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Loretta Doon, CPA

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for women in the accounting profession?

According to what I read, woman accountants now are in the majority and are becoming increasingly welcome as managing partners and in the C suites of corporations. Whether you are a man or a woman, the way you advance in a career is by taking advantage of opportunities or creating your own opportunities. When in college, seek internships and become a student member of your state accounting society. Attend meetings of your local accounting organization and volunteer for projects. Show your stuff.

What advice would you give accounting firms on ways in which they can better retain and advance more qualified female staff?

Provide flexible schedules that allow for female—as well as male—staff members to work around their family obligations. In the 21st century with all the technology we enjoy, many people can do their work at home or at an off-site location just as easily as in a traditional office. Telecommuting allows for more work flexibility, and I don't think it harms productivity. Indeed, it probably improves productivity because it reduces a lot of stress. Of course, I also think that firms and corporations need to provide more mentoring opportunities for their female staff so as to guide them along their careers.

What is the name of one book that has been a great influence to you?

Most recent book of interest is “Seeing What Others Don't...The Remarkable Ways We Gain Insights” by Gary Klein.

In what ways do you participate in the professional community to change/improve the accounting profession?

At CalCPA we make a strong effort to reach out to young CPAs and accounting students. I often welcome newly licensed members at our new licensee receptions that many of our 14 chapters are holding. Also we have increased our presence on

college campuses in recent years. Currently we have 36 campus ambassadors at

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and everything having to do with the improvement of public education.

What changes do you foresee in the accounting profession of the near future (3-5 years)?

Obviously, more technology and more young people. In many ways, they are two sides of the same coin. The more young people entering the profession, the more the profession will rely on advancements in smart phones, the Internet, social media and who knows what else will be coming along. Older accountants such as myself are going to have to learn these technologies in order to better work with younger accountants. In a way, those young accountants are going to be mentors of their elders. They are going to teach us how to use technology to better serve the profession and our clients.

How do you see yourself participating in shaping the future of the accounting profession?

I think CalCPA through our various programs for students and young CPAs is shaping the future of the accounting profession by providing numerous resources and networking and mentoring opportunities. I love being a part of that effort. It keeps me connected with our younger members.

Describe one person who has been an important mentor to you and how that person helped shape the direction or focus of your professional life.

My husband. His kindness, patience, and counsel has provided me with positive guidance through my career and has allowed me to put things in perspective. He's a fantastic cook as well!

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