

The CPA Journal

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Supplement to The CPA Journal

THE 2011 CPA'S RESOURCE GUIDE

THE DEFINITIVE SUPPLIERS' RESOURCE

to the accounting profession and
other financial executives

ARTICLE INDEX

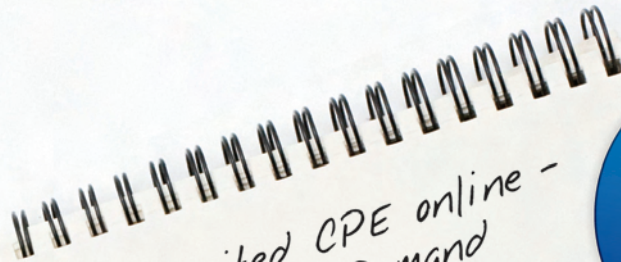
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December 2010

Dear CPA Journal Subscriber:

Welcome to the NYSSCPA's 2011 CPA's Resource Guide. The guide incorporates *The CPA Journal* Annual Index with the Resource Guide to allow additional pages for *The CPA Journal* to deliver more of the articles that its readers have come to value.

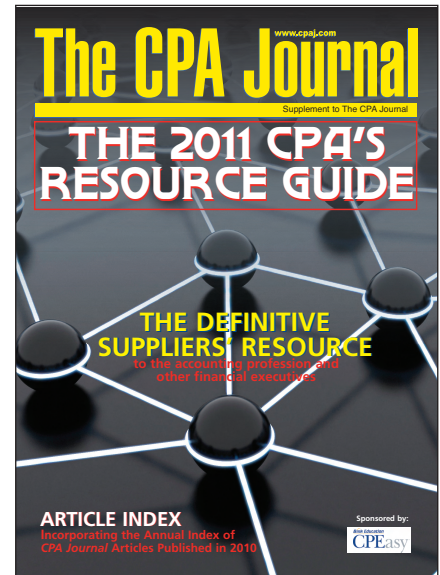
Use the Resource Guide to locate products and services you may need for yourself or your business. The guide is divided into useful subsections and is an important resource to help you improve and expand the value of your services.

The Resource Guide is also available to you online at www.nysscpa.org. *The CPA Journal* Annual Index, and complete archives back to 1989, can be accessed at www.cpajournal.com. We hope you will find them useful.

Sincerely,

Joanne S. Barry, CAE
Publisher

Mary-Jo Kranacher, MBA, CPA/CFF, CFE
Editor-in-Chief



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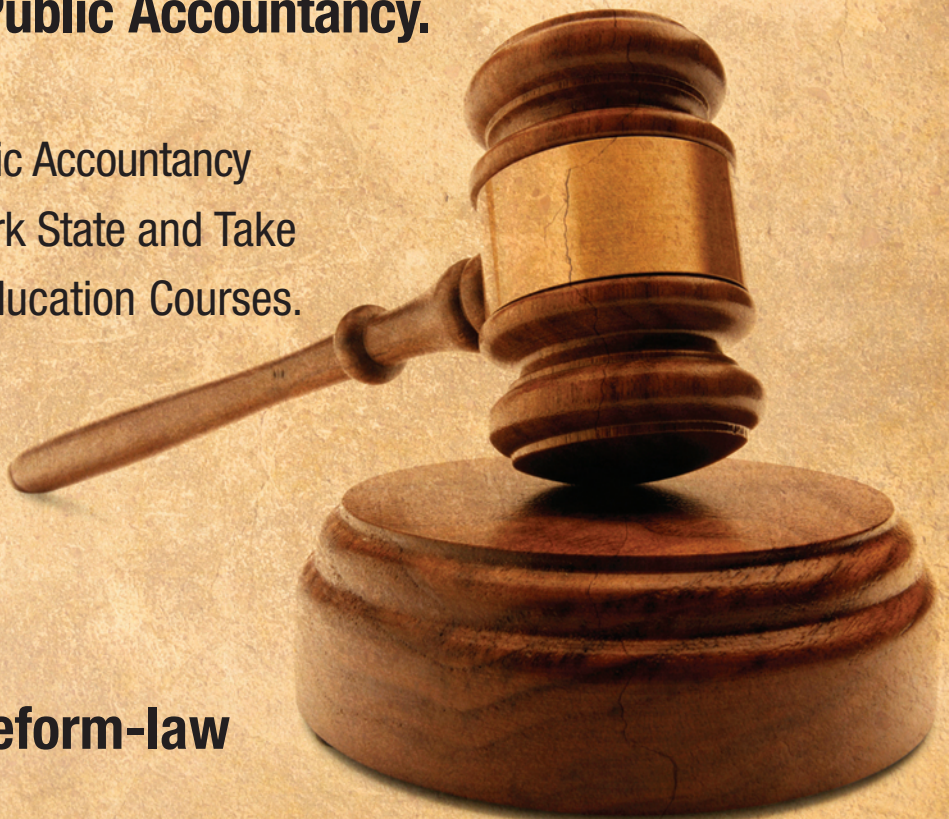
As of July 26, 2009, New York State Law Recognizes:

- CPAs Who Prepare Tax Returns
- CPAs in Industry
- CPAs in Government
- CPAs in Financial Services
- CPAs in Education

As CPAs Practicing Public Accountancy.

All CPAs Who Practice Public Accountancy
Must Register with New York State and Take
Continuing Professional Education Courses.

Find out more at
nysscpa.org/page/reform-law



The top 10 challenges accountants face today



How much do these challenges affect your practice?

1. The bookkeeping messes your clients make.
2. Cumbersome file transfers between you and clients.
3. Working with multiple accounting systems and versions.
4. Traveling to client locations for bookkeeping.
5. Handling/storing documents and getting them to clients.
6. Excessive non-billable hours.
7. Keeping up with regulatory changes.
8. Trying to create a stronger bond with clients.
9. Working long hours.
10. Struggling to make your practice more profitable.



Winner of the 2010
Tax & Accounting
Technology Innovation Award

These challenges probably cost your practice hundreds of hours and tens of thousands of dollars. So what are you doing about it?

Now there's an answer.

The Power Practice System™ includes eight web-based cloud computing solutions that solve the key challenges you face in your practice. The System is built by AccountantsWorld, a company with 25 years of experience in solving the key problems facing accountants like you.

Challenges solved. Guaranteed.

After using the Power Practice System for one year, if you're not fully convinced that it has improved your practice and lived up to your expectations, simply ask for your money back.

"If you are looking at a way to transform your practice into more than just another accounting firm, this product deserves a strong look."

~ The Progressive Accountant, July 2010

To learn more about the Power Practice System, visit www.AccountantsWorld.com or call 888-999-1366.

AccountantsWorld®
PowerPractice™

