

Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us

Leadership

IPA also hosts a highly regarded invitation-only annual conference built around the IPA Best of the Best firms. The IPA team of five employees, including the Platts, will be working hand in hand with TGP under the new partnership.

Jan. 17, 2022

The Growth Partnership (TGP) and **INSIDE Public Accounting** (IPA) – two leaders serving the public accounting profession – are joining forces to pool their intellectual resources and expand their services to enable CPA firms to excel.

St. Louis-based The Growth Partnership administers The Rosenberg Survey and serves public accounting firms in the areas of practice management, outsourced marketing and lead generation. INSIDE Public Accounting, under the direction of principals Kelly and Michael Platt, offers the annual IPA National Practice Management Survey, three internal operational surveys and corresponding reports, and an award-winning monthly practice management newsletter.

IPA also hosts a highly regarded invitation-only annual conference built around the IPA Best of the Best firms. The IPA team of five employees, including the Platts, will be working hand in hand with TGP under the new partnership.

“It’s a major step forward for us that we’re joining forces with IPA,” says Charles Hylan, managing director with TGP. “We have two purposes: first, to increase the scope and breadth of the thought leadership both firms provide the accounting community, and second, to provide critical data so accounting leaders can better manage their firms.” The Rosenberg Survey and The IPA National Practice Management Survey will remain separate and independent and each will provide valuable data to their respective constituents. “Both organizations have a

longstanding commitment to delivering high-quality information while

Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us

collectively bring to the profession.”

“IPA will remain a separate organization operating under the TGP umbrella, and each company will retain its unique products, services and brands,” says Michael Platt, principal of IPA. “Our relationship with our clients will remain unchanged. We will continue to work with our association clients and their members to provide mission-critical data and insights to help navigate the fast-changing world of public accounting. We look forward to this next chapter for both IPA and TGP.”

Accounting

CPA Practice Advisor is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors.

© 2024 Firmworks, LLC. All rights reserved