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A Firm Growth Checklist -

Improving client service and profitability in the cloud

## VOICE OF THE EDITOR

## NJSCPA Shares CPA Humor via YouTube

This isn't the first time that the New Jersey Society of CPAs has embraced social media, and we certainly hope it won't be the last time. The latest video, [Abo's Fun House](#), is one of many videos posted by our friends in New Jersey. Check out the [NJSCPA YouTube channel](#) when you have a chance. Thanks, New Jersey, for showing us how to use this great tool and for bringing some levity to the profession with this new production!



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## TECHNOLOGY HEADLINES

## → Excel Tip: Determining the Remaining Length of a Loan Using NPER

Learn how to use the NPER function in Excel to determine just how long it will take you to payoff that credit card bill on which you're making monthly payments..



## → Women CPAs to Host Virtual Accounting Conference in May

The [Second Annual Ultimate Accounting vCon](#) will be held on May 16-17, 2013, in the comfort of participants' own offices. The all-virtual, Cloud-based Ultimate Accounting vCon (which is short for virtual conference) is the brainchild of Michelle Long and Sandi Smith Leyva, two popular accounting industry speakers.



## → NJSCPA Video Pokes Fun at 'MTV Cribs,' Shows Lighter Side of CPA

A phone booth. A parking meter. A traffic signal. A fire hydrant. These are among the many decorations CPA Martin Abo has inside his home in Cherry Hill, NJ. Want a tour? Well, you can take one by watching the latest [YouTube video](#) by the [New Jersey Society of Certified Public Accountants \(NJSCPA\)](#).



## THIS WEEK ON ACCOUNTINGWEB

→ [Harley Duncan, managing director and state and local tax leader in KPMG's Washington National Tax practice](#), shares these tips for [retail businesses dealing with Internet sales tax](#).→ [Bruce Phillips of Harshman Phillips & Co., Mike Ritchie of CCH, Gurmeet Singh of Intuit, and Jamie Sutherland of Xero](#) share their insights on [managing data using today's technology](#).→ [Marcum Managing Partner Jeffrey Weiner](#) talks with us about Marcum's [recent merger with Cornerstone Accounting Group](#).→ [FASB Project Manager Jenifer Wyss](#) shares her perspective on [FASB's Proposed Accounting Standards Update, Fair Value Measurement - Deferral of the Effective Date of Certain Disclosures for Nonpublic Employee Benefit Plans in Update No. 2011-04](#).

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Improving client service and  
profitability in the cloud**

In this informative session, you'll learn how to better meet client expectations and complete more work in less time – with fewer resources. With less inefficiency holding you back, your firm can reach its full potential.

## TIP OF THE DAY

If you either start or join in discussions [in LinkedIn groups], you may well find that prospective clients get in touch, or other opportunities may come your way.

[Read more](#)

- Mark Lee

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[Improving client service and profitability in the cloud](#)

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