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Accounting" Awards.

Taija Sparkman • Oct. 23, 2012

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MOST POWERFUL WOMEN in ACCOUNTING

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From the Nov. 2012 issue.

CPA Practice Advisor Announces Winners of First Annual “Most Powerful Women in Accounting” Awards.

Over the years, CPA Practice Advisor has recognized leading technologies, as well as the top thought leaders in the accounting profession, inducting a thought leader into

the Hall of Fame each year. We have also honored the next generation of leaders with

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“The ‘Most Powerful Women in Accounting’ Award is a groundbreaking initiative that recognizes the impact women have on the profession. We are really excited about how closely it aligns with ASWA’s mission,” said Cheryl Heitz, President of ASWA.

Several studies have been performed over the past few years looking at the role of women in the accounting profession and how that role is changing the dynamic of the profession as we know it. The 2011 Accounting MOVE Project Executive Report found that 40 percent of senior managers in public accounting firms were women. Combined with the fact that more than 50 percent of all newly hired CPAs and recent graduates are women, it’s no surprise that so many women are looked upon as emerging leaders within the profession.

While women may outnumber their male counterparts early on, that number dwindles as they move through their career, with women counting for only 17.4 percent of all partners in accounting firms. Despite the small number of women holding top leadership positions, that has failed to diminish the impact women continue to have on the profession. According to Heitz, there are three areas where women have had the greatest impact: advocating for flexible work schedules; promoting diversity initiatives and supporting entrepreneurship.

“Women make up more than half of the career pool and they are working towards equity at the top tiers,” says Heitz. “They are instituting policies to retain minorities and women and create benefits that are advantageous to everyone.”

To this year’s honorees, congratulations, not only on your tremendous efforts that have awarded you this recognition, but also on being a part of the first class of the “Most Powerful Women in Accounting.

The winners of the first annual Most Powerful Women in Accounting Awards are:

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Edi Osborne, CEO, Mentor Plus

Elaine Weiss, President and CEO, Illinois CPA Society

Gail Perry, Publisher, Accounting Web

Geni Whitehouse, CEO, Evananerd

Heather Kirkby, Director Product Management, Marketing & XD, Intuit, Inc.

Jean Rakich, Director of Training & Consulting Services, Thomson Reuters

Jennifer Katrulya, CEO, BRMG

Jennifer Wilson, Partner/Founder, Convergence Coaching

Jill Ward, Senior Vice President and General Manager, Accounting Professionals Division and Intuit Health Group, Intuit, Inc.

Kristy Short, Ed.D, Partner & CMO, RootWorks, LLC and RWC360, LLC

Lisa Traina, CPA, CITP, CGMA, President, Traina & Associates

Maria A. Thomas, President, Mia A. Thomas, P.A.

Marianna Mooney, CPA, Partner, MayerMeinberg LLP

Michelle Golden, Owner, Golden Practices

Monika Miles, President, Labhart Miles Consulting Group, Inc.

Robin Rokuson, Partner, Gettry Marcus Stern & Leher

Sandra Wiley, Shareholder & Chief Operating Officer, Boomer Consulting, Inc.

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