

PR Results Report
6/17/08
NACVA Mentions in Contributed and Reported Articles

In the first six months of 2008, NACVA has been mentioned in some 20 contributed and reported articles on the web, in newspapers, and in accounting trade publications. These articles deal with a wide variety of topics including trends such as boomer business turnover, business exit strategies, financial forensics, healthcare practice valuation, and valuation standards.

Either contributing to or being quoted in these articles are NACVA members Parnell Black, Dennis Roberts, Darrell Dorrell, Pat Perzel, Reed Tinsley, Greg Reardon, Alfred King, and Carl Sheeler.

Most of these articles (16) are already published. A handful of articles listed are pending imminent publication. Another few articles,, in addition to the 20, aren't detailed here because they're small (CTI schedule mentions in calendars, people getting CVAs in local business journals, etc.)

In terms of reach, the newspapers we've been published in have combined circulation of several million; the accounting trade publications include exposure in the hundreds of thousands; and our Web reach, if you trust numbers from general interest outlets such as Small Business Television and the Post Chronicle, is double-digit millions.

“Baby Boomer Business Turnover”

Treasure Coast Business Journal

By Shelley Owen

Interview with Harry Offutt on what business owners need to do to plan their businesses sales and build value in their businesses, and the effect a wave of turnovers will have on the economy.

Circ: **56,000** weekly

Print only; PDF attached

“Forensic Accounting”

Treasure Coast Business Journal

By Shelley Owen

An overview of the principals of forensic accounting and their use in counter-terrorism work. The reporter talks to both Darrell Dorrell and Pat Perzel.

Circ: **56,000**

“Interview with Parnell Black—Gazette Minute”

Greentree Gazette: Higher Education Business Journal

By Jeff Wendt

Parnell and Jeff discuss the wave of boomer business sales, the importance of determining business value, and the sorts of things young and coming accountants need to learn.

Circ: 44,958 on 4,257 campuses

www.greentreegazette.com

“Interview with Darrell Dorrell—Gazette Minute”

Greentree Gazette: Higher Education Business Journal

By Jeff Wendt (posted January, 2008)

Jeff interviews Darrell about counterterrorism, accounting, financial forensics, and the sort of world universities need to be preparing their accounting graduates for.

Circ: 44,958 on 4,257 campuses

<http://www.greentreegazette.com/minute/load.aspx?art=803>

“Another Boomer Boom: Sales of Small Businesses”

US Banker

By Anthony Malakian (April, 2008)

A trend piece on boomer business sales that quotes the U.S. Small Business Administration, talks to analysts at the Bank of America, and quotes Dennis Roberts (mentioning his NACVA association).

Circ: 30,285

[http://www.americanbanker.com/\\$nocookies\\$/usb_article.html?id=200803254CWKDP6C](http://www.americanbanker.com/$nocookies$/usb_article.html?id=200803254CWKDP6C)

“Featured Advisor Series—Interview with Darrell Dorrell”

Small Business Television

Podcast with producer Danita Blackwood (posted April 2008)

Darrell talks to Danita about what financial forensics are, how they work, and what small business owners need to watch for in their own ledgers. He also discusses counterterrorism.

Reaches 30M households nationwide

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

“Featured Advisor Series—Interview with Dennis Roberts”

Small Business Television

Podcast with producer Danita Blackwood (posted February 2008)

Dennis opines on how boomers need to ready exit plans and think about building value.

Reaches 30M households nationwide

<http://www.sbtv.com/default.asp?segid=1978>

Reaches 30M households nationwide

“Feds Turn to Combat CPAs, Forensic Accounting to Track Terrorists”

PostChronicle

By Darrell Dorrell (contributed article)

What a “Combat CPA” is, how you can become one, and how the Department of Justice has put in place guidelines that use financial forensics to track terrorists.

Circulation: Unsure: “millions of unique viewers” publisher claims

http://www.postchronicle.com/news/original/article_212130312.shtml

“Feds Turn to Forensic Accounting”

AccountingWeb

By Darrell Dorrell (contributed article)

How the federal government came to rely on techniques that should be familiar to every accountant in the 21st century.

Circ: 103K weekly

<http://www.accountingweb.com/cgi-bin/item.cgi?id=104735&d=883&h=884&f=882&dateformat=%25e-%25h-%25y>

“More on Forensic Accounting [need to check final title]”

AccountingWeb:

By Darrell Dorrell (contributed article)

A second article by Darrell for AccountingWeb delves into some little-known concepts that “CombatCPAs” need to understand in order to do effective work.

Circ: 103K weekly

This article doesn't appear to be online yet, but was submitted and accepted. Stay tuned.

“Using Financial Forensics in Compliance” [need to check final title]

Sarbanes Oxley Compliance Journal:

What are the unique challenges folks who make their living studying and complying with Sarbanes-Oxley need to know about financial forensics? Darrell tells all.

By Darrell Dorrell (contributed article)

Reach: 100K unique visitors per day

This article doesn't appear to be online yet, but was submitted and accepted. Stay tuned.

Cómo vender un negocio

La Opinion

Article on selling your small business; quotes Carl Sheeler, doesn't mention NACVA

Circ: 125,000

www.laopinion.com

“Fair Market Value vs. Fair Value”

CPA Magazine

By Alfred King (contributed article)

Afred talks about what fair value is, and the challenges of determining it—while identifying NACVA as the place to go to get the best training on this possible.

Circ: 24,000

www.cpamagazine.com

This article doesn't appear to be online yet, but was submitted and accepted. Stay tuned.

“Accountants Nail Terrorists” [need to check final title]

West Virginia Executive

By Darrell Dorrell (contributed article)

Circ 24,000

www.wvexecutive.com

This article doesn't appear to be online yet, but was submitted and accepted. Stay tuned.

In his inimitable fashion, Darrell discusses how financial forensics can be used not just to bring down corrupt companies, but actually to track, find, and convict terrorists.

“Many Reasons for Placing a Value On Your Business—Tips for Small Business”

The Baltimore Sun

By Steven Rosenstein

How to build and measure value in your own business.

2/24/08 (Sunday)

Circ: 232,138

Attached.

“Value Your Business”

York Daily Record

Contributed by ProQuest Information

A Q&A tells small business owners why it's important to build value, and how to go about it—by doing such things as finding a qualified value expert from NACVA.

4/27/08 (Sunday)

Circ: 46,240

Attached.

“Will the Real Business Valuation Standards Please Stand Up?”

CPA Journal

By David Anderson (January, 2008)

This 3000+ word article on SSVS explains the history of valuation standards (back to the 1950s) and what lead to today's current regulations.

Circ: 30,902

Attached.

“Value and Cents”

American Bankruptcy Institute

By Robert F. Reilly (February 2008)

Circ: 11,500

A long article that discusses business valuation, and the Black/Green (as in Parnell Black) CSRP standards for analyst consideration.

Attached.

“Finally, after Years of Discussion, New Valuation Standards in Play!”

Accounting Today

By Liz Gold (6/2/08)

An explanation of SSVS, with insight from Parnell.

Circ: 35,283

Attached.

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

Physician's News

By Reed Tinsley

How fair market value requires special considerations in healthcare.

Circ: 40,000

Attached. (Not yet published; due in July)

“Greening Your Small Business”

San Francisco Chronicle (“Mind Your Business” Section; Dec 19, 2007)

By Ilana DeBare

Ms. DeBare advises small business owners on a number of things—including how to value your business, and why you should consider using a valuation expert licensed with NACVA.

Circ: 429,721

Attached.

A half dozen or so other mentions: Calendar mentions of NACVA functions in accounting publications (CTI, mostly), and notices in small-town publications such as the Wenatchee Business Journal of folks who've been awarded the CVA (Ronald Adams, Matsumara, Boswell).