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Aug. 29, 2006

**Education** – BA Economics, UC Santa Barbara

**Family** – Wife Jackie

**Hobbies & Interests** – Snow skiing, hiking, music, dogs and landscaping.

**Professional Affiliations** – California Society of CPAs; Accounting Association of Marketing.

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

Shannon is intense, smart, funny, honest and direct. He has provided strategic business consulting to the CPA profession for 10+ years, most recently by starting ReNew Group, which offers a web-based solution that enables accounting professionals

to systematically understand the business needs of their clients and prospects.

Shannon is a CPA and has a well-proven track record for helping accounting firms grow their businesses.

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

“I believe the shortage of staff and lack of true succession plans will be the impetus for an even stronger use of technology as a productivity tool. Further, these factors will cause the outsourcing of tax and bookkeeping services to become the norm as outsourcing will be a necessity for firms to compete (onshore and offshore) and a way to deal with the staffing crisis. We will also see further consolidation of firms by regional and large local firms as small firms lack succession plans and they will not be able to compete with the opportunity and compensation packages offered by larger firms for staff.”

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