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TEXAS SOCIETY OF CPAS RELEASES THREE-YEAR STRATEGIC PLAN: TSCPA 2020

DALLAS (Nov. 14, 2017) — The Texas Society of CPAs (TSCPA) has unveiled a three-year strategic plan called TSCPA 2020 that focuses on building a vibrant future by empowering its members to lead and succeed. The plan outlines how TSCPA will advance its mission to support members in their professional endeavors while promoting the value and high standards of Texas CPAs.

These three pillars make up the foundation of TSCPA 2020:

- **Professional Excellence** – TSCPA will promote and embrace a culture of continuous learning that will allow members to address new changes, stay on top of changing regulations and maintain a high level of ethical standards.
- **Advocacy** – TSCPA will protect, preserve and promote the CPA certificate by monitoring regulatory systems and supporting public policy makers who understand the concerns of businesses and CPAs.
- **Community and Connection** – TSCPA will enhance each member’s experience at the state and local levels, and continue to grow the organization through student outreach initiatives.

“Our new vision – Empower Members to Lead and Succeed – succinctly sums up our most important charge,” said Jodi Ann Ray, president and CEO of TSCPA. “TSCPA has existed for our members for over a century, and encouraging them to succeed and grow is at the heart of all we do. Through the implementation of TSCPA 2020, we are ensuring a viable and exciting organization for our members today and for many years to come.”



ABOUT TSCPA

The Texas Society of CPAs (www.tscpa.org) is the premiere professional membership organization for CPAs in Texas. Founded in 1915, the society empowers members to lead and succeed by promoting professional excellence, advocating on behalf of CPAs, and supporting a sense of community and connection among its members. With 20 local chapters and 28,000 members, TSCPA has one of the largest memberships of any CPA society in the U.S.