



## **FOR IMMEDIATE RELEASE**

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### **NASBA LAUNCHES NEW WEBSITE**

#### **The Trusted Resource in Regulation and Professional Services Unveils New Look**

NASHVILLE, TN (July 18, 2011) – The National Association of State Boards of Accountancy ([NASBA](#)), an association dedicated to enhancing the effectiveness of the country’s 55 state boards of accountancy, has today announced the launch of its newly designed website offering a better user experience and streamlined content. With its mission as the focal point, two sites - NASBA.org and NASBAtools.com - were combined to centralize information relevant to state boards of accountancy, CPA professionals, CPA Examination candidates, and accounting firms. The site bridges the identities of various groups with which NASBA interacts and showcases, in an organized fashion, how the organization impacts the lifecycle of CPA professionals from education through career.

The new website presents an expanded view of all NASBA service offerings using a clean design and simple navigational flow. Designed to engage constituents and provide immediate access to information, key areas of the organization are prominently featured on the home page of the website. The most sought information is grouped into four main categories - Member Center, Exams, Licensure and Education.

“Our website serves as the first point of contact for state boards of accountancy and it is critical for the user experience that the site portray the essence of our brand position, *‘The Trusted Resource for Regulation and Professional Services,’*” said David A. Costello, President and CEO. “In addition to state boards, we must also keep in mind the CPA professional and Examination candidate, both very important groups with which we maintain day-to-day contact.”

Key features of the new NASBA.org are:

- Better navigation to ensure ease-of-use;
- Streamlined, relevant content organized based on highly-trafficked areas of previous website;
- Information specific to the U.S. CPA Examination, licensure process and maintaining a license;
- Member Center developed specifically with state board members and staff in mind;
- Expanded International section featuring an expanded scope of global conversations and issues;
- Media and Resources Center that contains newsletters, publications, press releases, videos, photos and many other tools; as well as,

**-more-**

- Social media engagement and resources incorporated to expand communication to the various constituents served.

“We are very proud to introduce this new website to various members of the profession,” said Alfonzo Alexander, Chief Relationship Officer. “The new NASBA.org offers a wealth of information in a sleek, navigable environment, making it easier for boards and consumers to obtain the information they need.”

### **About NASBA**

Celebrating 103 years of service, the National Association of State Boards of Accountancy (NASBA) serves as a forum for the nation’s state boards of accountancy, which administer the Uniform CPA Examination, license over 650,000 certified public accountants and regulate the practice of public accountancy in the United States. NASBA’s mission is to enhance the effectiveness of state boards of accountancy in meeting their regulatory responsibilities. The Association promotes the exchange of information among the accountancy boards, serving the needs of the 55 U.S. jurisdictions.

NASBA is headquartered in Nashville, TN, with a satellite office in New York City and an International Computer Testing and Call Center in Guam. To learn more about NASBA, visit [www.nasba.org](http://www.nasba.org).

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