

EVOLVING PRIORITIES

By TXCPA Chairman Lei D. Testa,
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Share Your Thoughts

I'd love to hear your
feedback and answer
your questions.
Drop me a note at
chairman@tscpa.net.

Happy New Year! That's right. At TXCPA, we celebrate a new year each June. As we move through our first quarter, we're delivering even more value to members and continuing forward on the commitments set in our strategic plan. I'm excited about what lies ahead this year and I know you will be too, as you watch the value of your membership continue to grow!

Our strategic plan outlines three pillars of success under which we deliver benefits to members – community and connection, professional excellence and advocacy. Within these pillars are various programs and services that are evaluated and enhanced each year.

In 2019-2020, your leadership is specifically working on five priorities to build on our successes and fulfill our promises to members. Our priorities this year are to:

- Engage the next generation of CPAs;
- Enhance state and chapter collaboration;
- Extend the brand to promote the profession;
- Expand digital learning opportunities;
- Educate stakeholders on the significance of professional licensing.

I hope you'll join me in working in these five areas. Whether it's through local service in your chapter, speaking to a group of students at your alma mater or participating in one of our many new learning opportunities, the contributions of each member add up to measurable impact on the future of our profession.

Thank you for your membership and involvement in TXCPA! I look forward to the great things we will do together!