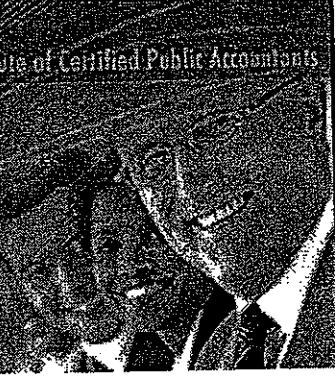


PICPA Connection



Sept. 1, 2009 | Vol. 6, Issue 5

Free Professional Issues Updates in 8 Locations

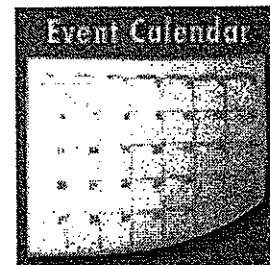
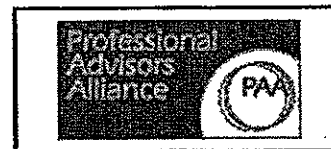
Kevin Mitchell, CPA, PICPA president, and Bert Trexler, PICPA CEO and executive director, kick-off the 2009 Professional Issues Update tour in Wilkes-Barre on Sept. 17. This year's update will cover recent developments regarding International Financial Reporting Standards (IFRS), proposed revisions to Accounting and Review Services, codification, and convergence. Kevin and Bert also will share the latest on PICPA financial literacy outreach efforts, the new www.picpa.org, and other PICPA initiatives and resources. PICPA members can attend this event for free and earn three CPE credits. Students also are invited to attend for free. Two webinars will be offered in November for members who cannot attend this event in person. Don't miss this opportunity to receive important updates, ask questions, and network with your peers. For a list of dates and locations and to register, visit PICPA's Web site or call (215) 972-5430.

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PICPA Members Excited for Upcoming Leadership Conference

If you are one of the many PICPA committee members, or a chapter or state leader, and still aren't sure whether to attend the upcoming Leadership Conference on Sept. 21 at the Sheraton Harrisburg-Hershey Hotel in Harrisburg, listen to what your colleagues have to say. Find out how [Rosemary LaMaestra](#), secretary of the Lehigh Valley Chapter, has used tips from past leadership conferences in her daily life, and learn what [Richard A. Rocereto](#), a Pittsburgh Chapter past president, is looking forward to from this year's speaker. Not sure committee work is for you? Find out why one of this year's 40 Under 40: Members to Watch recipients, [Christopher M. Turtell](#), gets involved in PICPA committees. If you qualify, register for the [Leadership Conference](#) today.



Tips for Marketing on a Limited Budget

There are ways to market your firm on a limited budget in this economy. Jill Lock, director of marketing at Isdner & Company LLC in Bala Cynwyd, offers several cost-saving tips to help grow your business and put your firm first in the eyes of existing, as well as potential, clients. [Learn more.](#)

Member Benefit





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Pennsylvania Institute of
Certified Public Accountants

Marketing on a Limited Budget

By Jill R. Lock, director of marketing, Isdener & Company LLC

September 2009

It is possible to market you and your firm on a limited budget. These activities will take more time than money, but they will promote and build your practice. Most likely, you are already involved in many of these efforts.

Speaking at seminars highlights your expertise to the attendees. Make a presentation to the specific niche group you serve that showcases your area of expertise. Leverage PICPA membership by using free brochures and resources for speaking engagements.

Networking with clients, prospects, and referral sources is a vital component of a marketing program. In-person meetings are the most effective in fostering relationships. Identify the industry or niche you service, and become involved in those organizations to which your clients belong. Ask clients about the advisors they use, and network with them. These lawyers, bankers, and insurance agents may become valuable referral sources.

Write a press release about a newsworthy event and submit the release to the appropriate media. Submit the release electronically. If you have a photo to accompany the release, it will more likely be placed in the publication. Newsworthy events include awards won by firm personnel, speaking engagements at a special event, firm promotions and designations, new service areas, and niches served.

Cross selling to clients can be a tremendous growth strategy. Typically clients are the largest source of new business to a firm. Let them know you welcome new business and the type of businesses you serve. Make sure they are aware of all the services the firm offers.

Using social media can increase your visibility, boost your search engine rankings, scope out the competition, and determine common traits with other users. LinkedIn, for one, is a free, professional networking site and facilitates making connections to clients, prospects, and referral sources. Use LinkedIn for background information on a prospect to tailor a presentation based on his or her needs. Use it to see if others on your network know someone you are trying to get to know.

Writing an article for professional or niche publication about a subject of interest to its readers. Those readers should be your targets. Once the article is published, add it to your Web site's press room and share with clients, prospects, and referral sources. Having an article published builds your credibility.

Sending cards with a personal note builds a rapport with potential clients. Remember areas of interest of clients, prospects, and referral sources, and when you find an article that relates to them, send it with a personal note. They will value that you remembered their interest. If a client, prospect, or referral source is recognized in the media, send a personal congratulatory note.

By implementing these tasks, you can save money and help to grow your business. It's a win-win.

LAST UPDATED 8/14/2009

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