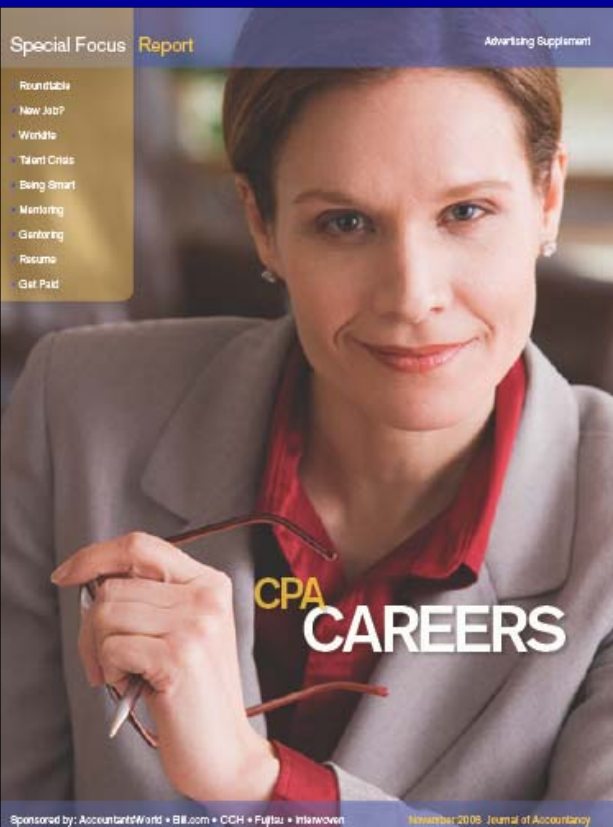


Special Focus Report

CPA CAREERS



A Special Advertising Supplement in the
December 2008 *Journal of Accountancy*

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- Executive Roundtable – includes a headshot and quotes from a top executive at your organization (see page 2);
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CPAs continue to be in hot demand regardless of the economic climate. Whether you're in the corporate, public accounting, government or not-for-profit sector, it's never been more challenging to recruit, train and retain top financial professionals.

CPA CAREERS is in focus in the November 2008 issue of *Journal of Accountancy*, offering readers best practices, research on CPA hiring trends, and an executive roundtable of thought influencers from the corporate, public accounting and academic circles to share their insights.

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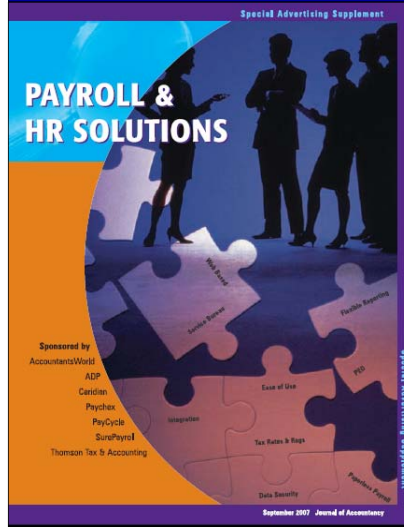
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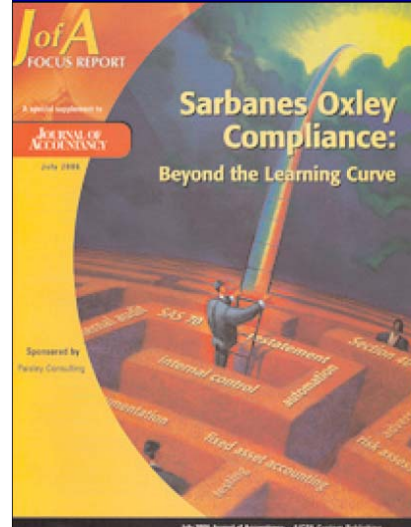
Cover of the July 2008 special advertising supplement
The Paperless Age



Cover of the September 2007 special advertising supplement
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Cover of the July 2006 special advertising supplement
Sarbanes-Oxley



Example of the Executive Roundtable

This is your opportunity to establish your organization's authority in the profession! A top executive from your company will have the chance to respond to selected questions from our readers and editors. We'll also include a headshot and brief bio of the participating executive from your company.

Special Advertising Supplement

Executive Roundtable:

We caught up recently with **Jonathan A. Baron**, President and CEO, Thomson Creative Solutions; **Dr. Chandra Bhansali**, President & Co-Founder of Accountants World, LLC; **Ray Jimison**, Sr. Vice President and General Manager Best Software - Specialized Business Solutions, and **Cary Rosenzweig**, Vice President of Intuit QuickBooks Payroll, to get their perspectives on important technology issues, opportunities and challenges facing CPAs today.

Gentlemen, from a technology or software solutions standpoint, what trends are having the greatest impact on CPAs today?

DR. CHANDRA BHANSALI (Accountants World): "Adoption. Most CPAs are still using only a fraction of the power of current technology. The Internet is the dominant core technology for accountants today. Accountant-centric technology will emerge as the most important technology for helping CPAs develop their practices and serve clients more effectively."

JONATHAN A. BARON (Creative Solutions): "Paperless office technology, including document management systems, paperless audit tools and Web-based client communication and collaboration tools. Firms that have transitioned to paperless offices are seeing immediate savings in paper, toner and storage space. More important, they're accessing information more conveniently, employing off-site staff,

Why is technology such an important issue today for CPAs and their small to medium size clients?

Jimison: "Since Sarbanes-Oxley [passed], there is heightened attention paid to reporting and accountability across the board -- at private companies as well as at public companies. Accounting and business management software is essential for helping these small to medium size businesses stay on track through thorough reporting and analysis capabilities."

Baron: "As the MAP survey confirms, finding and retaining qualified staff is the top challenge for most firms since they have to do more work, and offer more services, without adding staff. Seamless software integration and advanced data sharing techniques enable professionals to capture the original source of data and share them electronically, rather than entering the same data multiple times into various sys-