Minnesota Society of Certified Public Accountants Launches Campaign with Resources and Information for Taxpayers

January 9, 2014

cpameasap

MINNEAPOLIS (RPRN) 01/09/14 — The Minnesota Society of Certified Public Accountants (MNCPA) today launched a new campaign to kick off the 2014 tax season. The campaign will provide useful information, tips and tools for Minnesota tax filers, who face significant changes to state and federal tax code.

Approximately 60 percent of Americans enlist the help of a paid tax professional to file their income tax returns, according to the Internal Revenue Service. With more than 9,000 members, the MNCPA emphasizes the importance of individuals and businesses seeking out qualified, certified, professional assistance to help clarify the complexities, navigate challenges and leverage opportunities during this condensed tax filing season.

“We want to remind people that no one has to face the burden of tax and finance management on their own,” said MNCPA member Todd Koch, a partner at John A. Knutson & Co., PLLP, and one of the MNCPA’s media spokespeople. “This year, especially, individuals and businesses will find that investing in the proper support from the start will save them money in the

long term, not to mention a great deal of stress."

Highlighting the CPA's ability to alleviate the financial confusion that comes with major life changes such as getting married or starting a business, the CPAMEASAP campaign will include print and Web advertisements directing the public to a new website designed to help users find the right accounting professional.

As tax season begins, the MNCPA offers these suggestions:

- Enlist a CPA now: It's never too early to find the certified tax professional to meet your needs. Seventy-five percent of taxpayers filing returns are due refunds. The sooner filers can get started, the sooner they can benefit, and the sooner individuals and small businesses can begin a relationship with a CPA who can partner with them year-round to develop a solid tax strategy.

MNCPA LOGO

- Recognize that life is complicated: So are taxes. Between the hundreds of recent modifications to tax law and the many life changes that can impact tax status and filings, partnering with a CPA has never been more important.
- Be smart: Find a professional who is qualified and credible, and whose history is accessible. CPAs must meet strict criteria for certification. The CPAMEASAP.com website offers a quick connection to direct referrals to certified public accountants specializing in tax preparation by specific area of expertise and geographic location.

For further details about the campaign, or to talk to a tax subject matter expert, call Tanya Mellen at 952-885-5530 or Marina Maric at 612-801-6255. To find a certified public accountant, visit CPAMEASAP.com. Follow @MNCPAmedia for the latest tax tweets.

ABOUT THE MNCPA

The Minnesota Society of Certified Public Accountants (MNCPA) serves the public interest by advancing the highest standards of ethics and practice within the CPA profession. The MNCPA delivers on that promise by offering extensive, continuing professional education and resources, advocating for members and the public with regulatory agencies and boards, and mentoring and encouraging the CPAs and business leaders of tomorrow. Founded in 1904, the MNCPA has more than 9,100 members working in public accounting, business, industry, government and education. To learn more, visit mncpa.org.

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Filed Under: BANKING AND FINANCIAL NEWS, BREAKING NEWS, PRESS RELEASE

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