



The Rainmaker
Companies

MANUFACTURING CPAS COMMUNITY

A platform for industry focused professionals
who are serious about client growth and service

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About Manufacturing CPAs

The Manufacturing CPAs Association is a nationwide network of Practice Leaders and their Growth Teams who are committed to growing their practice, providing impactful advisory services to clients, and improving the depth and expertise in the matters that are most important to Manufacturing business owners. Manufacturing CPAs members work collaboratively to build leading accounting practices in their individual markets by exchanging information, ideas, resources and technical expertise to serve the changing needs Manufacturing clients in valuable ways.

Manufacturing CPAs members collaborate in many ways to capture return on investment from membership. Consider these 'real' scenarios:

- Connecting at a conference breakfast a member shares with others information about a new service their team is offering clients that allowed them to win 2 proposals in the last six months. Another member asks more questions about the service and discovers that they can work with this member and offer the service to at least 3 clients.
- New revenue recognition regulations come out and several members in the group send information out on the group listserv and make everyone aware of the changes taking place, saving hours of time for many members who no longer have a need to conduct their own research.
- A member receives information from the group a unique aspect to the tax code benefiting manufacturers and can now proactively talk with clients before any competitors are able to.

Membership Benefits

Any person's success, at least in part, comes through relationships. It's the people you know who can help you grow. At the core of Manufacturing CPAs is the intersection of people and perspectives, which is where diverse ways of thinking drive groundbreaking ideas, elevate practice leaders, and help people identify new, better, more successful pathways for their practice.

Belonging to the Manufacturing CPAs helps you:



Member Events

Professional relationships become valuable, trusted, and reliable when time is invested in getting to know someone, understanding their story, and realizing how the relationship can be leveraged to help one another generate ideas, share information, and provide new perspectives to practice growth and development. Opportunities to build and maintain these relationships with Manufacturing CPAs members can be found in the following ways:

SuperConference

- Manufacturing CPAs annual meeting takes place at the SuperConference, which is the largest niche focused event in the industry. Six niche tracks (including Manufacturing), practice management, technology, and more are available at the spectacular event.

Member Fly-In

- This meeting gives members of the Manufacturing CPAs the opportunity to dive deeper and connect with fellow members about current trends, opportunities, and challenges that affect their niche practice and their clients. This annual, one-day meeting is designed to bring you a lot of impactful and valuable information in a short amount of time.

National Speakers

- Members drive every powerful agenda and topic at all group events. Rainmaker and members partner to find the best, most relevant speakers to deliver informative presentations to the membership.

Member Roundtable Call and Discussion

- Member roundtable conference calls are a powerful way to interact and share best practices, ideas, and solutions with peers. From the roundtable members take away different perspectives from, learn more about members and their markets, understand how to better leverage various expertise, and determine where your team may need to close the gap and even where you are ahead of the curve.

Member Tools and Resources

Membership in the Manufacturing CPAs provides additional tools and resources for you that help leverage your work, improve response time for client questions, provide valuable information, and expand your capabilities for serving clients.

Listserv

- A member once said that the “listserv is worth the price of admission”. It is a private communication service that allows members to communicate with one another, help solve each other’s most complex client issues, and distribute valuable industry information.

Member Directory

- Members’ most valuable resource is each other. All Members’ practice area information and individual biographies and expertise can be found at the member website www.manufacturingcpas.com.

Website Toolbox

- Members commit to providing articles, tools, and templates that are placed in the member resources area or ‘Toolbox’ for contributing members to use. Rainmaker also provides many growth-based tools and templates for the toolbox.

Resource Members

- The Rainmaker Companies is proud to partner with Resource Members – organizations dedicated to our mission of helping members grow.

Member Training

Conferences

- All sessions at the Manufacturing CPAs conferences are CPE accredited and industry focused.

Webinars

- Training through webinars is delivered monthly on a range of topics such as industry growth, leadership development

Grow and Develop Team Members

- Membership provides an environment where Practice Leaders' team members share in, and contribute to, industry specific information, ideas, and a network of Manufacturing professionals that promotes learning and development. It is a solid platform for developing team members into Practice Leaders.

Practice Growth

Manufacturing Growth Teams Program

- The Manufacturing Growth Teams Program™ is designed to build and equip high-performance core teams to drive the strategic growth of your practice area.

Member Practices Survey

- Members share information about their practice such as practice area revenue, size of client base, differentiating services, team size, and other metrics that allows members to learn from each other about how firms are growing their practice and what is taking place in markets around the country.

Rainmaker Consulting Calls

- The Rainmaker Companies consults with firms nationally and internationally on practice growth. Members are able to access (free of charge) Rainmaker consultants and trainers on a wide variety of topics related to the growth of their practice.

Certified Manufacturing Professional (CMP) and Six Sigma Green Belt Certification

- Manufacturing CPAs offers a dual certification program that allows Manufacturing niched CPAs to be designated as a Certified Manufacturing Professional (CMP) as well as receive a Lean Six Sigma Green Belt Certification.

Grow Your Brand in the Industry

Becoming a 'go to' manufacturing advisor in your market (or nationally if that is your desire) requires an investment, a dedication, and a platform to display your expertise. Membership in the Manufacturing CPAs provides unique opportunities, and a stage, for you and your team to create and deliver content, increase your stature among other professionals, market your services, and reveal your passion to industry stakeholders.

National Speaking Opportunities

- Speaking to audiences to deliver valuable information is one of the best ways to gain a reputation as a thought leader in the industry. Every member has an opportunity to deliver valuable information to their colleagues through presentations at national conferences, webinars, and other group gatherings. The same presentations can often be leveraged to deliver to your marketplace.

Article Submission for National Distribution

- Writing articles for national distribution through our quarterly newsletter and group website is a terrific way to increase your profile and ability to become 'famous in the industry'.

Creation of a Practice Area Web Page

- Promote your firm's expertise in Manufacturing through a custom webpage where you can upload articles, presentations, blogs, and more.

Creation of an Individual Web Page

- Each member is given a personal webpage to promote themselves as an expert in the industry.

Use of a Branded Logo and Content on your Firm's Website

- Manufacturing business owners like to know you have invested in their industry. The group logo and copy can and should be used on your firm's industry webpages.

Industry Networking

The Manufacturing CPAs builds and maintains relationships with the premier industry associations for professionals working in the manufacturing industry.



The NAM is the most powerful, innovative and influential organization of its kind. In a town where progress too often takes a backseat to politics, the NAM is the place where business gets done. We cut through the noise and the political gamesmanship, and we provide the know-how and the muscle to ensure manufacturers in America have the power to advance values that make America exceptional—free enterprise, competitiveness, individual liberty and equal opportunity—and achieve big wins on priorities that will make us more competitive. And, beyond fighting for you, the NAM is driving solutions to build a talent pipeline for the industry and to improve manufacturers' bottom lines.