PASBA

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Join Today!

PASBA Represents Certified Public Accountants, Public Accountants, and Enrolled Agents who provide accounting services to small businesses throughout the United States. PASBA focuses on helping accountants view themselves as owners of accounting business as opposed to just being an "accountant." The Association serves to help you grow your practice while maintaining high standards of customer service and satisfaction.

The following are benefits of membership in the Association

- National Meetings
- Regional Meetings
- Networking
- Blueprint for Success Manuals
- Practice Evaluation
- On-Line Business Forum
- Mentor Program
- Website

National Meetings

Members convene each May and November at locations throughout the United States. The May conference is devoted to Marketing and statistical reviews of members' practices. The November meeting emphasizes Management issues such as production levels, staffing, personnel and preparing for tax season. In addition to the conference, there are special seminars on the management of payroll and sales as a part of your accounting practice.

For more information on the conference, click here.

Bookkeeper/Supervisor Training Seminars

Each September, members' bookkeepers and supervisors meet in a central location for training, from beginning to advanced. Many members also attend this meeting for the owners forum/discussion group.

Regional Meetings

Regional Meetings are scheduled by members in each region and are generally held in an office of one of the attendees. A cost, if any, is determined by the program and location, and can vary among regions. Some regions have scheduled meetings every month and some less frequently.

- Central
- Northeast
- Southern
- Florida Mid Atlantic
- Southwest Northern CA

community.pasba.org

Networking

As an Association member you can tap into a nationwide network of knowledgeable, experienced accountants who also specialize in the small business clients. This can be invaluable in helping to better serve your clients and grow your practice.

Blueprint for Success Series

This new series offered to members consists of eight separate manuals:

- The Owner's Manual
- The Manager's Manual
- The Client Accounting Manual
- The Trainer's Manual
- The Bookkeeping Training Manual
- The Payroll Training Manual
- The Client Payroll Manual
- The Marketing Manual - Vol 1 & Vol 2

Mentor Program

This program is designed to link accountants looking for specific assistance with members recognized as having skills or expertise in those areas, as well as providing members the opportunity to assist others grow their practice.

Practice Evaluation

As a benefit of membership in the Association, you may tap into the expertise of the membership to help build your practice. With this program, you receive practice improvement consulting for the cost of travel expenses for your mentor. The consulting is free!

Website

Not only is the PASBA website filled with information to help you stay up-to-date on the Association; it also provides a referral listing of our members to the public. This listing can also be used by members to locate other members.

On-Line Business Forum

This service allows you a fast and efficient means to communicate with other members around the country. You can ask questions, offer suggestions, or simply review what others are discussing.

PASBA is composed of accounting firm owners who meet at regional and national meetings and communicate through an online forum to improve their business skills and their accounting practices. The members who belong to the association have learned that by improving their marketing, sales, management and personnel management skills, they can provide their services more efficiently, manage their business more effectively, and increase their profits.

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Blueprint For Success Series

The Blueprint for Success Series consists of eight manuals:

- The Owner's Manual
- The Manager's Manual
- The Client Accounting Manual
- The Trainer's Manual
- The Bookkeeper Training Manual
- The Payroll Training Manual
- The Client Payroll Manual
- The Marketing Manual

Produced by the Professional Association of Small Business Accountants (PASBA), the manuals are designed as a reference and educational resource for its members. They represent the recommended way of managing and administering a write-up accounting practice.

These manuals are intended for use in conjunction with attendance at PASBA regional and national meetings and not as stand-alone management manuals. Proposed actions taken by accountants based on the material contained herein should be assessed in light of the situations in their individual practices.

The Blueprint for Success Series is intended to provide authoritative information in regard to the subject matter covered. It is sold with the understanding that PASBA is not engaged in rendering legal, accounting and other professional services. If legal or other expert assistance is required, the services of a professional, competent person should be sought.

The term "PASBA" as used in these manuals refers only to the Professional Association of Small Business Accountants, and any similarities to other organizations are coincidental.

Manager's Manual

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Client Accounting Manual

The Trainer's Manual

Acknowledgements

Overview of the Employee Training Manual

Customizing Your Manuals

The Trainer's Guide to Training

Chapter 1: New Employee Program

- Pre-Employment
- New Employee Folder and Paperwork
- First Day Orientation
- Post-Orientation Follow-up
- Suggested Reading for a New Employee

Chapter 2: Training Techniques and Developing New Employees

- How to Motivate
- Communication During Training
- Do's and Don'ts
- Suggested Recognition List
- How to get a Bookkeeper on Incentive
- Employee Skills Inventory: Determining Depth of Knowledge
- Suggested Reading for Trainer

Chapter 3: How to Approach Each Chapter of The Bookkeeper Training Manual

- Chapter 1 ~Office Procedures
- Chapter 2 ~Role of a Bookkeeper
- Chapter 3 ~Client Reporting and Installation Procedures
- Chapter 4 ~Processing System Overview
- Chapter 5 ~Bookkeeper Incentive Plan
- Chapter 6 ~Bookkeeper Reporting System
- Chapter 7 ~Customer Service
- Chapter 8 ~Accounting 101 and Beyond
- Chapter 9 ~Quick Reference Guides

Chapter 4: How and When to Terminate an Employee

- Performance Review Meetings
- Pre-Termination
- Termination Meeting
- Post-Termination

APPENDIX: Practice Sets

- Manual Reporting
    - Cash Basis
    - Accrual Basis
- Check Writer
- Sales Tax
- Payroll
- Depreciation
- Year-End Processing
    - W-2's
    - Form 940
    - 1099's
    - Personal Property Tax

The Bookkeeper's Training Manual

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Chapter 7: Processing System Overview

- The Box and Processing System
  - The Box and Box Set-up
  - The Processing Folder
  - The Paperless Box System
- The Monthly Flow Sheets
- The Processing System Overview
  - How to do Monthly Processing
  - Expenses
    - Duplicate Checks
    - Debit Cards
    - Credit Cars
- Income
  - Sales Sheets
- Bank Reconciliations
  - Preparing the Bank Reconciliation
  - Using the Four Square Bank Reconciliation
  - Adjusting the Client's Bank Balance
- Taxes
  - Sales Tax
  - Use Tax
  - Quarterly Payroll Taxes
  - Correspondence from Government Agencies
  - Personal Property Tax Returns
  - Occupation Tax Returns
- Year End (13th Period) Processing
- Standard Journal Entries
  - Income Entries
    - Retail Client – Accrual Basis
    - Retail Client – Cash Basis
    - Accounts Receivable (AR)
  - Expense Entries
    - Petty Cash
    - Expense Reports
    - Debit Cards
    - Credit Cards
    - Accrued Wages
    - Bank Entries
    - Accounts Payable (AP)
    - Prepaid Expenses
    - Accrued Property Tax
    - Cost of Sales
- Other Monthly Adjusting Journal Entries
  - Equipment Purchase
  - Auto Purchase
  - Real Estate Purchase
  - Asset Sale
- Depreciation
- QuickBooks Reports
- Check Writer

Chapter 8: Accounting 101 and Beyond

- Accounting Terms
- Entity Types
- Pensions

Chapter 9: Quick Reference Guides

- Floor Plan with Key Codes of Printers, Faxes and Scanners
- Client Record Retention Guide
- File Summary Flow Chart
- Network Files Flow Chart
- Depreciation Reference Guide
- Chart of Accounts
- Pension Summary Reference Guide
- Fast Facts ~ Bookkeeping
- Fast Facts ~ Payroll
- Business Entity Reference Guide
- Debit / Credit Card Reference Guide

The Payroll Training Manual

continued...

The Client Payroll Manual

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Sales & Marketing Manual

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Section 1: Introduction to Marketing/Selling
Overview of what is involved in establishing goals for marketing your services and developing the necessary action plan to accomplish those goals.

Section 2: Finding the Prospective Client – Lead Generation
Takes you through the process of determining where your prospective clients (appointments) will come from and how to manage the lead generation process.

Section 3: The Sales Process
The complete 'sales process' starting from the point of preparing to meet the prospect through the sale, initial strategy session and post-sale activities.

Section 4: Marketing and Selling Payroll Processing Services
Provides guidance to the typical PASBA firm wishing to market and sell payroll processing services. Covers the unique differences in selling payroll process services as compared to accounting and tax services.

Section 5: Management and Statistics
Evaluating and managing your marketing efforts. Key management issues and statistics to help you monitor your activities.

Section 6: Establishing a Sales Department
A complete guide for establishing a full-scale sales department in your firm. Includes hiring, training and managing inside marketers and marketing directors.