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## Accountants

Nov. 08, 2010

GREENVILLE, SC – November 5, 2010 – Jason M. Blumer, CPA, CFE and owner of Blumer & Associates, has announced the launch of the THRIVEal +CPA Network (THRIVEal)—a CPA/accountancy network and consultancy for young and young-minded professionals who are ready to move into the world of firm ownership. THRIVEal is geared toward the Gen X and Y demographic, comprised of members who understand and actively leverage the New Marketing, New Management, New Processes, and New Technology of today's New Firm. Though focused on young professionals, CPA's and accountants of all ages who support a new way of doing business are encouraged to join. (<http://thriveal.com>)

THRIVEal +CPA Network represents a global forum for professionals interested in the four fundamental tenets of today's New Firms—Community, Collaboration, Technology, and Innovation. Sporting the tag line, "Cloud People," network members focus heavily on the value of Cloud technology in streamlining workflow and implementing paperless, highly efficient processes firm wide.

As the accounting profession has changed, due to extreme technological enhancements and new workflow strategies, a gap has formed between older and younger professionals.

This has made it difficult for the younger sect to experience a feeling of community, collaborate with other like-minded CPA's, and engage in new innovations and Cloud technologies. And with higher fees required by other CPA alliances, like

networks are typically unavailable to the small start-up firm. THRIVEal solves

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Soon after launching his New Firm, Blumer also recognized the gap in the profession between old-school leaders and the younger and younger-minded generation of accountants. "I see the THRIVEal Network as a way to close this gap," said Blumer. "I want it to be a hotbed of innovation and collaboration among a diverse group of members."

THRIVEal +CPA Network officially launched in November 2010. There is no initial cost to join. More information on the THRIVEal Network and future events is at <http://thriveal.com>.

### **About Jason Blumer, CPA, CFE**

Jason is managing shareholder of Blumer & Associates, CPAs, PC. He wears flip flops and jeans, says "dude" a lot, and often works in coffee shops with headphones blaring the latest Bloomberg podcasts (though he doesn't understand most of it). Jason loves new game-changing technology and plays rock and roll too loud. His daily duties include consulting, process design, blogging, marketing and business development, innovative thinking, tax work, coaching, fraud consulting, practice management, and acting as a change agent. Jason's favorite phrase is, "I've got a new idea!" For more information on Jason and Blumer & Associates, visit [www.blumercpas.com](http://www.blumercpas.com).

Technology

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