

CalCPA State PFP Committee

Industry Alliance Strategic Task Force

Summary Report to Committee

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Members

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Task Force Purpose

1. Identify key advisory industry associations that influence the delivery of advisory services (i.e. regulatory, compliance, lobbying, membership, etc), beyond public accounting & taxation, and determine where CPAs are (or could be) in roles that influence the direction of the advisory industries.
2. Make recommendations to the committee as to how to approach an increase in CPAs roles in these associations, if at all.

Accomplishments

1. Held two conference calls to determine 1) what elements in an association would be important and 2) to prioritize our findings.
2. Identified, and created a matrix of, numerous associations and their mission, membership type, and key influencers (see attached matrix).
3. Determined the most relevant associations, by industry:

Securities Industry	Advisory Industry	Risk Management Industry
FSI	FPA	NAIFA
FINRA	NAPFA	
NAIBD	AICPA	
	CFP Board	

4. Identified the purpose of being in leadership roles of these associations:
 - ◆ Keep our members informed on issues in these associations that may be relevant to our practices.
 - ◆ Become a resource to our profession
 - ◆ Bring CPA values and codes of conduct/ethics into other advisory service industries, to increase the overall standard of excellence
 - ◆ Get more CPAs involved in our Committee/CalCPA, as well as in our profession

Next Steps

1. Identify CPAs and (CA-CPAs) currently involved in these associations
2. Identify whether or not any CPAs currently involved are on our Committee or are CalCPA members
3. Identify Committee members interested in participating in these associations
4. Create a format for reporting information from the associations to the Committee
5. Create a format for being a resource to our profession on current issues and expertise