#### **CPA**

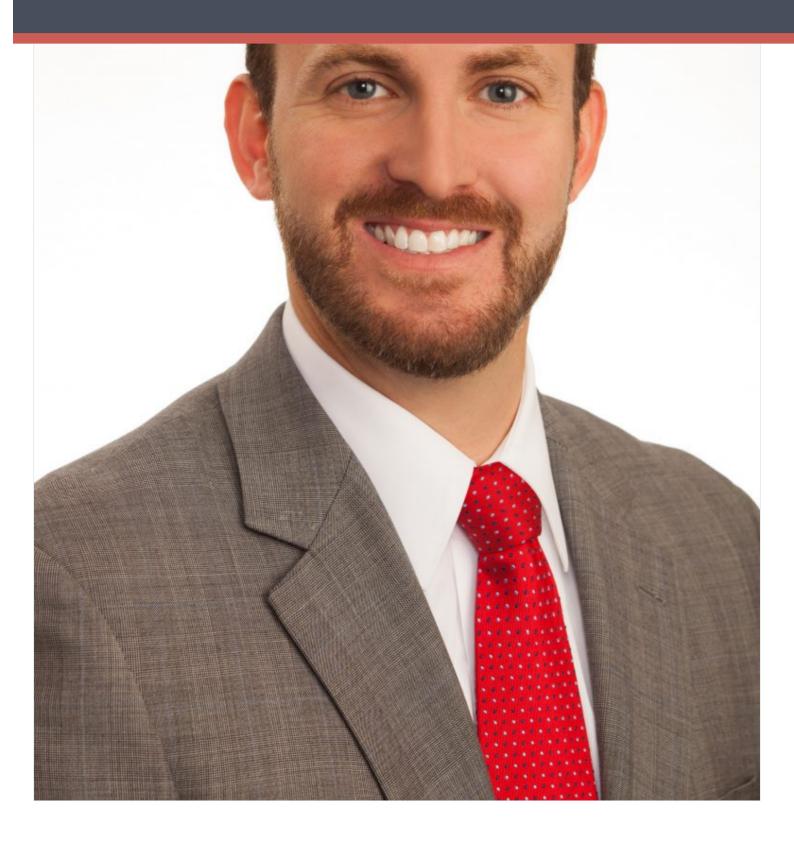
### Practice **Advisor**

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Paul Weisinger, CPA/ABV, CVA – 38

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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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