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the notable changes that have occurred over the past year. And, of course, a new leader for The CPA Technology Advisor.

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*From the April/May 2009 Issue*

Change is all around us — a new president, a changing banking system, and an onslaught of new tax codes represent only a few of the notable changes that have occurred over the past year. In line with this theme, even *The CPA Technology Advisor* is changing.

This is the first edition of 2009, and my first column as the new Executive Editor. So allow me to provide you with a little background. I'm the managing partner of [Root & Associates](#), a small CPA firm in Bloomington, Indiana, where, like you, I practice tax and accounting every day. I am also the CEO of [RootWorks, LLC](#), which offers consulting and training services to accounting firms all over the country. So as you can see, I am aware firsthand of how accounting firms operate and the needs of the accounting and tax professional.

It is my goal to ensure that *The CPA Technology Advisor* continues to provide timely, helpful information. As such, we will continue to offer detailed product reviews and feature articles on topics relevant to running your practice. In my column, My Perspective, I offer a fresh, experienced outlook on a variety of topics; for example, how to balance life and work and many other common issues that face the profession.

As stated above, "Change is upon us." And the reality is that our profession will continue to change at a rapid pace. Internet technologies, SaaS and other advanced innovations have drastically altered the way accountants

do business — supporting automated, paperless workflows that drive efficiency

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in mass among trade websites and professional tax and accounting associations. Many vendors also provide training and seminars on the very topics this column addresses. What you don't want to do is go it alone. If you are operating in a silo, you may fall desperately behind. Reach out; the help is there.

I have had the opportunity to speak with many CEOs and other thoughtleaders, and I'm here to tell you that they get it! They truly understand the challenges accounting and tax professionals face, and they are creating technology and applications that answer real needs in the profession. Many of these products and services are designed with the accounting and tax professional in mind — helping you to better manage workflow and accelerate efficiency in order to enjoy true life-work balance.

Don't be left behind. Embrace change and harness the power of technology. As the leader of a technology-driven firm, I am passionate about helping accounting and tax professionals identify systems and best practices to improve productivity and profitability in their own practices. When I started my career years ago, one of the first acronyms I learned was SALY (Same As Last Year). I'm here to tell you, SALY doesn't live here anymore.

So gear up and get ready for an exciting year! We have a great lineup of columnists, many familiar faces and a few new ones. I also know of many new product developments coming your way. And based on what I've seen and heard, vendors have definitely been listening to your needs. It is my personal and professional goal to keep you informed all year long, so stay tuned and don't hesitate to contact me with your thoughts, concerns and questions.

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*Darren is the Executive Editor of The CPA Technology Advisor.*

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