

Practice



Monday

Education/Careers



Tuesday

Tax



Wednesday

A&amp;A



Thursday

Technology



Friday

## VOICE OF THE EDITOR

## Top Priorities for CPA Firms

Results from a recent AICPA survey disclosed the two top priorities for CPA firms as they plan for the future: bringing in new business and finding talent. Our goal at Sift Media is to help our readers deal with the issues most important to them. One way in which we are doing this is through the launch of our new recruitment/placement service, **GoingConcernJobs**. Check it out today for your talent needs.


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## PRACTICE HEADLINES

### → Partner Succession – It's All about Client Transition and Retention

CPA firms are wrestling their way through partner retirements and the accompanying succession issues in numbers that the profession has never seen before. It's the baby boomer bubble, up close and personal.



### → AAM Awards Distributed to Honor Top Marketing Firms

The Association for Accounting Marketing (AAM) distributed thirty-three Marketing Achievement Awards (MAAs) to twenty-three firms in recognition of their outstanding achievements in the areas of accounting marketing and communications.



### → AICPA Survey: Growth and Firm Development Key Priorities for CPA Firms

With economic conditions improving, CPAs are taking a longer-term, more strategic view of goals to ensure their firms thrive, according to the American Institute of CPAs' 2013 CPA Firm Top Issues Survey.



## THIS WEEK ON ACCOUNTINGWEB

- **Plante Moran CPAs Gordon Krater, Alicia Sturtevant, and Susan Perline** spoke with AccountingWEB about the firm's Women in Leadership initiative.
- **Jeff Thomson, CMA, president and CEO of the IMA**, talks with us about the 2013 jobs market for accounting professionals.
- **Todd Lisle of BKD LLP** and **Amy Welch of OSCPA** share their stories of helping tornado victims in Moore, Oklahoma.
- **Ted Dickman, CEO of BKD LLP and chairman of the board of directors for the Indianapolis 500 Festival**, offers tips on encouraging employees to become involved in their communities.



#### Wealth Management on AccountingWEB

The wealth management experts at 1st Global have agreed to provide the

AccountingWEB audience with monthly insights into the field of wealth management services with tips and ideas for expanding your practice in this area. Articles in these newsletters are grouped into three categories: The Landscape, Peer2Peer, and From The Wealth Management Academy.

## TIP OF THE DAY

What matters most to prospective clients when they're choosing a CPA firm?

**Read more**

- *Sally Glick, CMO, Principal, Sobel & Co.*

## SPONSORED LINKS

- Providing monthly insights into the field of wealth management services with tips and ideas for expanding your practice in this area.
- Will you be attending AccountingWEB Live! this year?



#### Watch the AccountingWEB Live! video trailer

Learn about the groundbreaking virtual conference that gives you the experience of attending a major national conference without having to travel or leave your office.

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