

# Business and Industry CPAs: Maintaining Your Competitive Edge

By **Allyson Baumeister**, CPA | 2015-2016 TSCPA Chairman and **John Sharbaugh**, CAE | TSCPA Executive Director/CEO

**T**SCPA is committed to delivering high-quality programs and services to meet the ever-evolving professional demands of our members. CPAs who work in business, industry, government and education have unique needs, and members can turn to TSCPA for resources to assist them in career advancement and getting the job done. We would like to highlight some of the activities and programs that have focused on business and industry members over the past year.



The month of April 2015 was designated as business and industry (B&I) month, with a theme of “Be a Part of Something Bigger Than Yourself.” TSCPA promoted that every member makes the organization and the profession stronger. Members help TSCPA build a first-rate professional organization, and TSCPA helps members build a career. Efforts supporting B&I month included sending a brochure to all B&I members promoting member value, resources and upcoming education; launching a recruitment campaign; profiling members on the B&I LinkedIn page; a video focusing on membership value and benefits; and more.



In conjunction with B&I month, TSCPA hosted CFO panels in the five large chapters of Austin, Dallas, Fort Worth, Houston, and San Antonio. The events featured one hour of CPE, followed by an hour of networking. AICPA’s **Barry Payne**, CA, and **Ash Noah**, CPA, CGMA, facilitated the panels on business partnering.

The upcoming B&I month this April will feature a theme that recognizes TSCPA’s 100th anniversary. Activities are planned for the month, including 100 profiles of B&I members throughout the state.

TSCPA member **Bill Schneider**, CPA-Dallas, continued authoring the *Industry Issues* blog. Schneider is the chairman of TSCPA’s Business & Industry Committee, and he shares his thoughts on critical issues and opportunities facing the profession. Over the past year, the blog featured guest bloggers from TSCPA chapters who shared their unique perspectives concerning industry issues.

The Society continued working with AICPA to encourage members to acquire and maintain the Chartered Global Management Accountant (CGMA) designation. AICPA and the Chartered Institute of Management Accountants (CIMA) created the CGMA designation for CPAs who work in business, industry and government. Designation holders have access to an exclusive suite of benefits.

AICPA Council recently voted to expand the availability of the CGMA designation in the U.S. to qualified non-CPAs who satisfy education, examination and experience requirements set by the AICPA Board. They will also be non-voting associate members of AICPA and subject to the AICPA Code of Conduct and applicable bylaws. AICPA will be establishing a new partnership model for state societies, to recruit this new non-CPA market for the CGMA. At the Midyear Board of Directors meeting in January, the TSCPA Board of Directors adopted a resolution of support for the expansion of the joint venture between AICPA and CIMA. To learn more about the joint venture and TSCPA’s support, please see the article on page 17 of this *Today’s CPA* issue.

AICPA also recently launched a new program called the CGMA Champions Program to build awareness of the CGMA designation and exam. Participants in this program will be given complimentary access to multiple learning and exam-prep resources, including CPE hours, the exam fee and member dues for the first year. In return, participants will give feedback about the process and share the value of the designation with other professionals. For additional information about the program, visit the website at [www.cgma.org/champions](http://www.cgma.org/champions) or contact TSCPA’s Rori Shaw at [rshaw@tscca.net](mailto:rshaw@tscca.net).

The Business & Industry Center on TSCPA’s website keeps members updated on professional news, relevant CPE, research information and more, as well as providing a connection with other B&I members. TSCPA also keeps members informed through the B&I E-essentials newsletter, the Viewpoint e-newsletter, *Today’s CPA* magazine, and various social media channels. A series of member profiles titled “A Day in the Life” is posted on the B&I LinkedIn page and in the B&I Center, and is featured in the B&I E-essentials newsletter. Each profile explores a “normal” day of one of TSCPA’s B&I members.

Opportunities to network and learn are offered through the Society’s behind-the-scenes events. Fort Worth B&I members participated in Behind the Scenes with BNSF Railway Network Operating Center last April and Central Texas B&I members participated in Behind the Scenes with McLane Stadium last May. TSCPA is working to set up similar events in the Houston, Austin and Permian Basin chapters.

CPAs in business and industry work for a myriad of companies and organizations. Members in business and industry can look to TSCPA to give them access to the people, education and resources to grow in all the aspects of their role as a trusted strategic business partner. Take advantage of all that TSCPA has to offer by visiting the website at [tscca.org](http://tscca.org) or contacting your chapter. ■

**Allyson Baumeister, CPA**

can be contacted at [allyson.baumeister@CLAconnect.com](mailto:allyson.baumeister@CLAconnect.com).

**John Sharbaugh, CAE**

can be contacted at [jsharbaugh@tscca.net](mailto:jsharbaugh@tscca.net).