ITA Introduces CAS Track Pilot at Spring 2019 Collaborative

Chicago, Illinois, April 30, 2019 -- The Information Technology Alliance (ITA), an independent membership association of leading mid-market technology professionals, consultants and product/service providers in North America, piloted a breakout session track for Client Accounting and Advisory Services (CAS) practice leaders at its Spring Collaborative, which was held on April 28-30, 2019.

ITA President Stan Mork commented, "We are seeing continued convergence in the accounting technology industry between our current Consulting and Reselling members, our Internal Technology Leaders of CPA firms and our Alliance/Affinity Partners with the CAS community. As a result, we invited practice leaders from a select group of leading CAS practices to join us in Chicago at our Spring Collaborative to review how ITA may be able to play a role in supporting their continued growth and success."

CAS practice leaders attended the full ITA Collaborative schedule of events, including the ITA keynotes and deep dive workshops. The ITA established a CAS planning committee consisting of ITA President Mork and member firms Sage/Sage Intacct, Intuit and Oracle NetSuite to help develop a set of specific CAS focused breakout sessions and roundtable discussions to allow the CAS practice leaders to discuss topics of interest to their segment of the industry and provide time to share best practices.

"We were very pleased to see a strong turnout for this initial pilot and will work with this core group of practice leaders to determine whether future CAS focused activities will be part of ITA's Collaborative events", said Mork. "Our Board of Directors will review the results of the Spring pilot at their summer board meeting and will make a determination of how the ITA will move forward to continue to support the CAS community".

"As a first-time attendee at ITA, I was intrigued by their plan to pilot a CAS track," said Rebecca Kelley, Partner, Plante Moran. "As CAS continues to take off and be adopted at all levels of our profession, there is an unmet need to bring accountants and technologists together in an environment of ongoing learning and networking in a collegial environment. ITA has the potential to play a leadership role in giving CAS professionals a venue for collaboration, education, and promotion of growth in their chosen area of expertise. I'm looking forward to future ITA meetings!"

About ITA

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, 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 on ITA, go to www.italliance.com.

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