



WHAT DO YOU THINK!

I want to hear your feedback and questions during my chairmanship at TSCPA. Drop me a note at chairman@tscpa.net. I'd love to hear from you!

RE-ENERGIZING OUR BRAND



By TXCPA Chairman Stephen Parker, CPA-Houston

Welcome to our second digital-only issue of *Today's CPA*! You count on the Society for a wide array of resources to help you stay up-to-date on critical professional issues and *Today's CPA* consistently delivers on that expectation. We hope this easy-to-access format will be useful to you during this busy time of year.

This issue is also our first to exhibit our new visual identity. At Advocacy Day and the Midyear Board of Directors and Members Meeting in January, we unveiled our refreshed brand to the leadership. Members also saw the refresh in communications from both TXCPA and their local chapters.

The brand refresh is just one of the steps we are taking to improve our overall service to our members. Our new visual identity lays a foundation on which we can focus our messaging, programs and services to be aligned with our brand promise to promote and protect

the profession, and connect and promote members. Together, as a brand family of TXCPA, our local chapters and our related entities, we're positioning ourselves as the largest, most influential association of accounting and finance professionals in Texas, dedicated to supporting one another, and promoting and protecting the value of the CPA designation.

You can read more on page 17 about the rebranding process and how member input played a big role in the final visual identity. Importantly, this refresh will enable us to remain relevant and magnetic to future CPAs, which will help us continue to grow and stay strong as an organization that connects, protects and advances Texas CPAs.

We hope you'll find our new look and feel to be reflective of a vibrant organization you're proud to call your professional home! ■

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