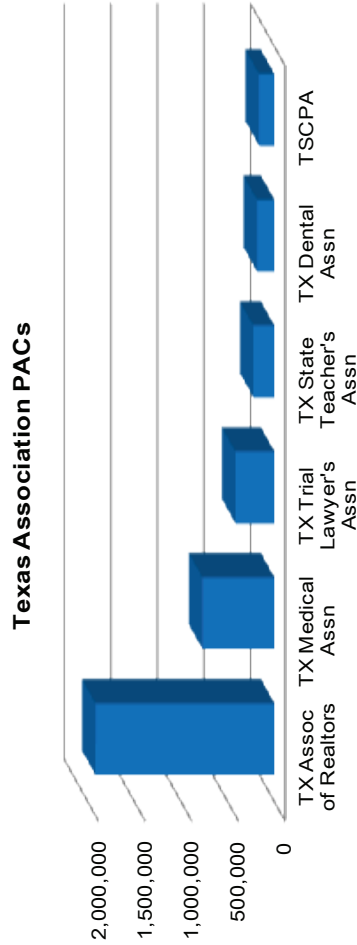


CPAs need to be counted!

Nearly every professional and trade association in Texas has a PAC to elect candidates who understand and represent the views of their membership. For the calendar year 2012, here's how the TSCPA CPA-PAC compared in member contributions to top political action committees:



Less than 6% of TSCPA members contribute to the TSCPA CPA-PAC. This means more than 94% of our members are counting on others to carry the burden of protecting the profession. Please do your share to support the profession & encourage your fellow CPAs to do the same.

PROMOTING AND PROTECTING your professional interests

TSCPA
Governmental
Affairs



Texas Society of
CPA Certified Public Accountants



TSCPA's Legislative Advocacy

Grassroots political action is a vital element of TSCPA's governmental affairs efforts. Although the activities of the profession's lobbyists are important, there is no substitute for the powerful influence of constituent communications on the way a legislator ultimately votes on legislation.

CPAs, as a professional group, are an economic force in their lawmaker's district. No one can explain the impact of accounting and tax issues better than individual CPAs.

TSCPA sponsors a Key Person Program to involve CPAs in grassroots action at the state level. Administered by the Legislative Regional Coordinators Committee, Key Persons are responsible for advocating the profession's viewpoint on issues to their members of the legislature.

By cultivating relationships with the legislator and his or her staff, a Key Person is able to provide them with important information on tax and accounting related issues, as well as act as a spokesperson for the profession. Key Persons are also in a unique position to gather information in their districts that can help TSCPA plan their future dealings with the legislature. Through these relationships, Key Persons help the profession achieve its legislative objectives.

TSCPA's Key Persons are charged with the following responsibilities:

- To represent the profession to individual state legislators;
- To develop a personal, constituent relationship with the legislator based on mutual trust and respect;
- To respond in a timely fashion to Action Alerts from TSCPA to contact the legislator on specific issues;
- To reinforce the constituent relationship with the legislator by regularly communicating about professional issues that may be of interest to him or her and the staff;
- To be aware of pending legislation that affects the profession and to be prepared to discuss the impact on your practice, your clients, and the local community;
- To attend political fundraising events for TSCPA and CPA-PAC when requested, including TSCPA's Legislative Reception; and
- To share information and feedback with TSCPA that is useful in developing legislative strategy and achieving our goals.

If you would like more information about TSCPA's Key Person Program, contact the Regulation and Legislation department at (512) 445-0044 or online at www.tscpa.org.

The Power of the CPA-PAC



The CPA-PAC is the Texas Society of CPAs' member-managed, member-driven and member-focused political action committee. Its responsibilities and activities, with the exception of its day-to-day administration, are directed by the members of the Texas Society of CPAs. CPA-PAC membership is reflective of TSCPA's general membership: certified public accountants in public practice as well as industry and government, up-and-coming young members as well as veterans and Society leadership, men, women, Democrats, Republicans and Independents.

CPA-PAC membership is not restricted to those who are significantly involved in governmental affairs. In fact, a contribution to the CPA-PAC is the fastest, simplest, most efficient way to get involved in the political process and its positive effects on our profession.

CPA-PAC contributes much-needed funds to political candidates as well as incumbents who understand the importance of a sound Texas economy and the critical role of the CPA in preserving the state's business climate. Contributions are made year-round – not only during an election cycle – as modern policymakers must continually raise funds to meet the demands of campaigning.

To ensure that the accounting profession continues to have a strong presence in Texas' legislative and regulatory activities, as many individuals as possible must be involved in the political process. A key factor in determining the strength of the accounting profession in Texas' political arena is the number of CPAs who get involved with the CPA-PAC.

Just as other professions have recognized the critical importance of political action committees, CPAs also have too much at stake to commit anything less than 100 percent to our political efforts.

The efficacy of the CPA-PAC is directly proportional to how many CPAs are involved: the greater the numbers, the more influence the profession will have. A donation from a PAC with 27,000 members carries much more weight than an identical donation from a 10,000-member PAC, or even an identical donation from an individual. This dynamic goes to the very heart of grassroots political advocacy.

CPAs are without question among the busiest of all business professionals, and many lack the time to devote to protecting the profession's interests in the legislature. Making regular donations to the CPA-PAC, however, is a fast, easy way to contribute to those critical regulatory and legislative efforts.

No CPA in Texas can afford not to give to the CPA-PAC.

The Challenges Before Texas CPAs

The legislature makes decisions that impact the way every Texas CPA practices accounting. CPAs must be part of the process or let others decide their fate.

TSCPA is the only organization advocating exclusively on behalf of Texas CPAs in every type of accounting practice.

Sunset Review - Our profession exists at the will of the Texas Legislature; the law that establishes and regulates CPAs expires every twelve years. In 2019, the Sunset Commission – legislators and public members who may or may not understand the importance of CPAs to Texans – will review our enabling legislation and the operations to the Board of Accountancy. It is during sunset review that non-professionals could try to make inroads into the way CPAs practice accounting. That's also when those who would reduce public protections might make their play. The stakes are too high to leave to the uninformed: the PAC supports legislators we can work effectively with during sunset review.

Sales tax on services - As the state's budget crisis continues, so will efforts to find new revenue. Taxation of professional services - including accounting - is a tempting target.

Franchise tax - Who better than Texas CPAs to offer recommendations to improve the efficiency, consistency and equity of the franchise tax?

It's TSCPA's legislative advocacy efforts and the strength of the CPA-PAC that protect the profession.

Give Texas CPAs a political voice by joining TSCPA's grassroots Key Persons and the CPA-PAC.

CPA-PAC CONTRIBUTION CARD

- Benefits of Membership**
- Legislative Updates During the Session
 - An Invitation to TSCPA's Legislative Reception (\$250+)

- Recognition Levels**
- Gold Key Club** \$1000+
 - President's Club \$500 to \$999
 - Leadership Club \$250 to \$499
 - Capitol Club \$100 to \$249
 - Sustaining Member Up to \$99

Yes! I want to pledge \$ _____ per year to support the efforts of TSCPA in protection of the CPA certificate.

Please bill me: Annually Semi-annually Quarterly

I would like to make a single contribution of \$ _____.

Payment Method: VISA MasterCard American Express Check (Enclosed)

Credit Card Holder's Name: _____

Credit Card Number: _____

Signature: _____

Expiration Date: _____



Make checks payable to:
TSCPA CPA-PAC

Mail to:
TSCPA CPA-PAC
14651 Dallas Parkway, Suite 700
Dallas, Texas 75254-7408
Fax to:
972-687-8504

Thank you for your support.
For more information, call 512-445-0044 or toll-free 877-592-0526.
Donations to the CPA-PAC are not deductible as charitable contributions.
Checks and credit cards made payable to the TSCPA CPA-PAC are acceptable only from individuals, partnerships or professional corporations organized under the Texas Professional Corporations Act. If using a corporate check, the contribution will be used to offset TSCPA CPA-PAC administrative expenses and should be made payable to TSCPA.