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champions the concept of the "Anticipatory Organization," one that can analyze long-term trends and move quickly to take advantage of opportunities that come from change.

Jul. 20, 2016

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While technology is a vital tool, CPA firms also need to focus on leadership and practice development strategies to take full advantage of innovation. This year's [Digital CPA Conference](#), sponsored by [CPA.com](#) and the [American Institute of CPAs](#), is

designed to offer insight and resources to help firm leaders set goals, spot trends and

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“This is the fifth year for Digital CPA, and we’ve really seen a maturation in the client accounting services space since we began,” said [Erik Asgeirsson](#), president and CEO of CPA.com. “To reflect that, the conference has evolved, too. We have a greater emphasis this year on firm strategy and practice development, subjects that will give more future-focused firms an edge in the years to come and enable them to fully capitalize on today’s advanced technologies. That’s why our theme this year is ‘Taking the Lead.’”

Other speakers on the Digital CPA program include:

- [Bob Bunting](#), CPA, principal of R.L. Bunting Consulting, former CEO of Moss Adams and onetime AICPA chairman, who will talk about growth strategies for CPA firms
- [John Engels](#), founder and CEO of Leadership Coaching Inc., who will talk about the role leadership development plays in the future of CPA firms
- [Neal Spencer](#), CPA, founder of Thrive or Just Survive consulting firm and former CEO of BKD, who will discuss the decision-making process

This year’s Digital CPA will be co-located with the fall meeting of the [Information Technology Alliance](#), an influential group of CPA firm technology experts, vendors and value-added resellers. Members of the two conferences will be able to attend the others’ keynotes and networking sessions.

Accounting • AICPA • Technology

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