

Practice



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Education/Careers



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A&A



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VOICE OF THE EDITOR

Many CPA Firms Facing a Staffing Crisis

A **major issue currently facing CPA firms is staffing**, according to a recent study conducted by Sageworks. Survey respondents said retention is one of the most urgent, followed by staff training and development, finding ideal candidates, and the hiring process. Next up, **Beyond Traditional Practice Management** looks at how technology, demographics, and globalization impact the way firms run their business in today's rapidly changing business environment. And guest writer Michael Alter offers **three tips for branding your firm**.

**Gail Perry, CPA**

Publisher/Editor-in-Chief,
AccountingWEB

editor@accountingweb.com



PRACTICE HEADLINES

→ Top Priorities for CPA Firms: Retaining and Training Staff

Staffing is among the top management issues facing CPA firms, according to a recent survey by Sageworks. That's not surprising, considering many firms are experiencing a staffing crisis as they lose significant percentages of top staff.



→ Beyond Traditional Practice Management

What happens when today's practice management principles become obsolete? In today's competitive and rapidly changing business environment, change management may be the single most important skill for every CPA.



→ Building Your Brand

Your firm's brand is the image that is presented to the outside world, customers, prospects, and the greater community your small business serves. The process of branding your firm is about leveraging who and what your business is known for – your brand is your business identity.



THIS WEEK ON ACCOUNTINGWEB

→ **NAEA Senior Director of Government Relations Robert Kerr** shares his perspective on the Enrolled Agents Credential Act.

→ **Jeff Pretsfelder, CPA, JD, a senior tax analyst for Thomson Reuters**, talks about the Social Security wage base projections.

→ **Robert A. Raiola, CPA, group manager of the Sports & Entertainment Group at Fazio, Mannuzza, Roche, Tankel, LaPilusa, LLC**, sheds light on how income taxes often affect decisions pro athletes must make.

→ **Brian Fox, CPA, founder and CMO of Confirmation.com**, explains how the company's electronic audit confirmation service helped the FBI uncover a \$6 million fraud scheme.

TIP OF THE DAY

Here are nine tips for decluttering your life.

Read more

- Jeff Davidson,
executive director of
Breathing Space Institute

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