) - Cached - Similar - [share] [print] [x]

Flying around CPA Island with Tom Hood | AccountingWEB.com
Mar 5, 2009 ... AccountingWEB Managing Editor Gail Perry recently took a tour of CPA Island, the community in Second Life founded by the Maryland ...
[www.accountingweb.com/item/107147](#) - Cached - Similar - [share] [print] [x]

Tom Hood: AccountingWEB CPA Association Employee of the Year ...
Mar 4, 2009 ... **Thomas Hood**, CPA, executive director of the Maryland Association of CPAs, (MACPA) has been named AccountingWEB's Outstanding CPA Association ...
[www.accountingweb.com/item/107138](#) - Cached - Similar - [share] [print] [x]

Meet our executive director
J. THOMAS HOOD III, CPA, has been executive director and CEO of the Maryland Association of CPAs since January 1997. Armed with a passion for the profession ...
[www.macpa.org/Content/21001.aspx](#) - Cached - Similar - [share] [print] [x]

Sponsored Links
Find Tom Hood
Get current address, phone & more.
Easy to use, search for free!
[www.usa-people-search.com](#)

Tom Hood
Want to learn all about me?
Read my profile here!
[www.naymz.com](#)

Blog ←

Linked in ←

Press from our blog ←

Our Journey...

- Share



- Listen & Learn



- Communicate

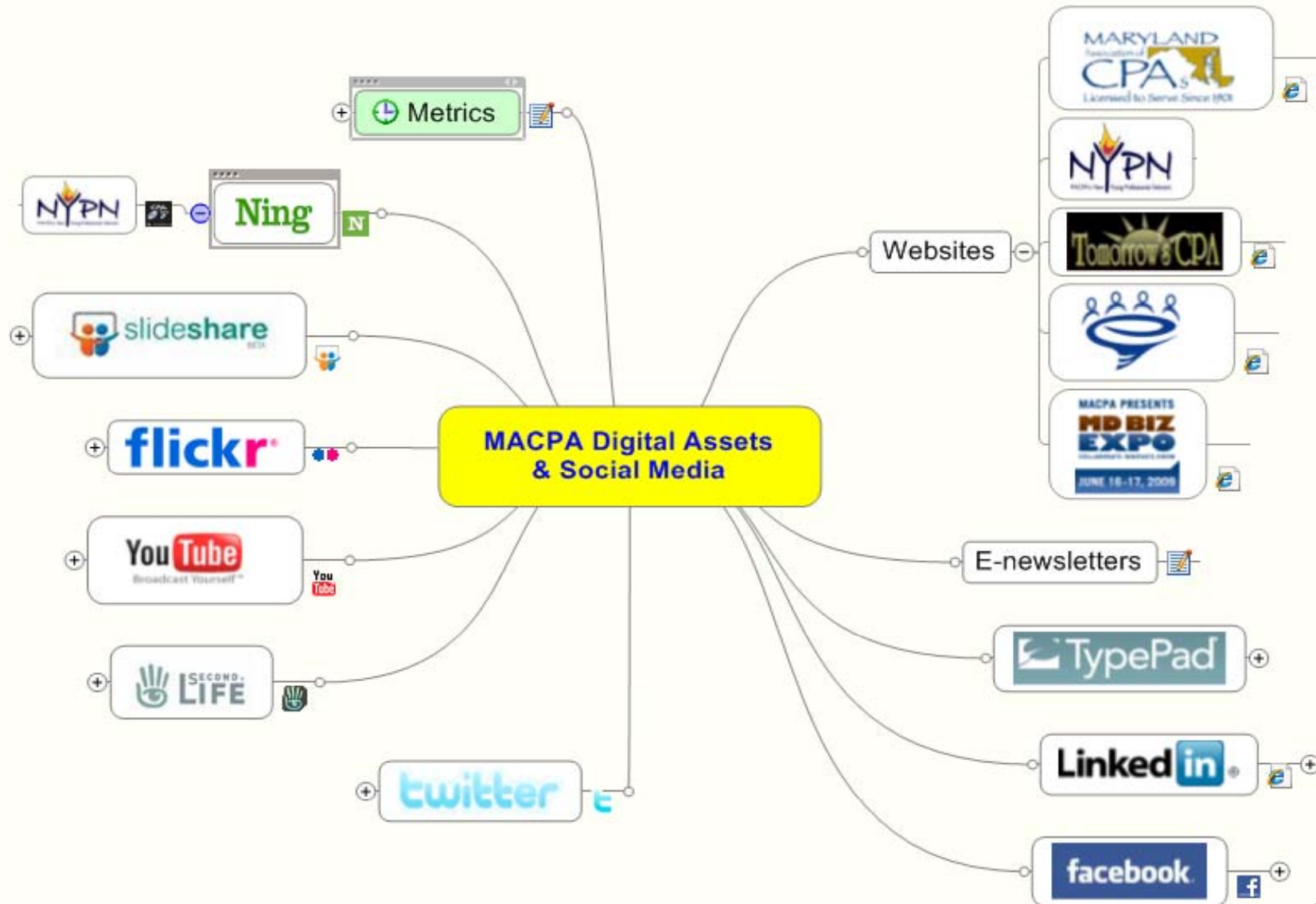


- Connect







CONNECT – PROTECT – ACHIEVE

Meet your customers where they are



Results – By the Numbers

- Youtube 
 - Defining Americas CPA 6,513
 - CPA Learning2 793
 - Financial Literacy 2,459
 - New CPAs swearing-in 326
- Slideshare 
 - Professional Issues 5,304
 - Web 2.0 & Second Life 3,253
- Blogs  10,000 + per month
- Podcasts  ???

Results – By the Numbers

- Facebook 
 - MACPA 177
 - NYPN 58
 - Tom Hood 201
- Linked-In 
 - MACPA 373
 - Tom Hood 412
- Second Life  483
- Twitter 
 - MACPA 884
 - Bill Sheridan 1,203
 - Tom Hood 1,589

28,648 Share

5,380 Connections

Benefits of Social Media

- Share & discuss information
- Increase ability to connect to more people
- Increase ability to manage more relationships
- Customer service & support
- Tool for recruitment & retention
- Information & knowledge management
- Increased findability on web (SEO)
- Brand management
- Accelerate your strategy
- Did I say it's cheap?



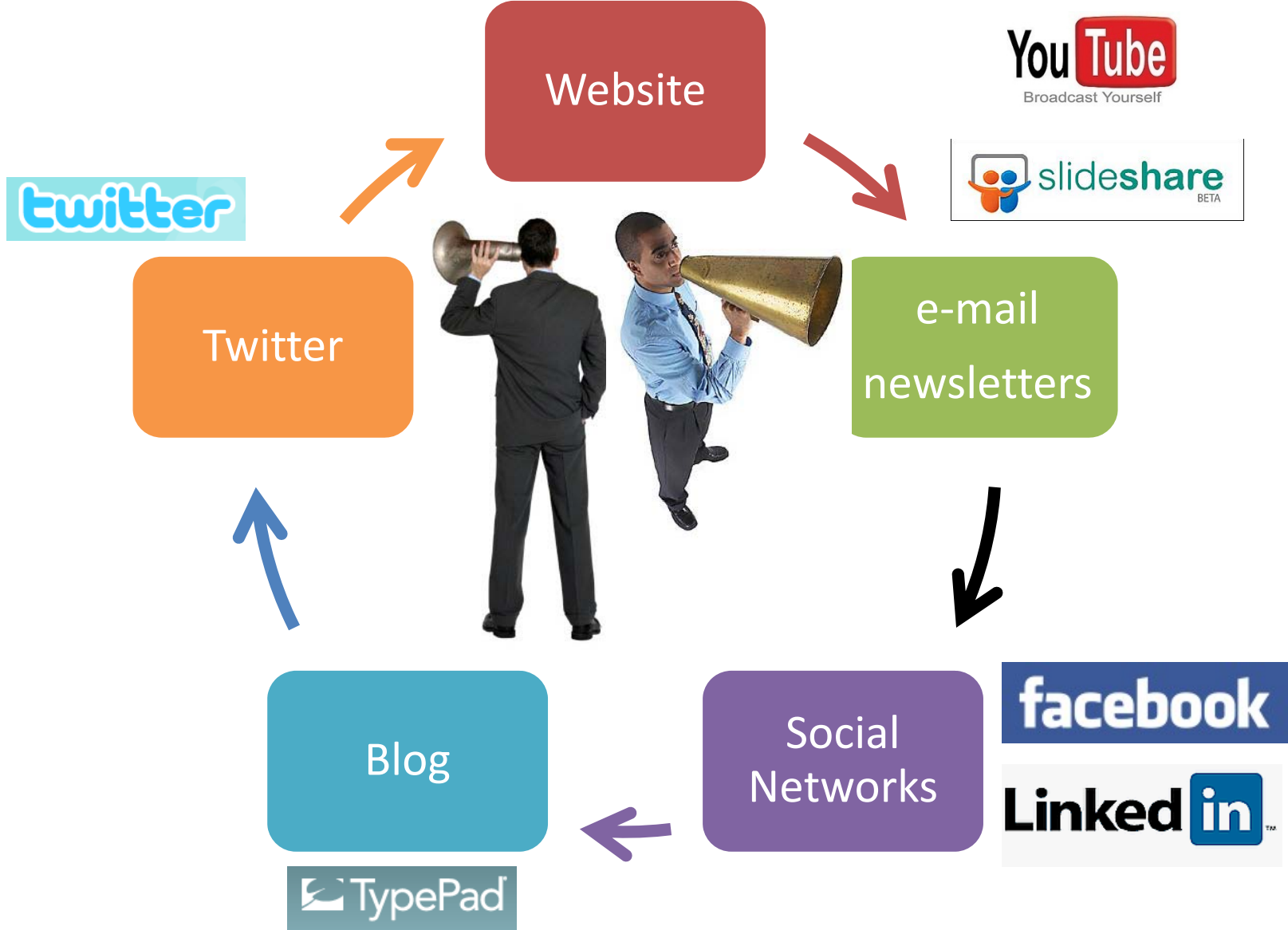
And what about CPAs?



- 54% are on LinkedIn
- 48% are on Facebook
- 21% are on Twitter
- 61% attend webinars
- 36% read blogs
- 28% listen to podcasts



Marketing Strategy 2.0



Andrew Rose – Naden / Lean





97% More Links
434% More SEO
55% More Visitors

What is a blog?

- A Web site of news and commentary that allows readers to give feedback about what they are reading.



What can a blog do for you?

- ✓ Establish your company as a thought leader
- ✓ Reinvent your marketing strategy
- ✓ Build communities and improve customer relations
- ✓ Enhance legislative advocacy
- ✓ Expand your brand

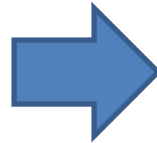


James Carroll, CPA

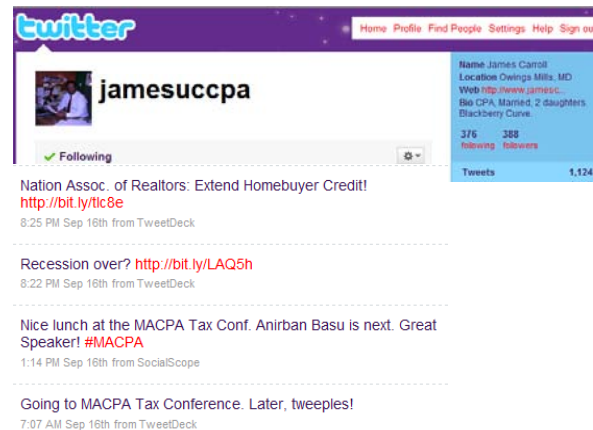
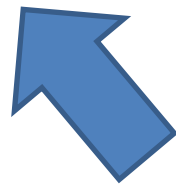
Website



Facebook



Twitter



James Carroll, CPA





jamesuccpa

Name James Carroll
Location Owings Mills, MD
Web <http://www.jamesc...>
Bio CPA, Married, 2 daughters.
Blackberry Curve.

376 following 388 followers

Tweets 1,124

✓ Following



Nation Assoc. of Realtors: Extend Home

<http://bit.ly/tlc8e>

8:25 PM Sep 16th from TweetDeck

Recession over? <http://bit.ly/LAQ5h>

8:22 PM Sep 16th from TweetDeck

Nice lunch at the MACPA Tax C
Speaker! #MACPA

1:14 PM Sep 16th from SocialScope

Going to MACPA Tax Conference. Later, tweeples!

7:07 AM Sep 16th from TweetDeck

Why tweet?

James Carroll, CPA and a sole proprietor in Owings Mills, Md., netted himself a new client from using Twitter. "I originally started using Twitter out of curiosity," said Carroll, who has been using the tool for about a year. "I found it be a great way to get information from other professionals. I started to post items related to current tax developments, just to get my feet wet. I received some requests for clarification on some of my postings. Eventually, one of the persons requesting additional information became a client."

Last two stories

- Client contact via Facebook
- Staff relations via Facebook



Leadership & Social Media
– panel of young professionals
AICPA Leadership Academy
Chicago, 2009

Top Six Reasons Companies are Still Scared of Social Media



1. Employees will waste time with social media
2. Haters will damage our brand
3. We'll lose control of the brand
4. Social media requires a real budget! It's not *really* cheap or free
5. They're scared they'll be sued
6. They're scared of giving away corporate secrets...

Source: B.L. Ochman's whatsnextblog.com

Challenges

- Social media requires loosening the reins on technology platforms and access
- Social media management requires constant care and feeding, as well as monitoring
- **Because social media is MASS media, mistakes and missteps are amplified**



Social Notworking?

This is defined as “The practice of spending time unproductively on social-networking websites, especially when one should be working,” or “When you spend all days at your job on social networking sites such as facebook,myspace and twitter.”



FRONTLINE®

“If you think about the media environment an average American teenager lives in, to walk into a classroom (or your company or firm) that doesn't have any of that media must be like walking into a desert.”

– Steve Maher, High School teacher PBS Special “Growing Up On-line”

- **To ban or not to ban?** A recent University of Melbourne study showed that people who use the internet for personal reasons at work are about 9% more productive than those who do not.

GROWING UP ONLINE

Research says...

DECISION MAKING

The Internet as a Diversion

Aaron Smith

Three-quarters of online economic users go online to relax and take their minds off of the recession. Fully 88% of 18-29 year old online economic users look to the internet to relax.

LATEST RESEARCH

PRESENTATION

Patient Choice in Health Information Technology

Susannah Fox

REPORT

The Internet and Civic Engagement

POPULAR TOPICS

- Teens »
- Broadband »
- Health »
- Social Networking »
- Web 2.0 »
- Technology User Types »
- Digital Divide »

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- More Survey Questions »
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Advanced Search | Tips

TOPICS DATA TOOLS EXPERTS PARTICIPATE PRESS RESOURCES ABOUT US

"One day at work they took away our tools, like Facebook, Pandora, Bebo, NPR. Work is slow now, cold and boring." —STEVE RESSLER, 27, TAMPA, FLORIDA

In a social environment based on networked individualism, the internet's capacity to maintain and cultivate social networks has real payoffs (in the workplace)."— "The Strength of Internet Ties" Report

Soooo....

Social Networking is a managerial problem, not a technology problem.

If a salesman spends his day making personal phone calls rather than phoning potential customers, the solution is not to take away the phone. The solution is to make clear what is and is not acceptable behavior and...



Discussion at AICPA Leadership Academy
Chicago, July, 2009

Risk Management

- Educate & train your staff
- Set security & usage policies
- Restrict Access during certain times (if you have to)
- Monitor – using search & google alerts



Educate yourself

CPA Learning 2.0

Welcome to CPA Learning 2.0, a self-guided discovery program from the Maryland Association of CPAs that encourages the exploration of Web 2.0 technologies.



Credits

This blog was created to support the Maryland Association of CPAs' Learning 2.0 Program. Content is based on and style is borrowed from the Public Library of Charlotte and Mecklenburg County's Learning 2.0 Program, created and designed by Helene Blowers. We thank PLCMC for allowing us to adapt this program for the MACPA and its staff.

CPA Success blog posts

[Maryland's economic hits just keep on coming](#)

[How are CPAs using social media?](#)

[Are we lost on the road to IFRS?](#)

[3 great reasons why your company should be blogging](#)

[3 keys to succeeding in the new economic environment](#)

CPA Spotlight podcasts

[With crisis comes opportunity](#)

[U.S. finances: From bad to worse](#)

[Finding the 'blue ocean'](#)

[Managing risk in a mobile-data world](#)

[XBRL: Keep an eye on Nevada](#)

* Welcome to Learning 2.0



This blog is dedicated to helping the CPA profession learn and improve its skills relating to [Web 2.0](#) tools like [social networks](#), [Twitter](#), [Flickr](#), [Second Life](#), [blogs](#), [podcasts](#) and [wikis](#).

Here, you will find [34 lessons](#) that will help you explore and become better acquainted with Web 2.0 technologies.

The 34 things

This program was originally launched as a self-guided training program for the staff of the [Maryland Association of CPAs](#).

Want to know more? View the [slides](#) from our kickoff meeting, or watch the kickoff video below, featuring MACPA Executive Director Tom Hood:

About Learning 2.0

[What's this program all about?](#)

[The 34 things](#)

[Why all the hype?](#)

[FAQs](#)

[Web 2.0 resources](#)

Categories

[Week 1](#)

[Week 2](#)

[Week 3](#)

[Week 4](#)

[Week 5](#)

[Week 6](#)

[Week 7](#)

[Week 8](#)

[Week 9](#)

Recent Posts

[Thing 34: Final thoughts](#)

[Thing 33: Listen to the MACPA's podcast](#)

[Thing 32: Discover some search tools for locating podcasts](#)

[Thing 31: Discover YouTube; embed a video in your blog](#)

[Thing 30: Create a tech-related blog post](#)

[Thing 29: Roll your own search tool with Rollyo](#)

Free self-directed learning for CPAs by CPAs

<http://www.cpalearning2.com>

Next steps...



1. Educate yourself – www.cpalearning2.com
2. Create your digital footprint. Create profiles on [Facebook](#), [LinkedIn](#) and [Google](#).
3. Start listening. Use [Google Reader](#) or [Bloglines](#) to begin reading thought leaders in your profession or areas of interest.
4. Continue listening. Create your [Twitter](#) account and follow your profession and areas of interest.
5. Start sharing. Create a blog and record your thoughts.
6. Share. Recognize and promote the people you find interesting.

You can...Ignore it
Fight it or
Harness it's power



Five Learning Trends for 2009

1. Mobile Learning
2. DIY - Do-it-Yourself Learning
3. Flexible Learning Environments
- 4. Virtual Worlds**
5. Games & Simulation





To be a guild master in a game like World of Warcraft, you need to be able to **create a vision, find recruits** and give them **a platform on which to learn**, and **orchestrate the group's strategy**. To me, it sounds a lot like the skills a corporate executive needs, doesn't it?
– Don Tapscott “Grown Up Digital”

FASB is there!

Terms to Know

GENERAL

- Recognition
- Measurement
- Unit of Account
- Performance

Terms to Know

LIABILITIES

- Stand-ready Obligations
- Contingent Obligations
- Possible Obligations
- Incurred But Not Reported (IBNR) Obligations

Terms to Know

LEASING

- Non-cancellable lease
- Renewal option (and embedded option)
- Constructive (financed) purchase
- Whole asset vs. Right-of-use approach
- Executory Contract



RESEARCH OFFICE HOURS

AGENDA FOR DECEMBER 10, 2008

- Welcome
- Ground Rules
- Case Introduction
- Cases
- Conclusions (??)

WELCOME



TO SECOND LIFE®



RESEARCH OFFICE HOURS

GROUND RULES FOR CASES:

Do NOT apply existing standards in answering the case questions. Justify your proposed accounting treatments using the current or proposed Conceptual Frameworks (or explain how you would alter those frameworks).

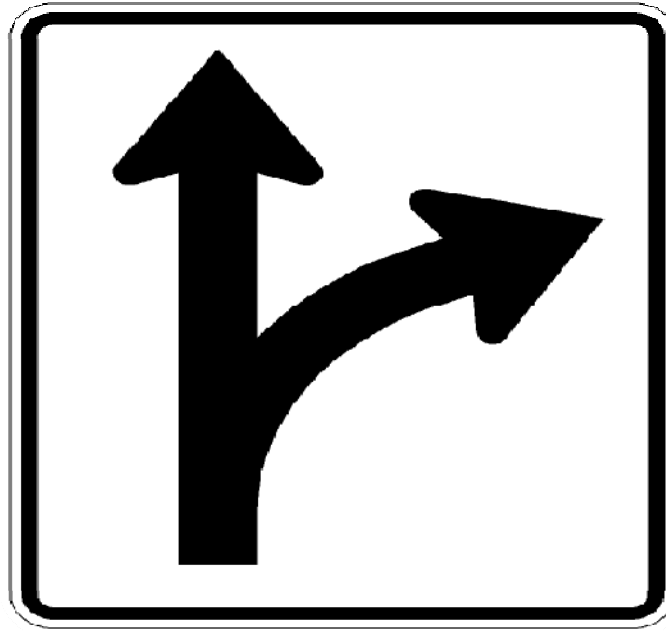
metanomics
IMMERSIVE WORKSPACES™
MONDAY - DEC 15 - NOON
Justin Bovington
Founder and CEO

Accounting Educators in Second Life

Dr. Mike Kraten
Suffolk University
Dr. Robert Bloomfield
Cornell University
Dr. Steve Hornik
University of Central Florida



Issues Facing CPA firms



Say what?

- “An increase of larger firms will result from an increase in mergers. Accounting firms will look more like law firms in terms of size.” -Marc Rosenberg
- “There will be more large firms.” – Marc Rosenberg
- “Mergers and acquisitions will increase.” – Jeff Pawlow, The Growth Partnership

IPA Consultant Predictions – Jan, 2006

47,000 to 40,000

PCPS/TSCPA MAP Survey 2009

Top Five Issues Facing Firms 21+

1. Client Retention
2. Marketing / Practice Growth
3. Tax Law Changes & Complexity
4. Keeping up with Regulations & Standards
5. Retaining Qualified Staff / Work/Life Balance

For larger firms add Partner
Accountability & Succession Planning

<http://pcps.aicpa.org/>



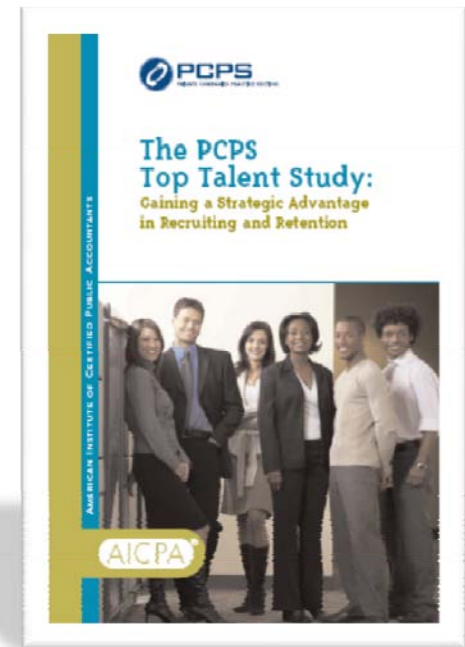
Mark Koziel, CPA
AICPA PCPS

Top 20 Reasons to Stay with a Firm

HERE ARE THE TOP TALENTS'
**TOP 20 REASONS
 TO STAY WITH A FIRM:**

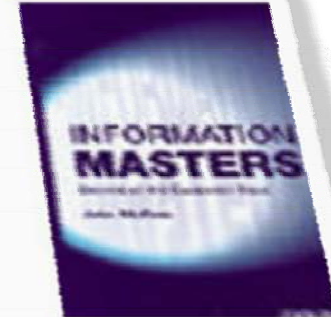
★
 4 out of top 5
 13 out of 20
 Have **nothing** to
 do with \$\$\$ and
everything to
 do with culture!

- ★1. Respect for company mission statement:93%
- ★2. Career growth opportunities:92%
- 3. Salary:89%
- ★4. Open-door/accessible management style: 89%
- ★5. Interesting/challenging projects:88%
- ★6. Flexible work schedule:88%
- 7. Paid personal/vacation time:86%
- ★8. Comfortable office atmosphere:83%
- 9. Equity incentives:79%
- 10. Retirement savings plan:78%
- ★11. Training/professional development opportunities: ..78%
- ★12. Firm culture:76%
- ★13. Team orientation of firm:75%
- ★14. Firm reputation or prestige:74%
- ★15. Frequent client contact:74%
- ★16. Access to the latest cutting-edge technology:73%
- 17. Medical benefits:71%
- 18. Bonus incentives:70%
- 19. Comp time:68%
- ★20. Telecommuting/work from home options:67%
- and paid overtime:67%



Information Masters *the cost versus ROI*

<u>Investment</u>	<u>Historical</u>	<u>determinant of success</u>
People	2%	20%
Process	2%	15%
Organization	2%	10%
Culture	1%	20%
Leadership	1%	10%
Information (data)	10%	15%
Technology	82%	10%



To put it another way – firms are under investing significantly in the things that really make a difference.

7 Keys to Success in CPA Firm Management



1. Leadership
2. Technology
3. Learning Organization
4. Marketing & Business Development
5. A great Place to Work
6. Client Service & Satisfaction
7. Strategy Execution

Source: Rick Telberg – Bay Street Group

Trends to watch

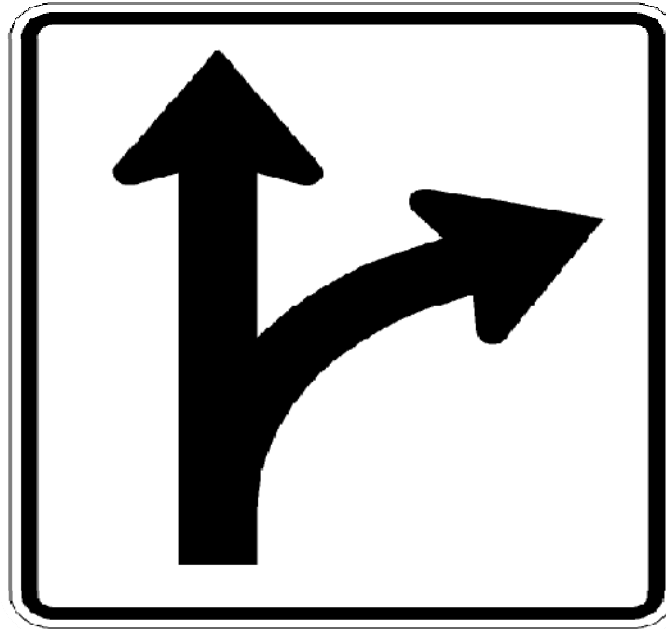
“Billable Hour” Under Attack In Recession, Companies Push Law Firms for Flat-Fee Contracts

The Wall Street Journal
August 24, 2009



<http://www.verasage.com/>

CPAs in Business, Industry, Government & NFP



The Year of the CFO



As financial skills are valued more highly, CFOs will make it to the corner office in greater numbers than before. Recession, credit crunch and the increasingly complex nature of global companies will all play directly into the bean counter's hands.

Source: The Economist Magazine The World in 2009 Nov, 2008

Top Concerns of CFOs: Concerns About the Macro Economy

1. Consumer demand
2. Credit markets/interest rates
3. Federal government policies
4. Housing market fallout
5. Cost of nonfuel commodities
6. Cost of fuel
7. Currency risk
8. Foreign competition
9. Environmental regulation
10. Trade policies & trade agreements



CFO magazine – July/August 2009

Top Concerns of CFOs: Concerns About Their Own Company

1. Ability to forecast results
2. Working capital management
3. Maintaining morale/productivity
4. Balance sheet weakness
5. Attracting & retaining qualified employees
6. Cost of health care
7. Managing IT systems
8. Supply chain risk
9. Pension obligations
10. Protection of intellectual property



CFO magazine – July/August 2009

A Hard Job in Hard Times

- *“Doing more with less has been the mantra of the last half-dozen years.”*
 - VP of Finance
- *“Quite simply, we are being required to do more with less resources.”*
 - Director of Tax



IFRS Opportunity? – Meet Joe Box, CPA - CFO of Joe Money Machinery



“Well, the IASB is coming out with a simplified version for private companies. With IFRS, you mark-to-market more assets. We're a 72-year-old company that has real estate on our books at historical cost, so there could be a big benefit in IFRS based on the substantially higher fair market value for that property. Any private-company CFO should be knowledgeable about it, to determine whether to consider adoption.”

“But even more importantly, it has been my objective that our key bankers consider me knowledgeable in the issues important to their commercial portfolio. XBRL is another one.”

Five Ways to Stay Ahead of the Curve

1. Keep abreast of the activities of accounting standards bodies.
2. Consider the positive impacts of voluntarily publishing a sustainability report.
3. Align data collection and consolidation processes.
4. Reduce the reliance on spreadsheets.
5. Become familiar with XBRL.



Source:
The Future of Financial Reporting: A Market Perspective
An Oracle White Paper, July 2008

CFO Opportunities

- Business process efficiency - LEAN
- Cash flow & Financing
- Risk Management
- Budget Scenarios
- Young Professionals – reverse mentoring
- IFRS & XBRL
- Sustainability Reporting
- IFRS - SME



Image of the CPA

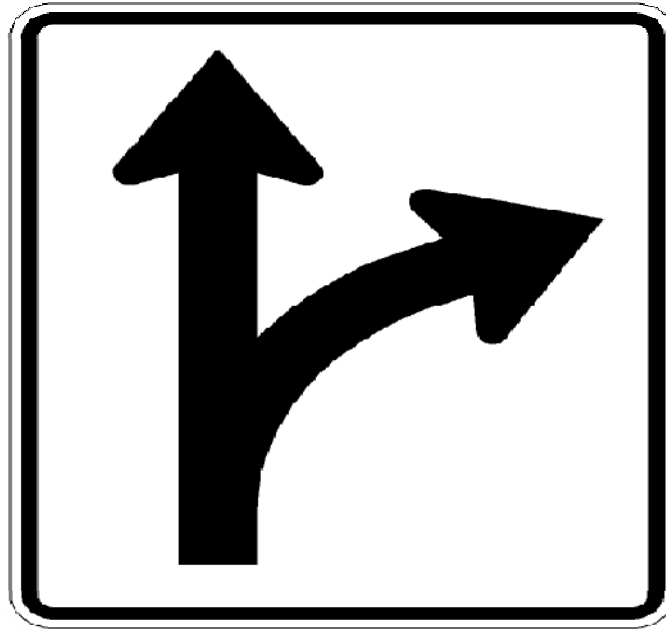
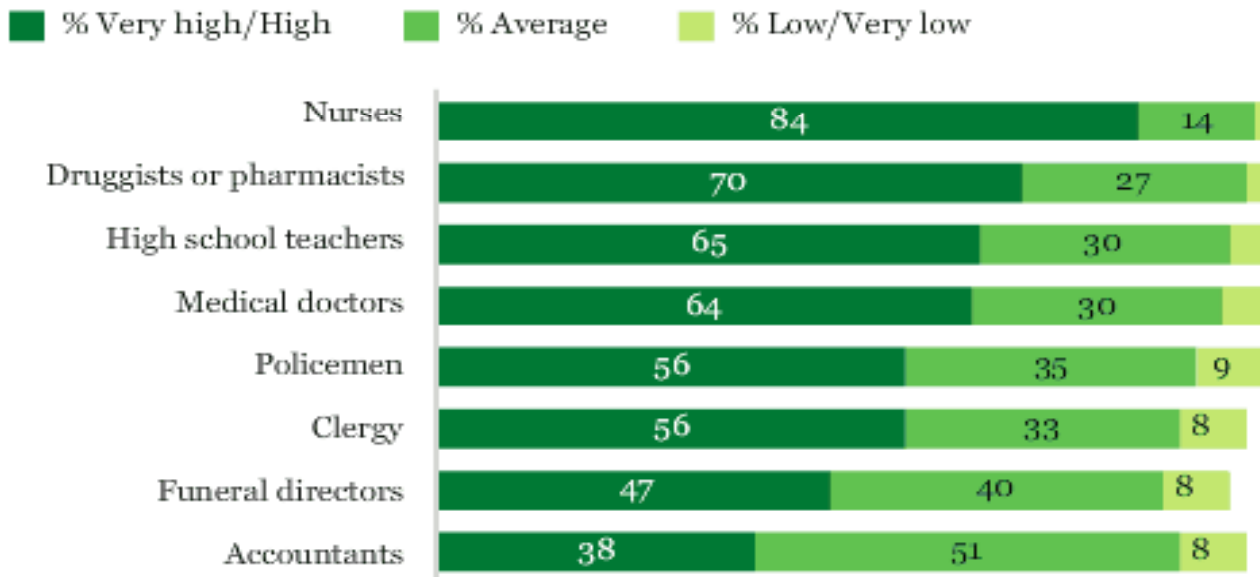


Image is better than pre-Enron highs

Top-Rated Professions for Honesty and Ethics -- 2008



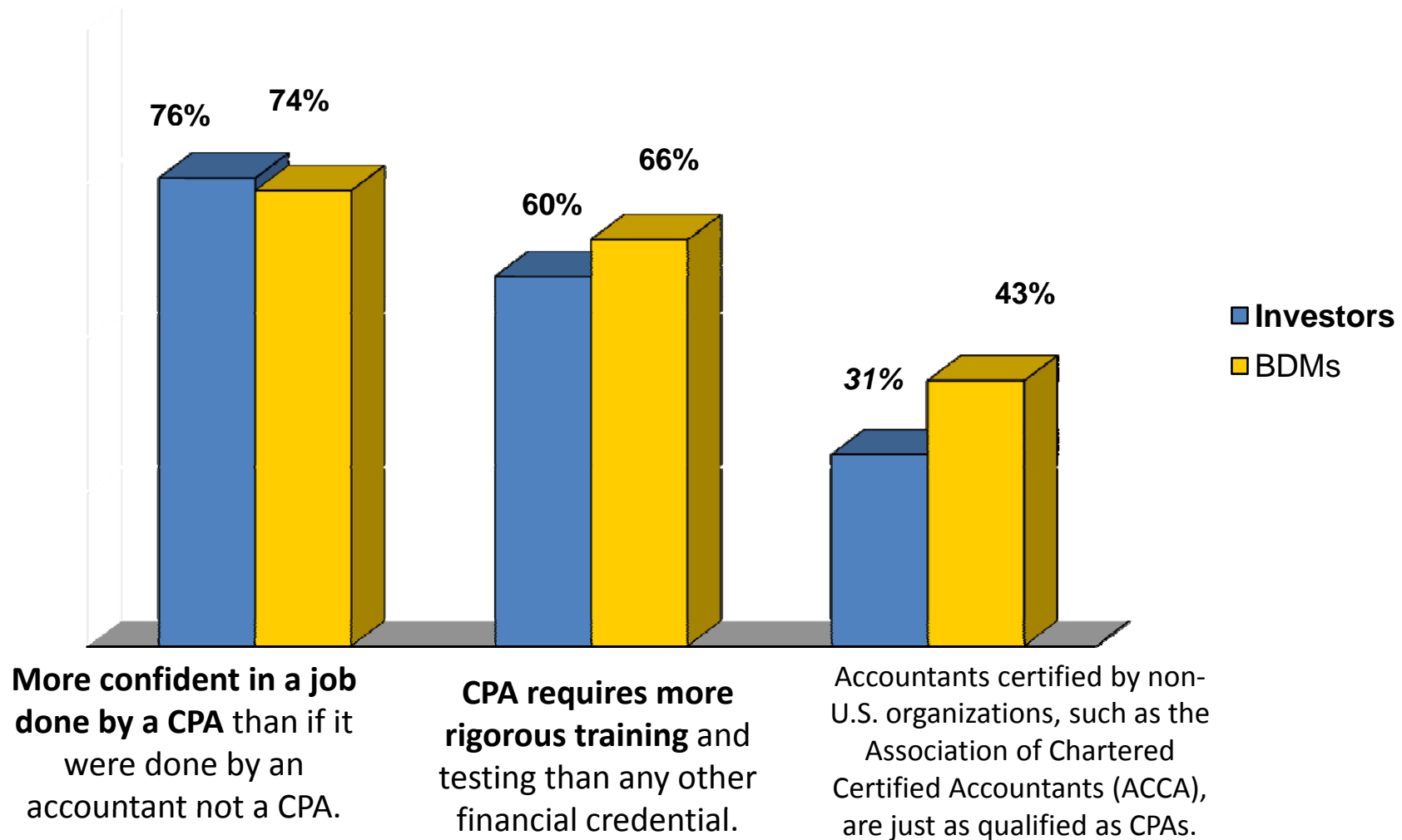
Nov. 7-9, 2008

GALLUP POLL

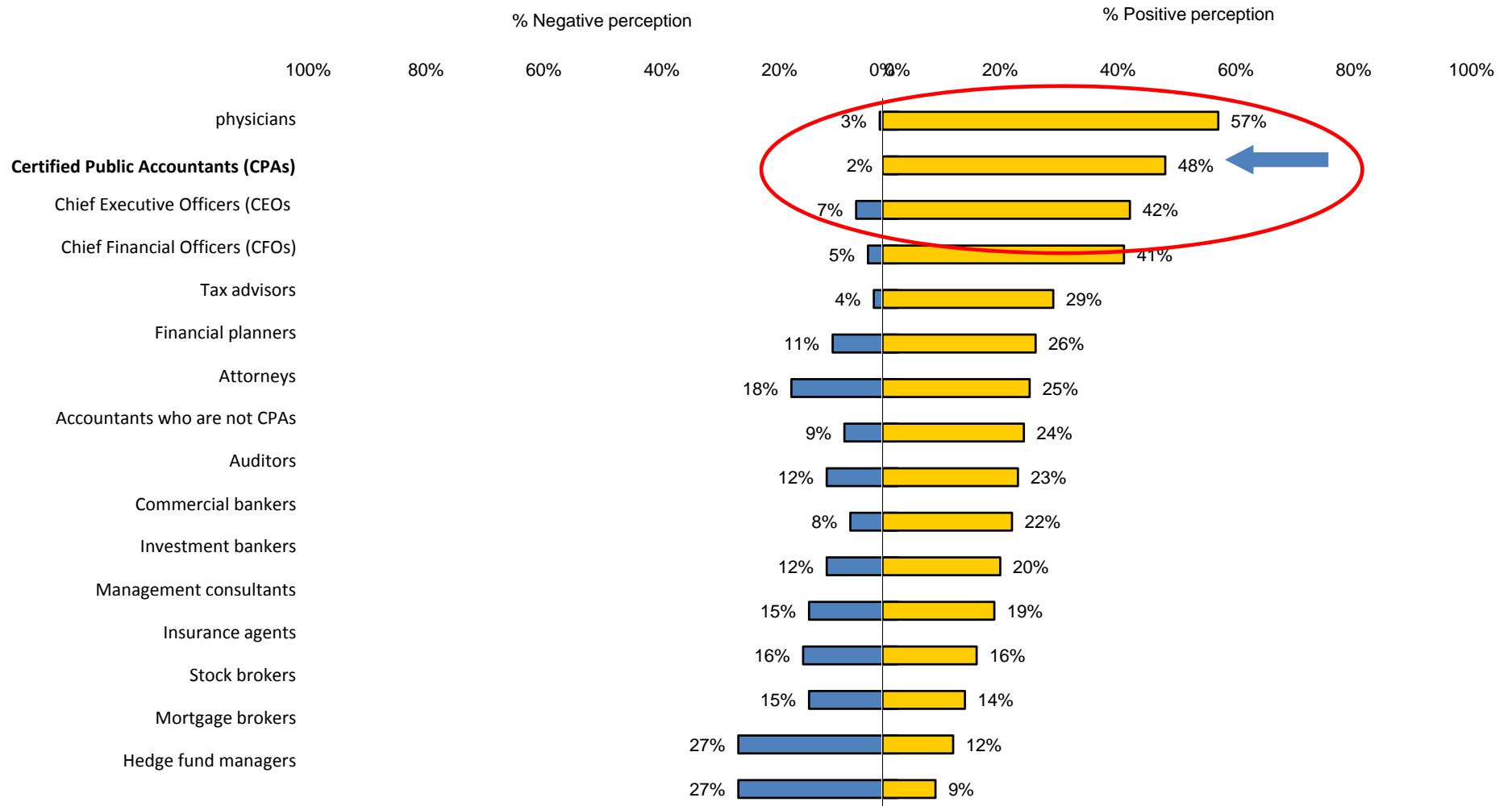
The future success of the CPA profession relies a great deal upon public perception of CPAs' abilities & roles

- CPA Vision Project

Attitudes toward CPA Credential



...And Business Decision Makers



SURVEY SAYS...

CPA vs. Acct

Inv 39 to -5

BDMs 46 to 15



Top 5 Attributes of CPAs

- Has integrity
- Competent
- Objective
- Able to synthesize information
- Focused on client needs



The most trusted advisor

Bottom Five Attributes of CPAs

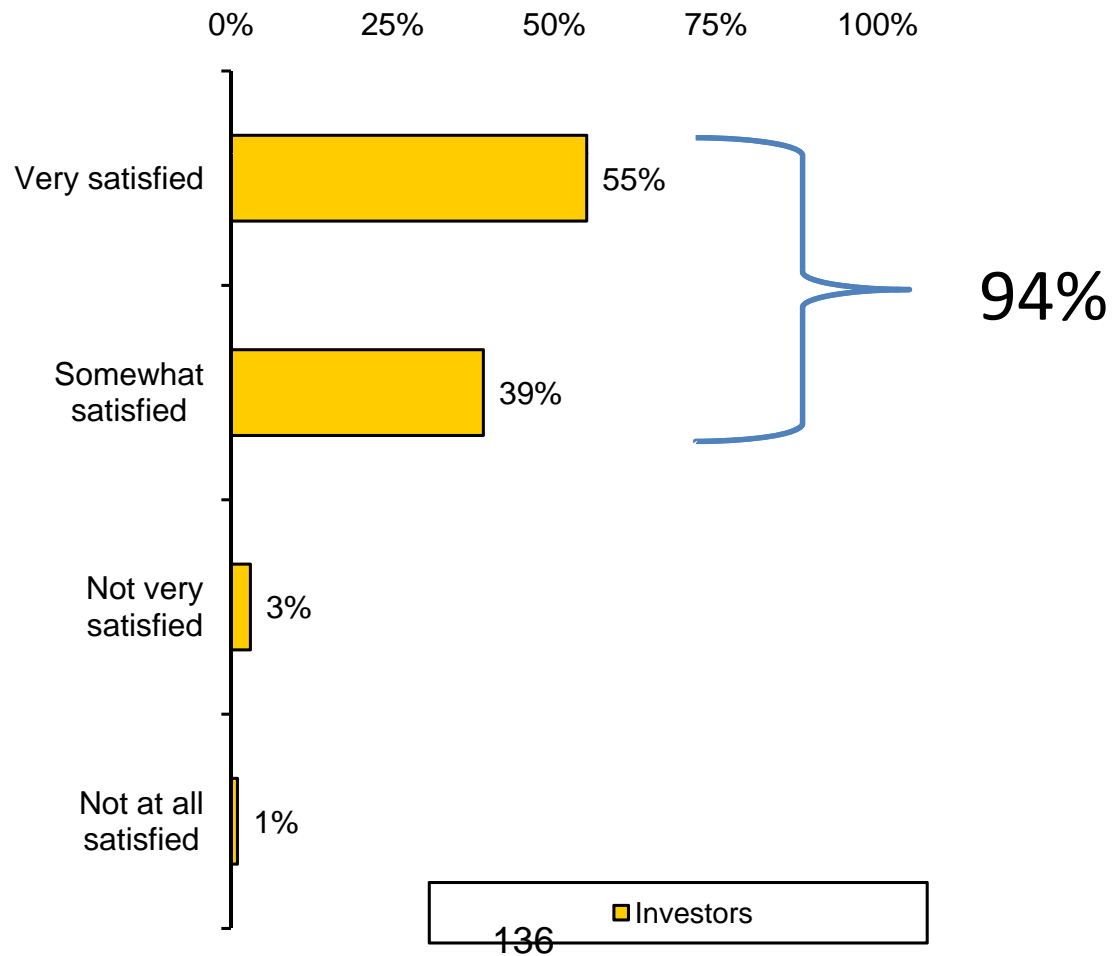
- Creative & innovative
- Demonstrates leadership
- Able to see the big picture
- Communicates effectively
- Technologically adept



But...lacking soft skills

Investor Satisfaction with CPAs Is High

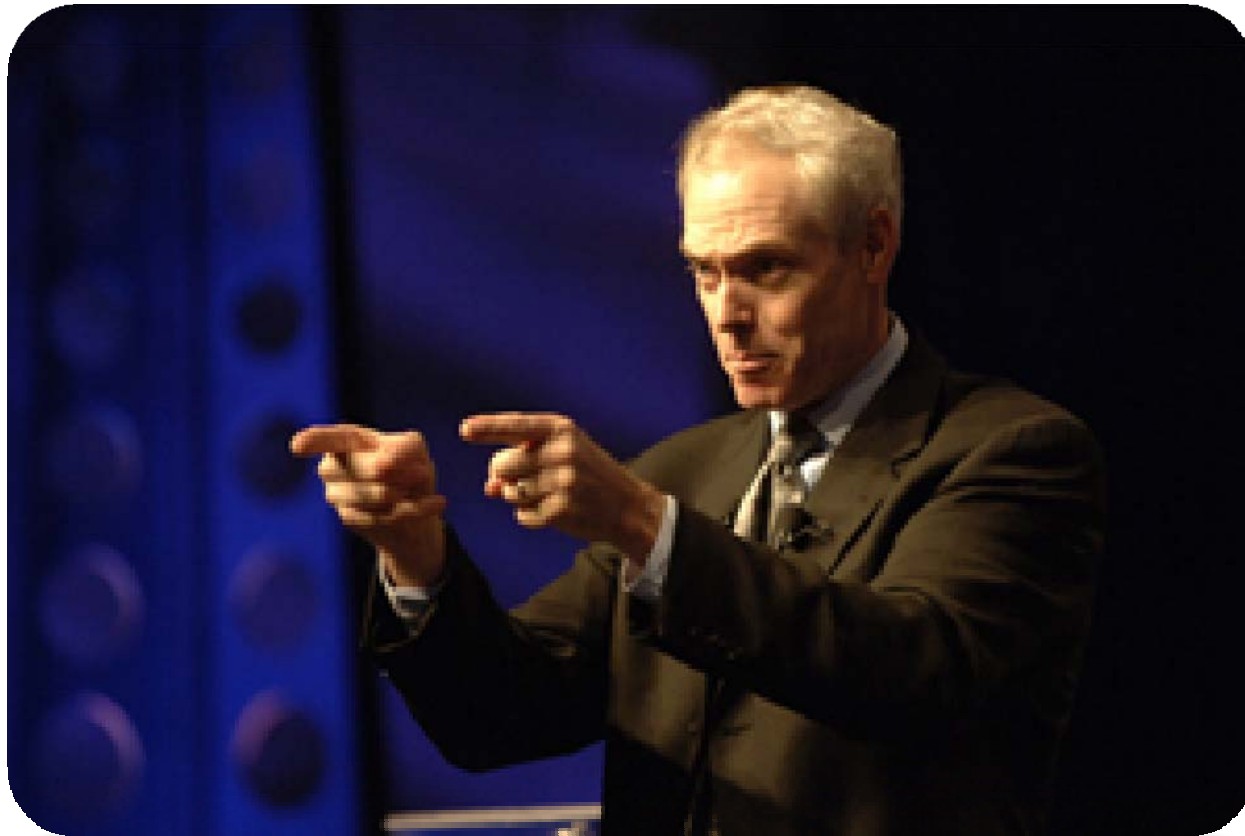
Satisfaction with CPA(s)



Perceptions of CPAs Largely Consistent Across All Audiences

Rank					
	Has integrity	Competent	Competent	Has integrity	Competent
	Competent	Has integrity	Has integrity	Competent	Has integrity
	Able to synthesize information from multiple sources	Objective	Objective	Objective	Able to synthesize information from multiple sources
	Objective	Able to synthesize information from multiple sources	Able to synthesize information from multiple sources	Able to synthesize information from multiple sources	Able to see the big picture
	Focused on client needs	Focused on client needs	Focused on client needs	Focused on client needs	Objective
	Able to identify potential problems before they happen	Able to identify potential problems before they happen	Able to identify potential problems before they happen	Able to see the big picture	Focused on client needs
	Technologically adept	Technologically adept	Technologically adept	Demonstrates leadership	Able to identify potential problems before they happen
	Communicates effectively	Able to see the big picture	Able to see the big picture	Able to identify potential problems before they happen	Demonstrates leadership
	Able to see the big picture	Communicates effectively	Communicates effectively	Technologically adept	Technologically adept
	Demonstrates leadership	Demonstrates leadership	Creative and innovative	Communicates effectively	Communicates effectively
	Creative and innovative	Creative and innovative	Demonstrates leadership	Creative and innovative	Creative and innovative

**“CPAs ARE the
DISCIPLINE in business!”**
Jim Collins



Dealing with Change



Change is the law of life. Those who look only to the past or present are certain to miss the future."

- John F. Kennedy

Five Qualities of Extraordinary Leaders

L > C



1. **Sight** - Ability to see emerging patterns and shift perspective when necessary
2. **Insight** - Ability to learn faster than the rate of change in your industry
3. **Create** - Ability to think strategically and critically to gain insights that create new opportunities
4. **Communicate** - Ability to collaborate inside and outside your organization and to build and sustain social networks of people engaged in the work
5. **Inspire** – Ability to mobilize support and engage others to join you in **ACTION**

CPA Professional 2.0

1. Learning & staying on the cutting edge
2. Managing my career
3. Doing my work
4. Interacting with peers
5. Becoming a leader in my field



CPA Competencies Needed

2008 – Deloitte Research

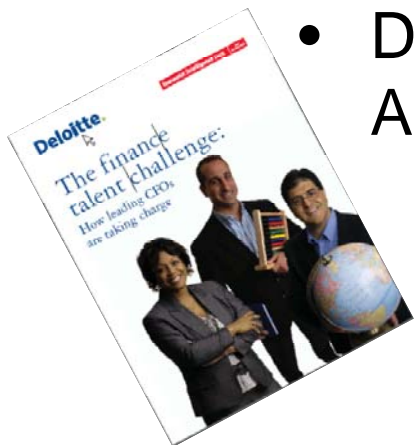
- Change Management (C)
- Strategic Ability (S)
- Critical Thinking (S)
- Business Perspective (C)
- Organizational Agility (C)
- Dealing with Ambiguity (S)



1998 – CPA Vision Project

- Communication & Leadership
- Strategic & Critical Thinking
- Focus on the Customer, Client, and Market
- Interpretation of Converging Information
- Technologically adept

C – Catalyst
S - Strategist



Tools for CPA Leaders



Our six point plan to help you through this recession

- 24 hours of free CPE
- MACPA's new career center
- Economic Resource Center
- New Business Services
- New & Improved MDBIZEXPO – June 28th & 29th
- Promoting & protecting your CPA license



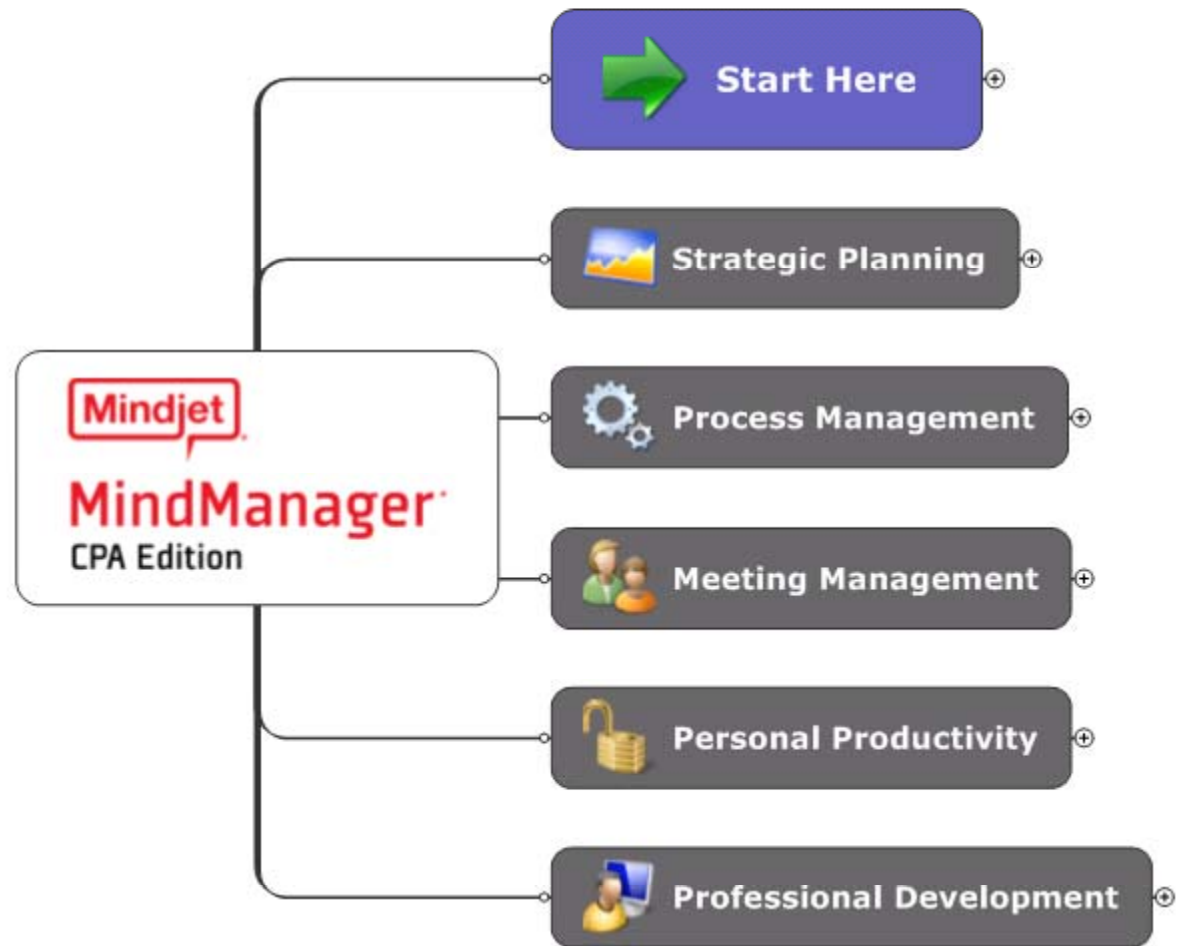
“Hood (and his team) has tapped his expertise to roll out one of the most extensive sets of resources in the country for helping CPA firms handle the recession.”

– Bill Carlino, editor Accounting Today Magazine

Business Solutions

- Professional Liability & Health Insurance
- Genesys audio & web conferencing services
- Office Depot coop purchasing
- MACPA Referral Services
- MACPA Career Center by Boxwood
- MACPA Securesend by Leapfile
- Internet Security Services
- Mindjet CPA Edition
- On-line CPE
- Webcasts

24
CPA
templates
to help
you with...



<http://img.mindjet.com/cpas/mj.html>

Use code MACPA to get 10% off when you order

MACPA is the source for Professional Development

- 2009 Practitioners Conference – 10/27/09
- Advanced Tax Institute – 11/2 – 11/5/09
- Advanced PFP Conference – 10/30/09
- Technology Conference – 12/07/09 (Sheraton Columbia)
- MACPA Fast Track 1040
 - Columbia, MD 11/04/09 & 11/05/09
 - Hunt Valley, MD 12/01/09 & 12/02/09
- Don Farmer's Annual Update
 - Corporate Tax – Martin's West 11/06/09
 - Individual Tax – Martin's West 11/19/09
 - Annual Update - Martin's West 12/04/09



Resources to keep you on top

- MACPA Listservs
- Podcasts
 - iTunes (CPA Spotlight)
 - <http://www.macpa.org/Content/23333.aspx>
- Blogs
 - www.cpasuccess.com
 - www.cpalegislativinsider.com
 - www.bizlearningblog.com
- Linked In
 - www.linkedin.com/groups?gid=153466#h223-958
- Facebook
 - <http://www.facebook.com/home.php#/macpa?ref=ts>
- Slideshare
 - <http://www.slideshare.net/thoodcpa>



Leadership skills to keep you ahead of the curve

- Listening for Leaders – Towson
10/12/09
- Frequent Frauds in Govt & NFP –
Timonium 10/15/09
- Ethics, Leadership & the CPA –
Waldorf – 10/16/09
- Pricing for Profitability (Industry)
– Columbia 10/27/09



Search our on-line catalog – keyword “BLI”

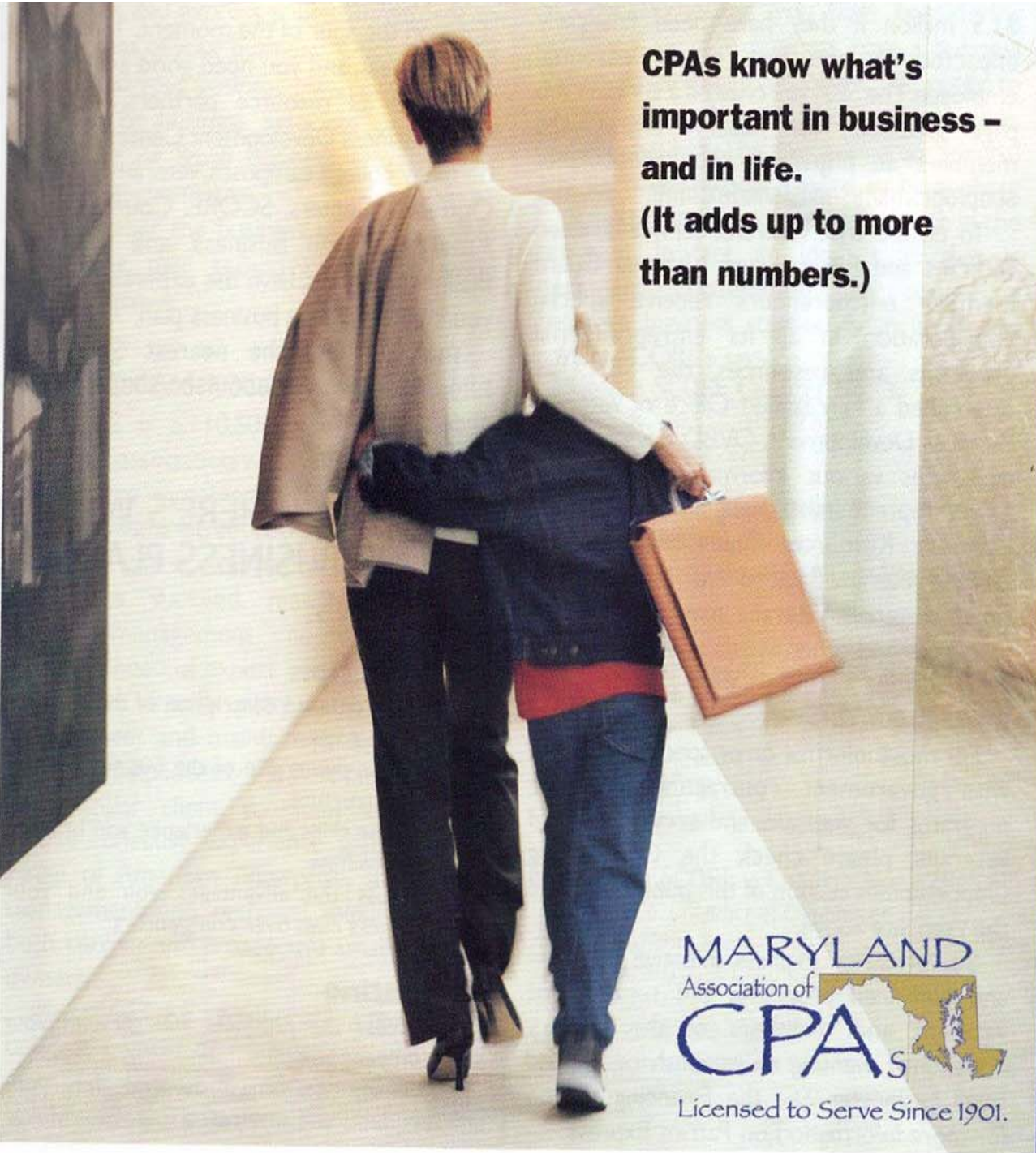
<http://www.bizlearning.net/learningcenter/>

Five Qualities of Extraordinary Leaders


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**CPAs know what's
important in business –
and in life.
(It adds up to more
than numbers.)**

MARYLAND
Association of
CPAs 
Licensed to Serve Since 1901.

Being a CPA pretty much lets you choose what you want to do with your life. Take time for your family without derailing your career. Or become a hard-driving CEO or Forbes 400™ member. Or help just about everyone in your community cope with their business and personal finances. CPAs understand the business of business – and that's a skill that almost everyone needs to call on sooner or later.
Maryland counts on CPAs.

Maryland Association of CPAs
901 Dulaney Valley Road
Suite 710 • Towson, MD 21204
www.macpa.org • (800) 782-2036



**Tom Hood, CPA.CITP
CEO**



**Maryland Association of CPAs
Business Learning Institute
(443) 632-2301**

E-mail tom@macpa.org

Web <http://www.macpa.org>

Blog <http://www.cpasuccess.com>

CONNECT – PROTECT – ACHIEVE

MACPA resources

- CPA Success, our daily blog
www.CPASuccess.com
- CPA Spotlight, our weekly podcast
www.macpa.org/podcast
- Other MACPA blogs:
 - www.CPALegislativeInsider.com
 - www.NewCPAs.com
 - www.TCPAblog.com
- CPA Learning 2, a Web 2.0 playground by CPAs for CPAs
www.CPALearning2.com

Tools

- I2A – Insights to Action – a strategic thinking system

- http://www.bizlearning.net/learningcenter/customizedtraining/event_detail_inHouse.cfm?eventid=09IASTS



- CPA Vision project

- <http://www.cpavision.org>



- Social media – How are CPAs using social media

- <http://www.cpasuccess.com/2009/09/how-are-cpas-using-social-media.html>

- Social Media Quick Start Program

- http://www.bizlearning.net/learningcenter/customizedtraining/event_detail_inHouse.cfm?eventid=09SOCMED



- XBRL

- <http://www.xbrl.org>

- Blog posts from CPA Success

- <http://www.cpasuccess.com/2009/06/xbrl-and-government-a-marriage-made-in-nevada.html>

- <http://www.cpasuccess.com/xbrl/>



- Mindmanager CPA edition

- <http://www.mindjet.com/cpas/mj.aspx>



Resources

✓ MACPA social networks:

- Twitter: [Twitter.com/MACPA](https://twitter.com/MACPA)

- Facebook:

<http://www.facebook.com/home.php#/macpa?ref=ts>

- LinkedIn: [tinyurl.com/6k8xra](https://www.linkedin.com/company/macpa)

- Flickr: [tinyurl.com/6meyuu](https://www.flickr.com/photos/macpa/)

- YouTube: [tinyurl.com/66c249](https://www.youtube.com/channel/UC...)

✓ Second Life resources:

- CPAs on Second Life: www.SLACPA.com

- CPA Island: www.CPAIsland.com

Tom Hood, CPA.CITP
CEO & Executive Director
Maryland Association of CPAs



<http://www.MACPA.org>
tom@macpa.org



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 - ✓ Slideshare: <http://www.slideshare.net/thoodcpa>
 - ✓ Youtube: <http://www.youtube.com/thoodcpa>
 - ✓ Second Life avatar name: Rocky Maddaloni