USCPA - Global Value Seminar

BECKER PROFESSIONAL EDUCATION

Seminar Agenda

Agenda

1. About John Lord
2. About Becker Professional Education
3. Becker's Training Approach
4. US CPA Exam
5. Why US CPA is Expanding Internationally
6. The Global Value of the US CPA Designation

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John Lord

- *Senior Audit Manager with United States Government Accountability Office (GAO)*
- *Led Audits of Federal Agencies such as IRS and Bureau of Public Debt*
- *Led Review of U.S. Accounting Standards Setting Process*
- *Becker Lead Instructor in California (San Francisco)*

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About Becker Professional Education

- 50+ year history
- Almost half a million successful Becker alumni
- Students with double pass rate
- Most Watt Sells award winners
- Partner with the “Big 4/ Global 7” firms & 98 out of the top 100 US accounting firms

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What is Becker's Approach?

- Proven Systematic and Holistic Approach
  - *Understand, Apply, Practice and Review*
- Efficiency
- Components include
  - *Textbooks*
  - *Lecture DVD*
  - *Passmaster (Question banks)*
  - *Final exam*
- Concerns for non-US candidates
  - *Language barrier*
  - *Culture difference*
- How Becker addresses local needs
  - *Value added by local partners / licensees*

(TAC/Becker program discussed later by TAC instructor)

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About the US CPA

- The most highly respected and valued credential in public accounting
- Demonstrates a commitment to accounting knowledge and high ethical standards

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Why is US CPA Expanding Internationally?

- First international exam sites for US CPA
  - *Tokyo and a few middle eastern countries*
  - *Prometric*
- Implications
  - *Globalization of US CPA*
  - *Number of candidates in Japan – 3,000+/year and growing*
- Why the exam is being offered internationally
  - *Competitiveness (Maintain US CPA as global designation)*
  - *Access for Int'l candidate (Greater access and flexibility)*
  - *Positioning as the global accounting designation*
    - Consider IFRS and US GAAP gradual convergence.

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What is the Global Value of the USCPA

- Passport to advancement within the accounting profession
  - *Multinational corporations from US investing is Asia*
  - *Overseas companies listed in US stock exchange*
- U.S. SEC Requiring Companies to have staff with U.S. GAAP Knowledge
- Japanese companies trying to expand int'l operations need those with accounting knowledge and English ability.
- US companies in need of multilingual US CPAs. (e.g. English & Japanese)

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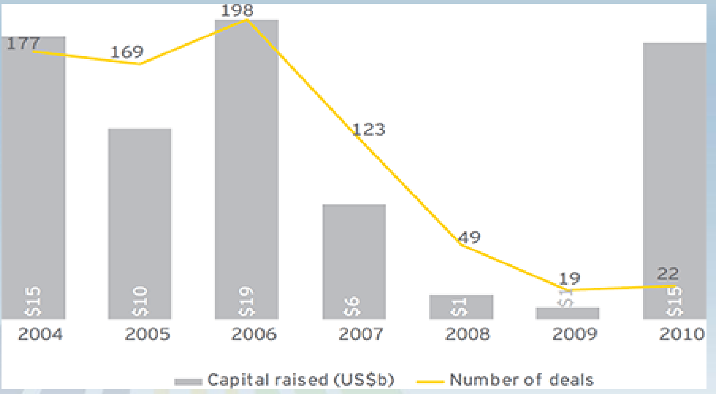
Japanese IPOs



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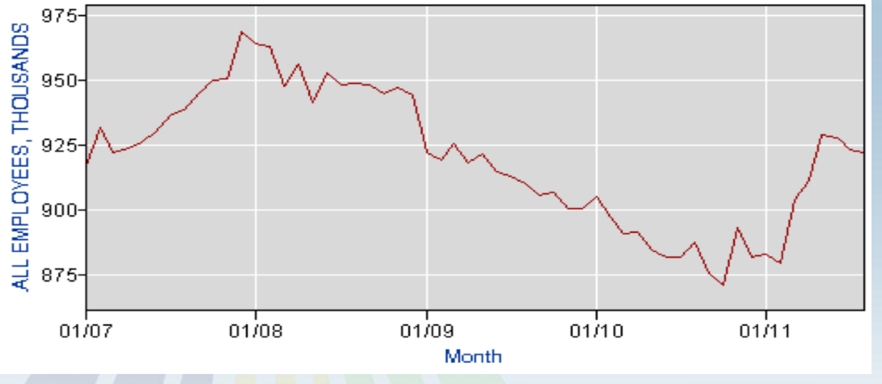
CPA Hiring Trends



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CPA Marketplace
Why CPAs Are in Demand

- *The U.S. Bureau of Labor Statistics says that employment of accountants and auditors is expected to grow faster through 2018 than for all the occupations the bureau tracks.*
- *It adds that the best prospects are for those "who have a college degree and professional certification, especially a CPA." CNNMoney.com, which ranks the "hottest" jobs based on "great pay and superior growth prospects" and "work that's meaningful," puts CPA as number 6 on its top-ten list.*

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Public Accounting – Audit, Tax & Management Services

Experience-Large Accounting Firms*	Non-CPA Salaries up to	CPA Salaries* up to
Senior Manager	$159,500	$174,450
Manager	$111,750	$122,925
Senior	$86,750	$94,425
1-3 Years	$69,250	$76,175
Up to 1 Year	$60,000	$66,000

Derived from Robert Half International 2009 Salary Guide; Public Accounting, Audit, Tax, and Management Services
*Large public accounting firms = $250 million + in sales.
Salary does not reflect overtime or bonuses which are significant portions of compensation for these positions.

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