



# 17 Year Old Manufacturing Alliance Gets a Makeover

The Rainmaker Companies is excited to announce plans for the emergence of a new identity for its manufacturing alliance of CPA firms. What has been known as the Manufacturing Services Association (MSA) will now be recognized as the *Manufacturing CPAs Alliance*. The name and logo has changed, and fresh marketing materials and a new user friendly, more intuitive website have been added to help members access more content, better connect with members, and engage with clients.

With this new look and name, the group hopes to significantly raise the profile of its brand so it becomes synonymous among Manufacturers, for depth, expertise, expanded resources, and high quality services. Manufacturing CPAs member firms serve manufacturers across the country, helping them to operate more effectively, find better ways to get things done, and enable manufacturing leaders to be better equipped to serve a larger mission for their organizations. Part of the new message is directed at these manufacturing leaders, who need to know that choosing a Manufacturing CPAs member makes a difference and is a real value add for their organization. Manufacturing CPAs members have the ability, through their network, to deliver much more than standard audit services. They are true advisors to their clients and their resources can often exceed those found at the large regional and even national firms.

“The Manufacturing CPAs Alliance has a primary purpose to provide members with resources in education and marketing, and foster collaboration among members in order to provide high-quality, comprehensive business advisory services to the manufacturing community,” explains Patrick Pruett, Executive Vice President of The Rainmaker Companies. “Our members have a passion for their clients’ missions, which are better served when their accountant is more informed, has a more specialized team, and is constantly learning how to improve their service to manufacturers.

Members of the Manufacturing CPAs Alliance have access to a dual certification program that allows members to be designated as a Certified Manufacturing Professional (CMP) as well as receive a Lean Six Sigma Green Belt Certification. Years have gone into designing a program that answers the dilemma for professionals who need high level manufacturing and process improvement training in order to better serve their manufacturing clients. The CMP and Lean Six Sigma certifications provide Manager and Partner-Level CPAs with the knowledge and skill-sets to become “Trusted Advisors” to their manufacturing clients with learning methods and strategies to offer additional value-added services to manufacturing clients.

“Manufacturing CPAs has been a great forum to share experiences relating to manufacturing clients and to learn from others actively serving the industry. Membership has also increased our credibility in the marketplace when discussing our expertise with manufacturing prospects.” – Kreisler Miller

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