

## **Building Strategic Alliances to Further Your Organization's Mission**

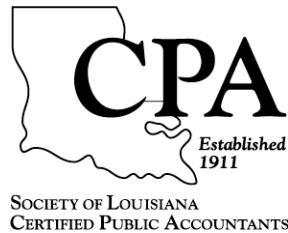
The LDR and LCPA:  
*A Positive and  
Productive  
Partnership*

2005 SEATA Conference  
July 12, 2005

## **Building Strategic Alliances...**

- LCPA Background
- LCPA/LDR Relationship
- Cooperative Projects
- Cost/Benefit
- "How To's" on Building Alliances

## Society of Louisiana CPAs



- History
- Membership
- Mission

## LCPA Mission

... to serve the common needs of its members and to enhance the professional environment in which they work.

... supplying the necessary support to improve their competency and professionalism, advocating their causes in the government arena and promoting their services among the public.

## LCPA/LDR Relationship



- LCPA/LDR History
- Benefits to LCPA
- Benefits to LDR

## Cooperative Projects

- State Tax Survey
- Liaison Meeting
- Magazine/Newsletter Articles
- Jointly-Sponsored Collaborative CPE
- Other Projects

## State Tax Survey

- Survey Background
- Objectives of Survey
- How Survey Conducted
- How Results Are Used
- Cost/Benefit

## Liaison Meeting

- Meeting Background
- Objectives of Liaison Meeting
- Who Participates
- Meeting Format
- Cost/Benefit

## Magazine/Newsletter Articles

- Louisiana ReveNews Published in LCPA Member Magazine
- Meeting Summaries

**LOUISIANA REVENUES**

There has been a lot of talk in Louisiana about the new general sales tax. Governor Caldwell House has brought a new proposal to the legislature and the legislature has passed it. The bill has been signed and the governor has signed it. The bill has been signed and the governor has signed it.

**By LDR Secretary Cynthia Bridges**



**"IDEAS - Defining Excellence in Louisiana Tax Administration" is now integrated into revenue that has moved Louisiana to the forefront of tax administration. The process has been one that has challenged this agency to be the very best.**

**Cynthia Bridges**  
Secretary  
Louisiana Department of Revenue

By the way, IDEA is for the state - not just for the state. It's for the state and the people. It's for the state and the people. It's for the state and the people.

**Visit the LDR's website for:**

- Tax Services
- Policy Development
- Administrative Code
- Legislative Services
- Policy Development
- Information for the Hearing Bureau
- LDR Publications
- Electronic Funds Transfer
- Information for the Administration
- And more!

**LDR**  
Official Site of the Louisiana  
Department of Revenue  
<http://www.revenue.la.gov>

## Jointly-Sponsored Collaborative CPE

- Small Business Brown Bag Series
- Program Background
  - Participant Survey
  - Partnership with LDR
  - Program Results
  - Cost/Benefit

## Other Projects

- Emerging Issues
- Legislative Advocacy
- Web Tax Alerts
- Focus Groups
- Exhibit Opportunities

## How To's

- Set Objectives and Goals
- Prepare a Plan – What's In It for Us/You
- Identify Potential Partners
- Use Existing Contacts/Establish New Contacts
- Appoint Liaison
- Use LCPA/LDR as an Example

## For more information...

Alex L. Suffrin, CPA/CAE  
Communications/Public Relations Director  
(504) 904-1126 [asuffrin@lcpa.org](mailto:asuffrin@lcpa.org)

Ann G. Lupo  
Communications/Public Relations Manager  
(504) 904-1125 [alupo@lcpa.org](mailto:alupo@lcpa.org)