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technology hubs. The Dec. 4-6 event, held in collaboration with CalCPA at the San Francisco Marriott Marquis, will include tracks for leadership development and practice ...

Aug. 16, 2017



Artificial intelligence, blockchain and the continued evolution of data analytics are all expected to reshape the accounting profession, and CPA firms looking to gain insight into these changes can hear from a broad lineup of tech leaders at this year's [Digital CPA Conference](#), an event run by the American Institute of CPAs and its technology subsidiary, CPA.com.

This year's conference will be in San Francisco, one of the world's most vibrant technology hubs. The Dec. 4-6 event, held in collaboration with [CalCPA](#) at the San

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- [Ron Quaranta](#), chairman of the Wall Street Blockchain Alliance, who will give a primer on blockchain and digital ledgers
- [Richard Price](#), research associate at the Clayton Christensen Institute for Disruptive Innovation, who will discuss disruption in professional education and how that applies to accounting
- [John O'Leary](#), motivational speaker and author of "On Fire: The 7 Choices to Ignite a Radically Inspired Life"
- [Barry C. Melancon](#), CPA, CGMA, president and CEO of the American Institute of CPAs, who will give an update on issues affecting the accounting profession
- [Erik Asgeirsson](#), president and CEO of CPA.com, who will give a "state of the union" on Digital CPA trends.

The Digital CPA Conference is designed for CPA firm partners, managers and members of client accounting services teams, staffers responsible for rolling out cloud solutions for practitioners, and business development, firm marketing and human resources directors within firms.

Reporters interested in covering the event can apply for on-site press credentials or make arrangements to hear live broadcasts remotely. Members of the media can contact Jeff May, [jeffrey.may@aicpa-cima.org](mailto:jeffrey.may@aicpa-cima.org), for more details.

For more information about the conference, please visit [digitalcpa.com/dcpa17](https://digitalcpa.com/dcpa17).

Accounting • Artificial Intelligence • Digital Currency • Technology

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