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ACCOUNTING & AUDIT

Avalara and Kansas Society of CPAs form strategic alliance

KSCPA members can now access up-to-date sales and use tax educational resources, hands-on tools and partner programs

Isaac M. O'Bannon • Apr. 08, 2013

April 8, 2013 – [Avalara](#) and the [Kansas Society of CPAs \(KSCPA\)](#) have formed a strategic alliance designed to increase KSCPA members' awareness of sales and use tax that accounting providers require to meet the needs of their clients and employers.

Avalara is a maker of automated, up-to-date sales and use tax compliance solutions for businesses of all sizes. The KSCPA is affiliated with the American Institute of CPAs and works closely with other state CPA societies across the country.

An additional perk for KSCPA members are partnering programs that Avalara makes available to help them differentiate their services from competitor accounting firms.

“Alliances with key vendors like Avalara are critical to our members in public practice, as well as business and industry, who need more information in technical areas such as sales and use tax reporting and compliance,” said Mary MacBain, CPA.CITP, CGMA, executive director of the KSCPA. “We also embrace Avalara’s cloud-based software-as-a-service model, as we continuously try to support technologies that will help our members become even more efficient and productive.”

The partnership is part of Avalara’s quest to provide industry-leading sales tax knowledge resources to CPAs across the country. “Our aim is to be the clear leader in educating and updating accounting professionals on all aspects of sales and use tax compliance and management, including timely legislative updates,” said Marshal Kushniruk, EVP Global Business Development at Avalara.

“Our alliance with the KSPCA is an important step in our strategy of connecting with the most active and vibrant state CPA societies. KSCPA members will now have access, at no additional cost, to up-to-date sales and use tax and valued added tax tools, and educational resources to better assist their clients or employers in this rapidly changing regulatory environment.”

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