

Q3: NACVA in the Media

The IBA Acquisition.

The NCCA Accreditation.

Healthcare Practice Group (HPG) Launched.

Parnell Named a “Top 100” Influencer.

The Consultants’ Training Institute on the Move.

We’ve issued press releases on these events you’ve probably read about.

But did you know that you can get involved, too?

You’ve worked hard for your NACVA accreditation. Now let it work for you. Right now, we’re helping promote NACVA members who are interested in:

- **Writing Top-Quality Articles on Relevant Issues for Prominent Publications**
- **Reaching Local Media About NACVA-related Accomplishments**
- **Speaking at Regional and Even National Events**

Help us Spread the Word

By helping us spread the word about NACVA, and you can become known industry-wide as a subject matter expert—and radically enhance your firm’s revenues.

It was only three months ago we told you that NACVA has a PR department that regularly talks to editors in the trade and business press, and we’ve helped many members promote their practices and special expertise.

We asked, “Why not you, too?”

We’re about to tell you a bit about what we’ve been doing these last three months.

If you want to be involved in the next three months, and as NACVA bulks up its media efforts moving into 2009: **Contact Dave Dix**, NACVA Media and Public Relations Officer at (512) 247-1605 or write him at daved1@nacva.com. Tell him the magazines you read. Tell him what issues you’d like to be known as an expert on by others in your profession. Tell him what issues you think NACVA needs to better promote, and that you can be a good spokesperson for.

If you’re willing to answer questions, talk to reporters, or author short articles on specific areas of expertise, we want to talk! We can provide counsel on **ideas**,

strategies, and approaches that can build your business, enhance your personal brand, and continue to spread the good word about NACVA products and services. ■

NACVA Mentions, Members, and Experts Cited

Here's a quick listing of some articles published in July, August, and September. They broadly fall into these categories:

- **News:** NACVA facilitates the acquisition of IBA assets, gains NCCA accreditation, and launches a Healthcare Practice Group.
- **Topical Issues:** The media looks to NACVA experts for information on financial reporting, healthcare practice valuation, and other relevant issues.
- **Credential Value:** NACVA credentials and resources are simply the gold standard in business valuation. That's been recognized this summer in national business publications (*Investor's Business Daily* in July, *Newsday*, in August), as well as in a proliferating number of accounting and attorney journals.
- **People:** You'll see that in the last three months, it's not just NACVA members on national level who are recognized for their influence and cited for their credentials. People across the nation are being written about—because of their work with NACVA.

Here's what's appeared since June. Beneath it you'll find a bulleted list of in-the-works articles for Q4 and beyond.

Consultants' Training Institute

October 2008 San Antonio Event

Media Mentions:

"October Calendar"

SBTV (Small Business Television) Calendar Section (Sept. 30th)

Reach: 30M households nationwide

"Live Events, Teleconferences, Webinars, and Training"

Business Valuation Resources

Circ: 3,000

National Litigation Consultants' Review

July 2008

Circ: N/A

NACVA Mentions, People, and Issues

"Editor's Desk: T100: Judgment Call"

Accounting Today

By Bill Carlino (September 22, 2008)

Accounting Today names its “Top 100 Influencers for 2008.” Some members of the list—Carlino mention specifically the chairmen of the Securities and Exchange Commission and the Public Company Accounting Oversight Board—inevitably appear each year in the list simply by virtue of their power. But others yield their formidable influence on the industry “far outside the spotlight of media scrutiny,” and include “accounting educators who tirelessly prepare the next generation of CPAs” as well as innovators “leading by example in a number of critical areas.” Parnell Black is one—for the ninth year in a row.

Circ: 35,283

“Parnell Black Again Cited Most Influential”

dBusiness News: Salt Lake

Staff, September 30

Circ: 13,819

“Utahn Honored: SLC Accountant is Among Country’s Most Influential”

Salt Lake Tribune

By Paul Beebe, October 7, 2008

“Parnell Black, the Salt Lake City-based CEO of the National Association of Certified Valuation Analysts, has again been named one of the 100 most influential accountants in the country by Accounting Today magazine. The association Black co-founded in 1991 has more than 6,500 members. It is “widely considered the thought leader and education expert for financial professionals focused on privately held business valuation and financial forensics,” according to Accounting Today. Black is responsible for developing NACVA accreditations in business valuation and financial forensics. Accounting Today has included Black on its annual list for nine consecutive years.”

Circ: 131,711

“TradeWinds: Parnell Black, chief executive . . .”

Salt Lake Tribune

By Staff, October 4, 2008

“Parnell Black, chief executive of the National Association of Certified Valuation Analysts, was named one of the “Top 100 Most Influential People” by Accounting Today business magazine for the tax and accounting community. This is the ninth straight year he has been selected.”

Circ: 131,711

“Daily News: NACVA CEO named to 'Most Influential' List”

AccountingWeb

By Staff, October 4, 2008

“Accounting Today, the business magazine for the tax and accounting community, has recognized Parnell Black, CEO of the National Association of Certified Valuation Analysts (NACVA), headquartered in Salt Lake City, Utah, as one of the “Top 100 Most Influential People.”

Circ: 105,000 accountants reached via e-newsletters weekly

400,000 site impressions monthly

“Parnell Black Named Most Influential”

SL Enterprise

Circ: 23,000

Print Only; Editor Barbara Rattle confirmed story verbally 10/4

“PotPourri” Section: Industry News

Greentree Gazette: Higher Education Business Journal

By Staff, October 6, 2008

“Parnell Black, CEO of the National Association of Certified Valuation Analysts, was named to Accounting Today magazine’s “Top 100 Most Influential People” for the ninth year in a row.

[Click here](#) to read A Gazette Minute Interview with Parnell Black.”

Circ: 44,958 on 4,257 campuses

International Pickups / Unknown Circ:

Taiwan Business News

Made in Taiwan: Taiwan Craft

*EIN News: Taiwan Business News. Professor Brings John Nash and Star Wars to Math Class · NACVA CEO PARNELL BLACK AGAIN CITED MOST INFLUENTIAL ...
made-intaiwan.blogspot.com/2008/03/taiwan-craft.html - 70k - Cached - Similar pages -
Note this*

South Korea

*Corruption News - Media Monitoring Service by EIN NewsChina detains 27 over milk controversy 1 Oct 2008 01:31 GMT ... NACVA CEO PARNELL BLACK AGAIN CITED MOST INFLUENTIAL 30 Sep 2008 23:09 GMT ...
www.einnews.com/southkorea/newsfeed-south-korea-corruption - 56k -*

Lebanon Media News - Media Industry Today

*Lebanon Media News is an EIN News Service for media industry professionals. ...
NACVA CEO PARNELL BLACK AGAIN CITED MOST INFLUENTIAL 30 Sep 2008
23:09 GMT ...*

“Ready or Not for IFRS”

Accounting Today

Staff (September 22, 2008)

Before the SEC published its roadmap for the switch to International Financial Reporting Standards, industry leaders were asked for insight. NACVA CEO Parnell Black is quoted says the move to IFRS is inevitable, but beyond establishing an implementation date, companies need to get ready by “providing training to the accounting and financial communities, and academia needs to get on board and provide training on IFRS.”

Circ: 35,283

“The Art of Appraisals”

Financial Planning

By Donald Jay Korn (Sept 1, 2008)

In this authoritative listing of what credentials financial planners need to demand for determining the values of various sorts of assets, Korn instructs 100,000 readers that “Like all experts, appraisers have specialties. For business interests, seek out someone with a designation such as accredited in business valuations (ABV), certified valuation analyst (CVA) . . . or certified business appraiser (CBA)” . . . NACVA is the sole provider of the CVA accreditation cited, as well as the sole provider of the AVA.

Circ: 100,000

“NACVA Receives Outside Certification”

WebCPA

Staff (Aug 27, 2008)

Noting this important landmark, the Accounting Today Web site notes that NACVA’s two business valuation credentials, the Certified Valuation Analyst (CVA) and Accredited Valuation Analyst (AVA), are the only business valuation designations accredited by the National Commission for Certifying Agencies (NCCA).

Circ: 35,283

“Sharp Appraisal Key In Estate Planning; Worth Of Family Biz?”

Valuing illiquid assets can be tricky, but errors can boost tax, penalties.

Investor's Business Daily

By Donald J. Korn (July 9, 2008)

*To avoid disastrous outcomes when estates are settled, you need to plan in advance with professional advice. But how? This expert, writing in one of the most respected financial newspapers in the nation, insists on a message that NACVA's been evangelizing for years: "To find a bulletproof appraiser, ask your attorney and accountant. Someone at their firm may have a designation—accredited in business valuations as a **certified valuation analyst**. . . If not, they may be able to refer you to such an expert."*

Circ: 210,000

Print Only

"SMALL BUSINESS: Selling Your Business? First, Know its Value."

Newsday (August 25, 2008)

By Jamie Herzlich

In this topical article, widely reprinted and archived at sites such as Lawyers.com, Herzlich advises his audience that their businesses—especially in the current economic climate—might not be worth as much as they thought. Owners need a professional analysis to determine fair market value, get their books in order, and prepare for a sale well in advance. Where can they go for resources? Herzlich points them to a [Web site](#) chock full of resources owned and marketed by NACVA.

Circ: 398,231

"NACVA Launches Healthcare Practice Group"

Today's Surgicenter: Business Solutions for the Ambulatory Surgery Center (ASC)

By Staff (July 22, 2008)

"Healthcare, which today involves 15 percent of the U.S. economy, is a critical and growing area for professional valuers," said Parnell Black, NACVA CEO. "CPAs, financial professionals, legal experts, government facilitators, and many other NACVA members have expressed strong interest in additional training, expert advice and leadership in this field."

Circ: 22,000

"Factors of Fair Market Value: A Few Keys to a Successful Medical Practice Valuation"

Physician's News Digest

By [Reed Tinsley](#), CPA, CVA, CFP, and advisor to physicians and medical practices

Tinsley details how The Stark definition of fair market value may restrict and prevent the use of certain market comps since use of such comps may not be "commercially reasonable;" Just because a transaction may be "fair market value" does not necessarily make it "commercially reasonable". He then offers a check list to simplify healthcare practice valuation.

Circ: 40,000

Print only.

"Stark Changes Require Quality Consumer Service"

Physician's News Digest

By Richard Romero, AVA, MBA, CMBS, Advisory Board - NACVA Healthcare Practice Group
September 2008

Against a backdrop of increasing focus on quality, patient satisfaction and choice in decision making, the Center for Medicare and Medicaid Services ("CMS") introduced several changes to the physician self-referral law . . . Organizations such as the National Association of Certified Valuation Analysts is helping to prepare the valuation community for the seemingly ever changing nature of healthcare valuation.

Circ: 40,000

Print only.

Financial Hieroglyphics—The Numbers Speak to Me

Sarbanes-Oxley Compliance Journal

By Darrell Dorrell, CPA/ABV, MBA, CVA, ASA, CMA, DABFA

July

Financial statements, Dorrell writes, contain abundant data, much of which lies undetected and even camouflaged. Consequently, forensic accounting techniques are needed. This article summarizes a few of the 200-odd forensic accounting techniques reveal what is too-often hidden.

Reach: 100K unique visitors per day

“A Practical Guide for Attorneys: Understanding a Financial Expert’s Credentials”

New Jersey Lawyer

By James A. DiGabriele and Gabriela V. Simoes (Sept 1, 2008)

Financial experts offering expert testimony are armed with an array of professional abbreviations that can leave many attorneys asking—what's it all mean? One thing learned reading this article is that if you need experts in business valuation, you turn to NACVA, to find accredited CVAs and AVAs.

Circ: **18,200** monthly

“Practice Resources: People Section”

Accounting Today

Staff Compiled

(Sept. 8th and 22nd editions)

Who’s on the move in the industry, and is important enough to be noted for it in Accounting Today? A quick look at two “People” sections in recent issues reveals that in more than one case, it’s folks citing their Certified Valuation Analyst (CVA) credential as an important identifier. Accredited Valuation Analysts (AVA) do this too!

Circ: 35,283

NACVA MEMBERS CITED LOCALLY

Want to begin building a reputation as a thought leader in your community and profession? NACVA has resources you can take advantage of—media lists, email addresses, phone numbers and more—to help you leverage the work you’ve done with The Association, and help you find the people to talk to in *your* community.

Here are a few members have taken initiative to get recognition in their own local media—and who have and their NACVA affiliation as an important and qualifying credential. These are brief mentions, perhaps, but you might be surprised at the size of the readership available if you want to do a little self-promotion. Check out these circulation numbers:

“Huguenot Man Named Director by State CPAs”

Staten Island Advance

By Staff (July 13, 2008)

*The New York State Society of Certified Public Accountants (NYSSCPA), with 33,000 members, is one of the largest such organizations in the nation. Anthony Maltese, a Staten Island resident, was installed to the prestigious position of **director-at-large** by the NYSSCPA during its 111th annual election meeting. Among his cited affiliations? The paper names organizational credentials offered today only by NACVA.*

Circ: 61,443

Print only.

“Business: Company News”

The Post-Standard (Syracuse, New York)

September 6, 2008

*Jennifer Lovell, of Dermody, Burke & Brown CPAs LLC, recently completed the certification process with the **National Association of Certified Valuation Analysts** to earn her designation of **Certified Valuation Analyst**.*

Circ: 116,711

“Pennsylvania CPA Journal”

Summer 2008

*Michael S. Neubauer, Erie Chapter, earned the certified valuation analyst certification from the **National Association of Certified Valuation Analysts**.*

Circ: 21,000

“People On The Move”

Quad -- State Business Journal (Winchester, VA)

September 2008

*Notes that R. Steven Spitzer, CPA, CFE, principal, and Alexander D. Eccard, CPA, CVA, ABV, manager with Yount, Hyde & Barbour, P. C, in Winchester “attended the **National Association of Certified Valuation Analysts Fifteenth Annual Consultants’ Conference**.”*

Circ: 13,000

“People in Business”

Daily Times (Salisbury, Maryland)

August 31, 2008

*Notes that Elizabeth S. Gregory, a certified public accountant and financial forensics expert at E.S. Gregory & Associates, received a recent accreditation in financial forensics. Gregory is further identified as “a member of the Maryland Association of Certified Public Accountants, Delaware Society of CPAs and the **National Association of Certified Valuation Analysts**.”*

Circ: 26,516

“CPA Earns National Accreditation”

Sarasota Herald-Tribune (Florida)

August 30, 2008

Elizabeth T. Carlson, a certified public accountant with Southwest Florida-based CPA Associates, recently received accreditation by the National Association of Certified Valuation Analysts as a certified valuation analyst.

Circ: 100,294

“Hires/Promotions/Honors”

Buffalo News (New York)

August 26, 2008

Michael S. Neubauer, Erie Chapter, earned the certified valuation analyst certification from the National Association of Certified Valuation Analysts.

Circ: 186,206

“Personnel File”

The Lexington Herald Leader (Kentucky)

August 25, 2008

National Association of Certified Valuation Analysts' Healthcare Practice Group: Paul Johnston, a partner in the Lexington office of Potter & Co., has been appointed to the association's advisory committee.

Circ: 31,419

ARTICLES PENDING PUBLICATION

Our PR department has been at work talking with editors and working with NACVA members including Alfred King, Grover Rutter, Randy Williams, Jim Martin and Russ Glazer to shape articles that have been delivered to these publications and you should see shortly:

- *CPA Magazine* needed articles on year-end tax planning with long-term value in mind, and on fair market value, that we've delivered this quarter.
- *Private Worth* received a requested article on exit planning.
- *Valuation Strategies* is reviewing an article detailing the advantages of RMA Valuation Edition for business valuers.

IN NEGOTIATION

Other magazines, that you've probably heard of but that we won't name at this point (since we're still nailing down terms and deadlines), are talking to us about all kinds of other subjects. Some of these magazines already have us putting together articles on best practices in corporate governance and on SBA new loan regulations and valuation. Others are considering pitches we've made to them on how financial professionals can better deal with the intricacies of MediCare and managed care negotiation.

ARTICLES GETTING READY TO HIT THE STREETS . . .

The Fabled Wealth Transfer: Urban Legend or Reality?

While economists fret over quantifying and apportioning the fabled \$10 to \$136 trillion baby boomer's *wealth transfer* wave, M&A practitioners, business valuers and other M&A support professionals as well as small business brokers need plan for this: over the next 18 months in excess of 1,000,000 privately held businesses will change hands and many of them will require the assistance of one or more of these professions.

A prominent NACVA member has developed a definitive study the actual statistics involved . . . and how NACVA members and other financial professionals need to prepare in order to reap the benefits at hand.

We're getting ready to roll it out to a number of outlets. Look for it soon.

In the meantime, call us with your own ideas! Daved1@nacva.com; 512.257.1605.