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of leading mid-market technology professionals, consultants and product/service providers in North America, continued to expand its Client Accounting Services (CAS) track ...

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The **Information Technology Alliance** (ITA), an independent membership association of leading mid-market technology professionals, consultants and product/service providers in North America, continued to expand its Client Accounting Services (CAS) track during the recent ITA Spring Collaborative in Denver. Participating firms included:

- Bennett Thrasher
- BerganKDV
- CBIZ MHM, LLC
- Eide Bailly LLP

- Elliott Davis, LLC

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ITA launched the CAS track pilot in 2019, and the initiative quickly grew, attracting firms looking for an environment providing a trusted space for sharing best practices and learning about the latest trends in CAS. With the current premier roster of participating firms, growth of this new track underscores a key ITA tenet: “knowledge increases in value when shared.”

CAS session topics at the Spring Collaborative included:

- CYA – Cover Your Assets: How to Structure Engagements to Protect Your Firm
- CAS 2.0 – Afterthought to Growth Engine: What is Business Insights CAS and How Do I Get There?
- Structuring Your CAS Practice: From Startup to Maturity
- Who Are You? Exploring CAS Through These 3 Topics: Definition, Communication, Marketing

“We were beyond thrilled with the turnout and firm participation for our evolving CAS constituency at the recent Spring Collaborative in Denver,” said Kane Polakoff, National Practice Leader for Client Accounting Advisory Services at UHY Advisors, and Chair of the ITA CAS Planning Committee. “By providing a collegial venue for many of the profession’s leading CAS thought leaders, combined with the valued networking setting that ITA delivers, we’re confident that our attendees walked away inspired and with new knowledge and insights gained during time they invested in the event. We look forward to welcoming even more CAS members and guests when we convene again at the 2023 Spring Collaborative.”

Also during the Spring Collaborative, ITA announced nine new member firms have joined the premier networking organization for accounting firms, consulting resellers, and trusted providers. The new member firms include:

- Microsoft

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“ITA continues to be the go-to destination for the accounting profession and the accounting technology industry, with a premium being placed on networking in a trusted environment,” said Shawn Slavin, ITA President. “The quality and prestige of firms joining in the past year is further testament to this organizations enduring draw, and the addition of our CAS track is drawing a new segment of professionals into the ITA ranks, for the benefit of all members.”

ITA members will next convene at the 2022 Fall Collaborative on December 4-6, 2022 in Austin, Texas. More information on ITA can be found at to www.italliance.com.

The ITA is an independent, not-for-profit, professional association of leading CPA firms, consulting firms and technology vendors whose purpose is to share information and build relationships that improve the way its member firms, and their clients, do business. Because the ITA membership roster consists of some of the most highly regarded mid-market technology professionals, consultants and product/service providers, the ITA often employs its collective influence to act as an authoritative voice for the IT profession. The ITA membership shares the common goal of providing products and/or services to the small- and mid-sized business community. For more information, go to www.italliance.com.

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