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ADVISORY

40 Under 40 Honoree: Chris Fraser, CPA.CITP, MBA, MCP, CISA — 38

Senior Manager, Sunera Business Consultants, Tampa, FL

Aug. 29, 2007

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Senior Manager, Sunera Business Consultants, Tampa, FL

EDUCATION: MBA; BS Accounting — University of Florida

HOBBIES & INTERESTS: Civic Involvement, Cultural arts, UF Gator fan (National Champs!), traveling, volunteering, sailing, high tech gadgets, and Nintendo Wii

PROFESSIONAL AFFILIATIONS: AICPA, FICPA, ISACA, Tampa Bay SBS User Group, Suncoast Tiger Bay Club, Suncoasters and Leadership St. Pete Alumni Association

What's the one piece of technology that MOST helps you get through your normal workday?

“The Treo smartphone since I'd be out of touch without it. In today's world, it's great to have e-mail and Internet most anywhere and anytime. I also found it takes discipline to maintain a balance with this kind of access.”

What will be the biggest change over the next five years in the ways tax and accounting firms operate?

“Globalization, technology, communication and demographics are dramatically

changing the environment within which businesses and CPAs operate. And the rate of change is accelerating. In the future, the effects of such change will be particularly pertinent to today's young CPAs. After the Boomers have all retired, today's young CPAs will be the ones who are left to face the new challenges head-on. We are the ones who must figure out how to successfully navigate through them and turn challenges into opportunities. I believe leveraging communication technology will produce the greatest changes in the short run. This will affect the way firms operate at all levels — among members of the firm, with resource and other service providers, with regulators, with clients and with the public. Although the communication revolution has already begun, evolving and new technologies will take it to new levels over the next five years. It is my opinion that enhanced and expanded communication resources will dramatically change how accounting and tax firms operate.”

What Chris' peers had to say about him:

Chris has a unique ability to lead among extremely driven professionals in that he maintains respect and genuine concern for all of his coworkers and peers, and always takes the time to listen to their needs. All of this makes him a great leader. His past experience includes service with Arthur Andersen and IBM Corporation, as well as having served as Director of Consulting Services for Fraser, Culbreth & Company CPAs. Chris was selected as one of The CPA Technology Advisor's 40 Under 40 last year and since then has been chair of the FICPA membership task force, completed his fourth year on the FICPA board of governors, wrote an article for Florida CPA magazine, and served on the AICPA editorial advisory board, CITP webinar committee, and CITP state challenge.

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