



Association News

Quarterly Newsletter for the National Association of Certified Valuators and Analysts

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CEO's Message—Fourth Quarter 2014



How You Can Enhance Your CV and Contribute to the Profession

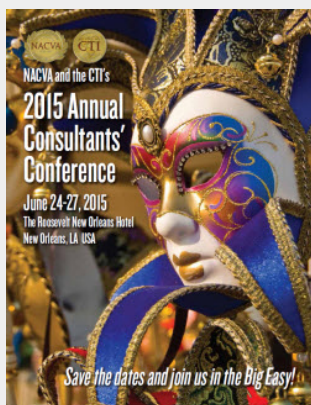
By Parnell Black, MBA, CPA, CVA
Chief Executive Officer

NACVA is always in need for support from our members, because it is through you that we gain our knowledge and expertise. This is by design. Years ago, near to our beginnings, we experienced serious growing pains and could not keep pace with the evolving and growing needs of our membership. In a flash of inspiration, we realized that the solution to our challenges was right in front of us and all that was required was to find a way to tap the intellectual wealth of our membership. This resulted in the creation of Boards, Committees, Task Forces, and various Groups. Simultaneously, we recognized the enormous opportunity we could offer our members, which was a way for you to become more involved in the profession and thereby enhance your career—building a network of professional affiliations and, of great importance, adding accolades to your curriculum vitae (CV). It may go without saying, but boasting about one's involvement in the profession builds credibility in the eyes of clients and prospects. It says you take the profession and your career seriously and have a keen interest in and about the specialized services you offer. Think about what is important to you when you shop for a service, and those considerations are elevated when shopping for professional services. You need to put yourself in your clients' shoes.

Presently, NACVA is seeking members who are interested in participating in one or more of the following groups and capacities:

Leadership Think Tank: NACVA is a global leader in supporting the providers and users of business valuation and financial forensics services. It is the Think Tank's strategic purpose and mission to keep NACVA on the cutting edge of thought leadership in these disciplines. The Think Tank identifies ways to advance industry knowledge that enlightens both practitioners and users of these services. Key users are identified as attorneys, judges, governmental agencies, media sources, business owners, and the general public. This knowledge can be of a technical nature, providing greater support and value to experienced practitioners, or it can be of the nature where it is intended to enlighten users for purposes of increasing their awareness, appreciation, and usage of the services NACVA's members provide. The Think Tank will communicate with professionals within the industry and with the ultimate users of these services in such a way as to foster the thought leadership initiative.

Course Review Committee: The Course Review Committee has the responsibility of reviewing NACVA's substantial curriculum. Its members work under the direction of NACVA's Education Quality Assurance Board (EQAB) and the HQ oversight team to follow established criteria in evaluating curriculum content, including completeness, accuracy, topical emphasis, formatting, and, where practical, observe the presentation to provide comment and feedback on the quality, flow, and cohesiveness of the presentation. Reviewers' names are sometimes listed in the front of the course materials depending on the nature of the review. NACVA has many courses/presentations to review, most of which require that multiple Reviewers review the same course. Courses need to be re-reviewed



as updates and rewrites occur, to assure our curriculum reflects current theory, practice, and industry applications.

QuickRead™ Editorial Board: The Editorial Board is comprised of members of NACVA who desire to serve the Association and industry in a most significant way, by writing and/or obtaining timely and newsworthy articles for NACVA's weekly *QuickRead*. *QuickRead* content covers topics in business valuation and all aspects of financial forensics, but also reaches into areas NACVA supports such as M&A, Healthcare Consulting, Exit Strategies, and much more. The QR offers quick tips for various needs within one's practice along with insights on practice development. Articles generally range from 500–2,500 words. The Board is represented by individuals of the highest caliber and character, and from a wide array of expertise. All are industry leaders who generously share their energy, wisdom, and enthusiasm from which the entire profession can benefit.

Software Technical Support Specialist: This is a part-time position (10–20 hours/week and can be done from anywhere) working under contract with ValuSource Software, NACVA's software partner and provider of technical support to our members. The Specialist provides customer support for valuation software and databases sold by ValuSource, NACVA, and KeyValueData. This includes "how-to-use" support to users of software and databases and employing ValuSource's PC Support Software to log into customers' systems to resolve problems. Also, the Specialist will update ValuSource's web-based knowledge portal by writing and maintaining documentation for each ticket. This may potentially lead to involvement in web-based and onsite software training. Applicants must be credentialed in business valuation, strong in their knowledge of PC/Windows/Office, love to help and train people, and have knowledge of the ValuSource *Pro™* and/or *BVM Pro™* software.

CVA Exam & Grading Committee/Team: The CVA Exam & Grading Committee/Team (EGCT) is a group open to NACVA members who are credentialed by NACVA. They have the responsibility for reviewing and grading the business valuation Case Studies or demonstration reports submitted to HQ for peer review and assessing if candidates meet NACVA's Experience Threshold prior to NACVA awarding its CVA designation. HQ administers the entire process. The purpose of the EGCT is to maintain the integrity of grading for the peer review process and provide input to HQ and the Valuation Credentialing Board (VCB) on ways to improve, modify, strengthen, streamline, validate, and monitor the process. The EGCT's scope expands to include making recommendations on grading procedures, answer keys, and the quality of questions on a periodic basis. The Committee's fundamental purpose is to provide added assurance our examination and grading processes are of the highest integrity.

Exam Q&A Development Team: This is a new Team with which we need a broad array of talent in business valuation and financial forensics. It is open to members of all experience levels. In all cases, questions to be developed will be multiple-choice and mostly based on content found in NACVA's/CTI's training material. Assignments typically will center around one course/presentation or a chapter within a course, where the team member is asked to draft a certain number of questions around that content. Sometimes the questions being developed need to be Quality Assurance Services (QAS)-compliant under the rules of the National Association of State Boards of Accountancy (NASBA), which is a bit more involved. Team members also have the charge to help contribute and/or review questions and answers in NACVA's CVA Exam Q&A database and assess CVA exam content as it reflects NACVA's Business Valuation Body of Knowledge.

Taking Action: Participants in any of these capacities receive either a benefits package and/or compensation, which varies depending on the group, or groups, you join. The Leadership Think Tank (LTT), Software Technical Support Specialist (STSS), CVA Exam & Grading Committee/Team (EGCT) each have minimum requirements for participation. Applicants to the LTT are subject to approval and acceptance by the members of the Think Tank who will be focused on years of experience and previous contributions to the profession. ValuSource has specific requirements and expectations for the STSS, and applicants will interview for this position if selected by ValuSource for consideration. Members who wish to be part of the EGCT must have five or more years' full-time, or the equivalent of, experience in business valuations.

If you are interested in participating in any of these groups or capacities, please send Pam Bailey (PamB1@NACVA.com), NACVA's Executive Director, your expression of interest along with any collateral material you wish. If the position carries minimum requirements—the LTT, STSS, EGCT—please attach your CV.

Thank you for your continued support. I want to also take this opportunity to wish all of our members a happy holiday season with good health and success in the New Year.

Sincerely,



Parnell Black, MBA, CPA, CVA
Chief Executive Officer

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