PCPS DEBUTS NEW ONLINE PRACTICE MANAGEMENT FORUMS Series Kicks Off on June 7

NEW YORK (June 1, 2006) – Workload compression, succession planning and staffing are among the hot topics in a new series of online forums presented by the Private Company Practice Section (PCPS) of the American Institute of Certified Public Accountants.

Each forum will have a live, interactive presentation from a national known consultant to the accounting profession. The first forum, "How to Identify and Manage Your Firm's Key Profitability Drivers," featuring Jeffrey Pawlow, CEO of The Growth Partnership, is set for Wednesday, June 7, 2 - 3 p.m. Eastern time.

"Firms today face a multitude of practice management challenges, ranging from recruitment to marketing to transferring the business when the partners retire," said James Metzler, AICPA Vice President- Small Firm Interests. "Through these forums, PCPS is helping its members gain a greater understanding of these challenges and offering an environment where they can exchange their concerns and ideas."

The following are additional scheduled forums:

- "Succession Planning for the One- to Five-Partner Firm," with Joel Sinkin, Senior Partner at Accounting Transition Advisors; July 14, 2 3:30 p.m. Eastern:
- "Strategic Planning," with Gary Boomer, CPA.CITP, CEO of Boomer Consulting; August 9, 1 2 p.m. Eastern:
- "Developing Your Firm's Marketing Plan," with Jennifer Lee Wilson, Co-Founder of ConvergenceCoaching; Sept. 21, 2 3 p.m. Eastern.

The forums are free and open to PCPS members. For further information about the forums and joining PCPS, visit <u>http://pcps.aicpa.org</u>.

PCPS is a community of AICPA firms committed to making practicing CPAs and their firms successful. Drawing on the strength of almost 6,000 local and regional CPA firms and their staff of more than 83,000 CPAs from across the United States, PCPS offers members valuable practice management resources and provides practicing CPAs and their firms with an important voice in the profession. PCPS is a membership section of the AICPA and is the home for CPA firms that strive for excellence in serving their clients, managing their people and growing their practices. The American Institute of Certified Public Accountants (<u>www.aicpa.org</u>) is the national, professional association of CPAs, with approximately 330,000 members, including CPAs in business and industry, public practice, government, and education. It sets ethical standards for the profession and U.S. auditing standards for audits of private companies; federal, state and local governments; and non-profit organizations. It also develops and grades the Uniform CPA Examination.

Media representatives are invited to visit the AICPA Online Media Center at www.aicpa.org/mediacenter.