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Technology Advisor as Executive Editor

Leading accounting and tax technology magazine welcomes well-known industry voice

Jan. 16, 2009

Jan. 16, 2009 – *The CPA Technology Advisor* and *The NSA Technology Advisor*, award-winning

independent resources for practicing public accountants and tax professionals, announced today that M. Darren Root, CPA.CITP, CEO of [RootWorks](#)

[LLC](#) and managing partner of [Root](#)

[& Associates LLC](#), has joined the publication as its executive editor.

A practicing public accountant and technology consultant for more than 20 years, Root serves on the Board of the AICPA's CITP Credentials Committee and is a former member of the Board of Directors for the Indiana CPA Society. He is a respected thought leader in the profession, speaking at dozens of professional organizations each year and frequently serves as a guest lecturer at Indiana University's Kelley School of Business.

"Darren is a well-known figure in the accounting community, and his expertise in the profession will greatly strengthen our editorial focus," said the magazine's publisher, Rachael Monroe. "His unique combination of accounting, technology, leadership and consulting experience will enhance *The CPA & NSA Technology Advisor's* ability to provide our readers with the information they need to be more productive

and efficient in their professional practice."

M. Darren Root, CPA.CITP

As executive editor, Root will oversee and guide the editorial mission of *The*

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intersection podcasts, which focus on specific technology issues facing practitioners,

have been downloaded more than 120,000 times. The podcasts can be found on iTunes

or can be directly downloaded at www.CPATechAdvisor.com/intersection.

The CPA & NSA Technology Advisor's combination of digital and traditional media offerings enable these professionals to access information and research via the format they find most convenient. The website receives more than 100,000 unique visitors annually and the magazine has more than 40,000 subscribers. It pioneered the use of educational webcasts, resulting in more than 10,000 hours of free CPE credit since inception in 2003. All webcasts are archived for at least a year, allowing professionals to watch them at any time. They are online at www.CPATechAdvisor.com/webcasts.

In addition to his consulting practice, Root is president of Root & Associates LLC, a full-service tax and accounting firm based in Bloomington, Indiana. The CITP addendum to his CPA credential signifies that he is a Certified Information Technology Profession. Root also holds Series 6 and Series 63 securities licenses. Root will continue to office in Indiana.

The CPA & NSA Technology Advisor is the leading independent provider of technology information, in-depth reviews and news to the professional tax and accounting community. As a close follower of technologies that enhance efficiency and productivity

in the modern tax and accounting practice, it pioneered the use of webcasts and other digital offerings focused on professional education, resulting in more than 10,000 hours of free CPE credit to professionals since 2003. *The CPA & NSA Technology Advisor* offers a variety of additional online tools and content, and also produces the profession's most respected technology publication,

reaching more than 40,000 subscribers. *The CPA & NSA Technology Advisor's* editorial

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Technology

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