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## **PRESS RELEASE**

FOR IMMEDIATE RELEASE

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### **Local CPA Earns Elite Certification** *Area Businesses to Benefit from Enhanced Service Offerings*

**Westborough, MA June 25, 2004** – Alexander, Aronson, Finning & Co., P.C., a local accounting firm serving clients throughout New England, announced today that Robin Kelley, CPA, Vice President has earned the Certified in Strategic Performance Management (CSPM) certification. This designation is granted to fewer than one hundred CPAs in the United States each year.

The CSPM designation is conferred by Mentor Plus, Pleasanton, California, long recognized as a leader in performance measurement and management training to the CPA profession.

“The CSPM certification provides a higher standard of education and service delivery that separates individuals who have demonstrated an ongoing commitment of time and firm resources to this service area from those who have only a casual understanding of performance measures,” said Edi Osborne, CEO, Mentor Plus. “It’s the difference between working with a general practitioner and having access to the expertise of a specialist in the discipline.”



Client demand has been the driving force behind the certification. Increasingly, business owners expect more from their CPAs than ever before, especially in light of recent accounting scandals. Business owners are looking for an advisor who can help them make better business decisions and manage the performance of their company—not just prepare financial statements and tax returns.

Many large corporations have performance management systems in the form of digital dashboards or balanced scorecards. Until now, that same level of support has been cost



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prohibitive for small-to-medium-sized businesses. CPA, CSPMs have the ability to walk into any business or industry and identify and establish a measurement program focused on the key performance indicators that have the greatest impact on financial performance.

The CSPM certification goes beyond just measuring performance to address many of the cultural and technological issues that impact the day-to-day management of performance. In addition to providing services to clients, CSPMs also provide educational programs to the business community, including:

- How Does Your Company Keep Score?
- Performance Measurement Step-by-Step
- Your Business Dashboard
- Financial and Business Fluency
- The Profit Equation<sup>sm</sup> Business RoundTable

Herb Alexander, President of Alexander, Aronson, Finning & Co. commented, “We are very excited and honoured for Robin and the firm. This will prove to be beneficial for our clients who are looking for ways to stimulate and reward superior performance.”

Alexander, Aronson, Finning & Co. is a certified public accounting firm with over 30 years experience in accounting, auditing, and business consulting. AAF provides a wide range of services including accounting and auditing, tax compliance, non-profit accounting and consulting, estate and gift planning, litigation support, succession planning, and business valuation. For more information contact Angela Balter at 508-366-9100.

California-based Mentor Plus is a leader in performance measurement and management training to the CPA profession. Working with the AICPA, State Societies, and other professional organizations, Mentor Plus has trained hundreds of CPAs in the area of performance measurement. For more information about Mentor Plus, visit [www.mentorplus.com](http://www.mentorplus.com).

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