



# UPSTREAM ACADEMY NETWORK OVERVIEW & APPLICATION

UPSTREAM ACADEMY NETWORK

828 GREAT NORTHERN BLVD.

P.O. BOX 1147

HELENA, MT 59624-1147

406-495-1850

406-442-1100



# TABLE OF CONTENTS

<b>Application Instructions.....</b>	<b>i</b>
<b>Upstream Academy Network Overview .....</b>	<b>1</b>
<b>Services Available to Network Members.....</b>	<b>1</b>
<b>Membership Terms &amp; Conditions .....</b>	<b>3</b>
<b>Membership Application .....</b>	<b>6</b>
<b>Membership Fees .....</b>	<b>9</b>
<b>Payment Options.....</b>	<b>9</b>
<b>Signatures .....</b>	<b>10</b>

## APPLICATION INSTRUCTIONS

1. Read Upstream Academy Network Overview and Services Available to Network Members
2. Read Membership Terms & Conditions
3. Provide Requested Member Information
4. Choose Payment Option
5. Sign Completed Application Form
6. Email, Mail, or Fax Application Form and Payment to:

UPSTREAM ACADEMY  
INFO@UPSTREAMACADEMY.COM  
P.O. BOX 1147  
HELENA, MT 59624-1147  
PHONE: (406) 495-1850  
FAX: (406) 442-1100



## UPSTREAM ACADEMY NETWORK OVERVIEW

Upstream Academy Network (UAN) was formed with a simple focus: to create a network whose members are recognized as the most professional and best-run accounting firms in the world.

The mission of UAN is to develop a network of accounting firm leaders who are committed to achieving greater excellence in every part of their firm. We are focused on enabling quality firms to become excellent by building and implementing best-of-breed firm processes and by taking a “leave nothing to chance” approach to creating desired results. We seek to provide member firms with the processes, tools, training, and guidance needed to move their firms to the highest standard of excellence within the profession. Unlike most associations in the profession, membership in UAN is not limited by factors such as geographic exclusivity, firm size, or firm visibility. Rather, the only qualification for membership is a real and enthusiastic commitment to developing excellence through continuous and proactive improvement.

The result is a community of quality accounting firms with a common goal of becoming world class. Network members’ commitment to excellence, combined with the proven services and guidance provided by Upstream Academy, will produce a track record of results in an environment where synergy, teamwork, unity, and momentum are a reality.

## SERVICES AVAILABLE TO NETWORK MEMBERS

### ***Management Presentations***

Members receive access (for all members of the firm who wish to participate) to at least eight conference call presentations each year. These presentations will be recorded and members will be able to access these presentations on the UAN member site.

Management Presentations serve two important purposes. First, they address important issues and provide direction and ideas that can be implemented in your firm. Second, members receive the PowerPoint files used in each presentation for future use within their firm, or for use with clients as a billable opportunity or a value-added service. Members may suggest topics for future presentations.

Members of the network can purchase recordings of past presentations at a 50% discount.

### ***Upstream Academy Network Presentations***

Three times a year, Upstream will offer one-hour presentations specifically for UAN members. These presentations will be recorded and members receive free access to the audio on the UAN member site. Presentations are designed to provide information on top issues in the profession and give our UAN members tools to excel.



### ***High Performance Firms***

High Performance Firms is a results-driven program for firm leadership teams that delivers innovative tools, powerful processes and outstanding training to help your firm develop the necessary habits for meaningful results in firm culture, profitability and adaptability.

The two-year program is \$3,500 per workshop for your three-person implementation team and \$800 for each additional participant. UAN members receive \$150 off each participant registration.

### ***Emerging Leaders Academy***

Emerging Leaders Academy (ELA) is a three-year program designed to deliver professional leadership development training to emerging leaders in accounting firms. This three-year program uses a unique combination of conference call presentations, professionally prepared materials for in-house instruction, mentoring by a senior partner, and completion of individual assignments. The annual cost to UAN members is offered at a substantial discount and includes attendance at one of our annual events.

### ***Managing Partner Academy***

Managing Partner Academy (MPA) is a forum for managing partners/CEOs to discuss best practices and strategic issues facing their firms. Through three conference calls and one face-to-face meeting, top leaders in Upstream Academy Network firms have the chance to network with others in their unique position. Only managing partners/CEOs of UAN member firms are eligible for enrollment.

### ***LeaderSkills Lessons***

Training firm members on leadership and other vital soft skills is a challenge for most firms, and few do it well. LeaderSkills lessons give firms all the tools they need to provide exceptional in-house training on key non-technical skills.

For a current list of LeaderSkills Lessons available, please visit [www.upstreamacademy.com/leaderskills.asp](http://www.upstreamacademy.com/leaderskills.asp)

As a member of UAN, you will receive a discount on LeaderSkills lessons. As an added value, UAN member firms are authorized to customize and teach LeaderSkills lessons to their clients.



### ***Website and Academy Library***

Upstream Academy Network members have access to a password protected area on the Upstream Academy website. The member area of the website includes a member profile section and the Academy Library. The library contains a myriad of useful items to assist you in developing a firm of excellence, including sample firm documents, articles on firm management, writing tips, and access to past Management Presentations and UAN Member Presentations.

### ***Annual HeadWaters Conference***

Upstream Academy Network hosts the annual HeadWaters Leadership Conference for firm partners, a conference that gets at the heart of firm management issues and strategies for greater success. This high-level conference is a unique blend of quality instruction, peer interaction, and experiential learning that helps partners lead their firms to new levels of success. UAN members receive a discount on the conference registration for each person from the firm who attends.

### ***Annual BestPractices Conference***

Focused on finding, attracting, developing, and keeping your most valuable asset, this two-day annual event is widely acknowledged as the best people-centered conference available in our profession today. UAN members receive a discount on the conference registration for each person from the firm who attends.

## **MEMBERSHIP TERMS & CONDITIONS**

The following are the terms and conditions of membership in Upstream Academy Network (UAN).

1. Attendance at High Performance Firms Workshop #1, HeadWaters Conference, or BestPractices Conference. The tools and processes taught at these UAN events are central to Upstream Academy membership. **Member firms must commit to sending representatives to one of these foundational events in their first year of UAN membership.**
2. Fees Payable to Upstream Academy Network. The cost for membership is \$3,500 annually. Members must remain current in their financial obligations to Upstream Academy.



3. Consultation Services. Members may request individual consulting services from Upstream Academy. These services are subject to availability and are priced on an individual basis.
4. Participation. The ongoing success of UAN is impacted by the level of participation in network conferences and events. Member firms commit to attend UAN-sponsored conferences. A pattern of non-participation may result in cancellation of membership.
5. Non-competition and non-solicitation. Member firms may not use their membership in UAN as a means to solicit or recruit the clients or employees of other member firms.
6. Termination. Membership may be terminated by either party for any reason upon 60 days written notice to the other party.
7. Copyright Information & License Agreement. This is the Copyright Agreement between you (the Member) and Upstream Academy.
8. Grant of License: To download, modify [customize], reprint, and distribute hardcopies of Academy Library documents & tools, solely for the individual use and benefit of current Upstream Academy Network members. Transfers of Academy Library documents & tools in hardcopy or electronic mediums to non-members are NOT allowed without the express, prior written permission of Upstream Academy.
  - a. Scope: An exclusive license is granted to current Upstream Academy Network members to use Academy Library documents & tools solely within their firms.
  - b. Copyright: The Academy Library documents & tools owned by Upstream Academy are protected by U.S. copyright laws and international treaty provisions, and must be treated like any other copyrighted material.
  - c. Other Restrictions: Members may neither rent, lease, sell, distribute, nor otherwise transfer all or any portion of the Academy Library documents & tools to non-members, nor create any derivative work for other than internal member use.
  - d. Warranties: Provided "as is" without warranty of any kind. Upstream Academy specifically disclaims all warranties, either express or implied, including but not limited to any implied warranties of merchantability and fitness for a particular purpose, with respect to the Academy Library Documents & Tools.



e. **Consequential Damages: No Liability For Consequential Damages:** In no event shall Upstream Academy be liable for any damages whatsoever (including, without limitation, damages for loss of business profits or any other pecuniary loss) arising out of the use of the Academy Library Documents & Tools, even if Upstream Academy has been advised of the possibility of such damages.

9. **Governing Law:** The laws of the State of Montana shall govern this Agreement.

**Note:** The information contained on pages 3-5 of this document is intended to provide the basic terms and conditions for membership in Upstream Academy Network. We would also encourage you to review the UAN Constitution and Bylaws.



## MEMBERSHIP APPLICATION

**Firm Name:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_

**Title:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State/Province:** \_\_\_\_\_

**Postal Code:** \_\_\_\_\_ **Country:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Website:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Other Office Locations (City/State/Country):**

\_\_\_\_\_

\_\_\_\_\_





---

**Professional Affiliations:**

1)

---

2)

---

3)

---

4)

---

**Your firm legal form of practice is:**

Partnership    PPC    LLC    PC/PC/AC    LLP

**Number of Personnel:**

Owners: \_\_\_\_\_ Professional Staff: \_\_\_\_\_ Administrative Staff: \_\_\_\_\_

Total: \_\_\_\_\_

**Primary Specialty/Niche Practices:**

1)

---

2)

---

3)

---

4)

---

**Annual Gross Revenue from All Entities: \$ \_\_\_\_\_**



---

**By Practice Area (optional):**

A&A \$ \_\_\_\_\_

TAX \$ \_\_\_\_\_

MCS \$ \_\_\_\_\_

**Other Services or Entities (please define)**

\_\_\_\_\_ \$ \_\_\_\_\_

\_\_\_\_\_ \$ \_\_\_\_\_

\_\_\_\_\_ \$ \_\_\_\_\_

\_\_\_\_\_ \$ \_\_\_\_\_

**How did you hear about Upstream Academy Network?**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Referral Name & Company:** \_\_\_\_\_



---

## MEMBERSHIP FEES

The annual fee for a firm to belong to Upstream Academy Network is \$3,500.

## PAYMENT OPTIONS

**Quarterly Payment Plan**

Enrollment in the Quarterly Payment Plan requires payment of \$875. The remaining three payments will start at the beginning of your fourth month of membership and will continue until terminated by you or Upstream Academy.

**Annual Payment Plan**

To enroll in the Annual Payment Plan, attach your check or use our website to pay by credit card for the total amount due of \$3,500. Future years of membership will be billed on the anniversary date of the initial application.

If paying by check, please mail to Upstream Academy, P. O. Box 1147, Helena MT 59624.

To protect your financial information, we no longer accept credit cards by phone, fax or email.

To pay using a credit card, go to <http://www.upstreamacademy.com/register/payment.aspx>.

## UAN EVENT SELECTION

**High Performance Firms Workshop #1**

**HeadWaters Conference**

**BestPractices Conference**

Registration forms will be sent to the main firm contact to complete the registration process.



---

## SIGNATURES

We agree to membership in Upstream Academy Network as outlined in the Terms and Conditions set forth in this document.

Member: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

Upstream Academy: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

*Note: Please return this completed application form (final five pages) in its entirety.*