



Association News

Quarterly Newsletter for the National Association of Certified Valuators and Analysts

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APPRAISAL, VALUATION & MENTORING SERVICES



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CEO's Message—Second Quarter 2014



Help Us Help You

By Parnell Black, MBA, CPA, CVA
Chief Executive Officer

Historically, NACVA® has collected information about our members designed to help us know a little more about *you*, with intentions that this information will help us serve you better. The information we've gathered has come from a wide variety of sources, starting with the Participant Profile you submitted the first time you attended a credentialing training program and/or subsequent training programs thereafter. We have also gathered useful information from surveys, applications to various NACVA Support Groups, the Member Directory, and notes made in your personal member file when speaking with our Member Services Representatives.

Unfortunately, our information-gathering process and collating to form a better composite has not been as sophisticated as it could have been. Data is currently found scattered in numerous databases, and some remains in hardcopy form. Thus, these efforts over the last 20 years have produced information about our members that is not nearly as good as it could be.

We hope and intend to change that. Over the next three years, we will be contacting each member asking for assistance in completing a comprehensive Member Profile. To gain an accurate and comprehensive picture of members and your specific needs, we've divided the Profile into two groups. The information contained in your profile will be kept secure and confidential, and be used only by NACVA and the Consultants' Training Institute™ (CTI™) to better serve you. It will provide us information pertinent to your practice, career, and goals, and will help us to better understand your past, as well as your personal situation and preferences.

To jump-start this program, I have included links below to the Member Profile surveys:

Group One:

Melissa Bizyak
Valda Karlsons

▪ [New NACVA Members](#)

▪ [Newly Credentialed Members](#)

- [Personal Data](#)
- [Needs Assessment](#)
- [Educational Pursuits](#)
- [Association Experience](#)

Group Two:

- [Nature of the Business](#)
- [Future Perspective](#)
- [CPA Specific](#)

As an incentive to complete the Profile, I will offer 15,000 Pacesetter Awards® (PA) for completing Group One by **July 31, 2014**, which converts into a \$150 value when applied to qualified future purchases made within two years. Qualified purchases include everything except dues, subscriptions, and recertification fees. As an added bonus, if you complete Group Two also by this same date, we will double your points.

The surveys will be available as a link in the [Member Only](#) section on NACVA's web site and the [Conference Attendees](#) section for the 2014 NACVA/CTI Annual Consultants' Conference.

So, the sooner you get started, the sooner you can take advantage of these Awards. Plus, it will help us tremendously in our never-ending pursuit to provide you the best service we can in supporting you in achieving your dreams.

Thank you for your time.

Sincerely,



Parnell Black, MBA, CPA, CVA
Chief Executive Officer



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