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Taija Sparkman • Jul. 31, 2012



RootWorks, a membership-only education organization for small and mid-sized accounting firms, recently reached 250 members, marking a major milestone. On July 12, RootWorks signed its 250th member.

“The RootWorks community continues to grow stronger with each new member firm,” said Darren Root, CPA.CITP, CEO of RootWorks and Executive Editor of *CPA Practice Advisor*. “Our professional staff continues to enhance the services and guidance offered to members, but there is also a lot to be learned from peers, which is why with each new member firm, RootWorks advances as the leading education entity in the profession.”

RootWorks offers two levels of memberships, Executive and Academy, and members learn how to leverage technology and become a Next Generation Accounting Firm. As part of the coaching offered through RootWorks, members learn to:

- Implement a cloud-based, collaborative client accounting model
- Efficiently use practice management software for onboarding, tracking timing and billing, monitoring due dates and managing client data
- Implement a paperless workflow
- Build a strong brand

“Our members continue to tell us how RootWorks has been a key element in

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