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**Paul Weisinger, CPA/ABV, CVA – 38**

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the economic recession, the speed that technology progresses, the passing of the baton to the next generation of accountants, and the evolution of our firm to one of the leading workplaces in Cleveland.

Each of the aforementioned continues to challenge a firm. Technology is a costly necessity in terms of soft and hard costs. Adapting new technologies to be more cost competitive or provide a better work/life balance will not stop soon. Firms continually work to attract and retain a workforce. Providing for an environment that allows employees to have flexibility and a generous amount of personal time while meeting the expectations of a clients' needs.

**To what extent have you and your practice/company embraced cloud computing?**

We have embraced a number of cloud-solution software applications into our practice. We continually evaluate all products when available.

**In what ways have you contributed to your firm/company to make it a better place?**

As I moved through the levels of staffing at Walthall, I implemented change by volunteering to find solutions to firm issues. Over the years, I have helped tenured partners make transitions in policies, work events, and attitudes while preserving the uniqueness of the firm. Now, as a partner, I still challenge myself to have a top workplace environment – not just a copy-and-paste policy attitude. I delve into 'who we are' and 'who do we want to be' in order to create a workplace in which people want to be a part.

**In what ways do you participate in either the professional community or your local community to help others?**

I devote time to different colleges, organizations, and charities in a variety of ways.

One of my passions is speaking to students about the cultural change from college to

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**What major changes do you foresee in the accounting profession of the near future (3-5 years)?**

In the years 2017 – 2019, the millennials will continue to make up the majority of the workforce of most accounting firms. However, the clients will be mostly made up of Generation X or Baby Boomers. The continual generational difference will challenge the service side of firm operations. The evolution of technology will continue to be a welcomed challenge as we all try to use technology to accomplish the lofty goal of better work/life balance.

**How do you see yourself participating in shaping the future of the accounting profession?**

I see myself continue to dedicate time to associations such as The Ohio Society of CPAs in either a leadership capacity shaping the state/national CPA interest or by educating others and volunteering for civic activities.

**What is your career philosophy?**

The secret sauce is hard work and communication. Challenges will never disappear. A period without a challenge is the lull between challenges. By always working hard and reassuring others through clear and transparent communication, we can ease emotions and see a challenge through for the best of all.

**Not including your current employer, what company do you most admire and why?**

I admire the Cleveland Foundation a great deal. Over the years, it has continued to be a stalwart organization to the city of Cleveland and Northeast Ohio. The work that

this organization does by way of providing valuable grants to needy organizations

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Technology

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