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**Hobbies & Interests** – Fluency in Spanish and American

Sign Language; certified rescue diver; Myers-Briggs personality typing (she is an ESTP).

**Professional Affiliations** – Treasurer, N. Mex. Assn.

of Management Consultants; Nat'l Assn. of Small Business Accountants; New Mexico Entrepreneurs Assn.

**What peers, clients and friends say about Ria:**

Ria is passionately devoted to helping small and micro businesses succeed. She writes a newsletter for her clients each month that highlights aspects of good small business practice and also contributes to other association and business newsletters. She recently spoke about innovative marketing techniques at the National Association of Small Business Accountants' annual marketing conference. She is fluent in English, Spanish and American Sign Language, which appeals to a large business community in New Mexico.

**What technology or business process does Ria see affecting the tax and accounting profession in the next five years?**

"I think that offshore outsourcing is forcing accountants to deliver better customer service. Although many people don't agree, I believe that the foreign outsourcing concept has raised the bar for customer service standards: those in

the profession who continue to succeed have learned or will learn how to adapt their services to offer more value to the client rather than competing via lower fees. If you offer more management-based and client consultation-based services, you can help your clients run better, more profitable businesses, something they can't get from a foreign outsource company."

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