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workflow over the past few years? Are you using automated workflow tools? We are completely paperless and automated in our workflow, using GoFileRoom as our document and workflow software. It allows us to tailor the steps from scanning to final assembly and always keeps all workflows on the responsible party's dashboard. This system allows ease of due date monitoring and allows us to work seamlessly between our two offices.

Have you embraced cloud computing for your practice? Are you moving your clients to the cloud? We recommend cloud applications to our clients based on their requirements and encourage them to use our online portal for file sharing. We try to maintain use of on-premise solutions as well.

On a broader scale, how do you see new technologies changing the accounting profession in the near term (3-5 years)? Technology is changing at such a rapid pace, but I am expecting more firms will continue to move towards cloud computing. I think we will also see an increase in social media as a means for firms to reach out to current or potential clients.

How mobile are you regarding your work? How have mobile devices and apps impacted your productivity and work-life balance? It's a great advantage to be able to access client documents from any location – whether I'm traveling, at home, or in the office. Our productivity levels have skyrocketed with the frequent use of Skype for inter-office meetings, using various applications for document viewing and editing on the iPads, and Citrix.

Have you found business success via social media, either via recognizable ROI, new customers, marketing or networking? Yes, we are actively engaging in LinkedIn as a recruiting tool and also as a networking platform, which has been very effective. We attend many community events and LinkedIn is a more personalized

way to periodically keep in touch with the professionals we meet. We are also

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truly understands the firm's message and the goal of using the specific platform. Sometimes it seems businesses may pass off the task to someone who is technically savvy, but a plan should always be in place with the firm's ultimate goal properly identified.

What single piece of technology do you find the most important in your professional life? My iPhone5.

Not including your current employer, what company do you most admire and why? Apple continues to be my favorite company to research and learn more about. I appreciate their innovative spirit and how they do not veer off course from their company mission and goals. With changes in technology, I'm sure there were many opportunities they could have strayed from their original product designs and offerings, but what makes them such a stable and well known brand is their commitment to the original standards that made their products unique.

What brand/model mobile phone do you use? I have an Apple iPhone5.

Do you use a tablet for work purposes? Yes, we use iPads at the office so we are best able to serve the client no matter the location. We have also been utilizing the iPads at our monthly Principal meetings by uploading the agenda onto the iPad prior to the meeting. This saves time, paper and is a great way to consolidate a lot of information.

What is your favorite accounting mobile app, and why? It's not really an "accounting app," but I use GoodReader for simple PDF viewing and editing on the iPad. It's been extremely helpful and it's very user friendly.

How many monitors do you have on your desktop workstation? I have 3 monitors.

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