

Practice



Monday

Education/Careers



Tuesday

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A&A



Thursday

Technology



Friday

accountingWEB FREE Web Seminar
5 Tips & Tricks for Reviewers

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Presented by



VOICE OF THE EDITOR

Golf? Beach? North Woods? Time for Your Firm Retreat!

Does your firm schedule retreats, or have you considered doing so? There's a right way and a wrong way to create and manage a firm retreat. Alexandra DeFelice, senior manager of communication and program development for Moore Stephens North America, shares tips on [how to have a successful retreat](#). One of the topics you'll probably want to discuss at your retreat is marketing strategy. Sally Glick, principal and CMO at NYC-based Sobel & Co., [shares her insights](#) on how to align your firm strategy with your marketing strategy.



Gail Perry, CPA

Publisher/Editor-in-Chief,
AccountingWEB

editor@accountingweb.com



TIP OF THE DAY

Here's a top ten list of customer service strategies.

[Read more](#)

- *Jean Caragher and Rick Telberg, SevenKeys CPA*

SPONSORED LINKS

→ [LAST CHANCE TO REGISTER FOR WEBINAR: 5 Tips & Tricks for Reviewers](#)

→ [Will you be attending AccountingWEB Live! this year?](#)

PRACTICE HEADLINES

→ [Tips for Productive Partner Retreats](#)

Partner retreats, while often taking place in relaxing atmospheres, typically are anything but relaxing. However, the importance they have for the firm and for those invested in the future of the firm cannot be underestimated.



→ [Aligning Your Firm Strategy with Your Marketing Strategy – Ideas from AAM](#)

During his session at the AAM conference, Justin Chatigny reminded us of the importance of having a firm-wide strategy that's consistent with the strategy for marketing and business development.



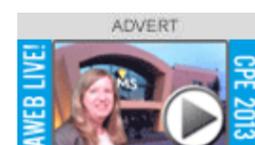
→ [Creating Must-Read Marketing E-mails](#)

E-mail is one of the most widely used marketing tools, and with good reason. It's inexpensive, easily targeted, and you can include a wide variety of content. But with so many marketing e-mails out there, it takes skill and practice to cut through the clutter. Here are a dozen tips that will help you do just that.



THIS WEEK ON ACCOUNTINGWEB

- AccountingWEB spoke with **ICPAS President and CEO Todd Shapiro** about strategies to meet the needs of young CPAs, particularly in regard to technology and CPE.
- **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.



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.

JOIN THE DISCUSSION

→ [Company retreats? Share your experiences: the good, the bad, and the ugly](#)

PARTNERS



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AccountingWEB
9449 Priority Way W Drive
Suite 150
Indianapolis, IN 46240

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