

2009 Editorial Calendar

Look What's Inside California CPA:

JAN/FEB	MARCH/APRIL	MAY	JUNE	JULY
<p>Tax Preparer Penalties Get the latest on FIN 48 and learn if there will be a legislative solution to eliminate the conflict of interest inherent in the "more likely than not" standard.</p> <p>Socially Responsible Want to attract and retain Gen Y workers? Beef up your corporate social responsibility programs.</p> <p>plus: California Tax</p> <p>AD SPACE CLOSE: 12/01/08</p>	<p>Estate Planning Will the estate tax be repealed in 2010? As CPAs await the answer, access to information and flexibility will be key. We'll provide you with up-to-the-minute information to help keep you on your toes.</p> <p>Going Global Our experts discuss the legal, tax and business issues surrounding doing business in India and China.</p> <p>plus: Federal Tax</p> <p>AD SPACE CLOSE: 2/02/09</p>	<p>Fighting Fraud Understand and apply the procedural, performance and documentation standards that help detect—and prevent—fraud.</p> <p>plus: California Tax</p> <p>AD SPACE CLOSE: 4/01/09</p> <p>plus: Technology & Business Resource Guide Includes the essential 2009 California Accounting and Business Show guide.</p> <p>plus: Federal Tax</p> <p>AD SPACE CLOSE: 4/07/09</p>	<p>CalCPA Centennial As CalCPA turns 100, we take a special look at where it's been and where it's going.</p> <p>XBRL: It's Mandatory The SEC's mandate that companies begin filing in XBRL initially applies to about 500 companies, but all public companies will eventually have to follow. It's not too early to prepare.</p> <p>plus: Federal Tax</p> <p>AD SPACE CLOSE: 5/01/09</p>	<p>New Chair Profile and Message The profession bends an ear to its new California leader to learn what's in store.</p> <p>Top 50 Firms As the nation's largest statewide CPA society, CalCPA is more than 34,000 members strong. Here's our annual salute to CalCPA's Top 50 Firms and their commitment to the profession.</p> <p>plus: California Tax</p> <p>AD SPACE CLOSE: 6/03/09</p>
<p>AUGUST</p> <p>Wealth Transfer Made Easy Your clients need sound advice on transferring their assets to heirs. Our experts opine on the latest strategies.</p> <p>Planting Success California's agribusiness plays a big role in the state's economic health. We look at some of the agricultural tax updates that keep the state's heartland beating.</p> <p>plus: Federal Tax Annual Report</p> <p>AD SPACE CLOSE: 7/01/09</p>	<p>SEPTEMBER</p> <p>Upon Closer Review Calling all managers: Learn how to provide feedback that is heard, understood and gets results.</p> <p>Take Stock Experts shine a light on the latest developments surrounding accounting for stock options and stock-based compensation.</p> <p>plus: California Tax</p> <p>AD SPACE CLOSE: 8/03/09</p>	<p>OCTOBER</p> <p>Fab 50 Our annual review of 50 hot websites and internet resources for CPAs.</p> <p>FASB Codification Learn how to leverage this new resource that clarifies what standards apply—and under what circumstances.</p> <p>plus: Federal Tax</p> <p>AD SPACE CLOSE: 9/01/09</p>	<p>NOVEMBER</p> <p>Fast Tax Facts This authoritative federal and California tax reference guide is prepared by California's top tax experts.</p> <p>Top Sustainability Tax Incentives Sustainability helps the climate—and your business' bottom line. Here's a peek at some available tax credits.</p> <p>plus: California Tax</p> <p>AD SPACE CLOSE: 10/01/09</p>	<p>DECEMBER</p> <p>Tax Season Toolkit We provide tips, tricks, software support and updates on new laws in this annual feature.</p> <p>Labor Law Update Always a page-turner, employers need to know what California has in store for 2010.</p> <p>plus: Federal Tax Regulatory Update</p> <p>AD SPACE CLOSE: 11/02/09</p>

AD MATERIALS DUE DATE:

5th of the Prior Month

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