



ANNUAL CONSULTANTS' CONFERENCE

JUNE 8-11
2011
SAN DIEGO

NATIONAL ASSOCIATION OF CERTIFIED VALUATORS AND ANALYSTS • INSTITUTE OF BUSINESS APPRAISERS

Track: **Practice Management**

Session Date/Time: *Thursday, June 9, 2011 • 7:00 – 7:50 AM and*

Session Title: **Zero to 60 in the Consulting Profession: Stepping Stones to Accelerate Your Practice Success**

Session Summary:

The valuation and consulting niche is still one of the fastest growing niches for CPAs today. Given the current state of our economy, our ability to provide visionary guidance to businesses and business owners is paramount. This program will touch on what it takes to build, expand, and grow a profitable, thriving, and impactful practice. Topics also to be discussed include education and designations; marketing and market penetration; fees and engagement considerations; and controls and systems. This is an introductory presentation meant to touch on the key areas of practice development and to create the appropriate paradigm shift for positioning practitioners to create a \$1,000,000 practice. It is based upon the very same system that the presenter has used to build two separate practices but has been modified to use today's technological tools in order to build it more effectively, efficiently, and economically. The program includes an opportunity to participate in a 12-month mentorship program with the presenter to develop and build your practice.



CPE Hours/Fields of Study: CPE: 1 • 1Hr-SK&A

Presenter Bio(s): **Mel Abraham, CPA, CVA, ABV, ASA**



A Certified Public Accountant with two decades of experience as a financial expert, valuation expert and business and success strategist. Mel is a Master Results Coach and Master Practitioner in Neuro-Linguistic Strategies. He is regularly sought after for valuation engagements around the country such as family limited partnerships, co-tenant interest valuations, operating businesses as well as various entities. These projects have ranged from small family owned businesses to large \$1.7 billion companies.