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accounting profession. They are all active in the professional community, as well as in their local communities, where many are small business owners and employers.

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**Brian C. Friedman. CPA.CITP – 38**

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What is the name of one book that has been a great influence to you?

A recent book that resonated with me is “Delivering Happiness: A Path to Profits, Passion and Purpose” by Tony Hsieh, CEO of Zappos. Tony speaks to the importance of company culture as his number one priority and customer service as the

responsibility of everyone – not just one department. I have found that these two

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In what ways do you participate in the professional community to change/improve the accounting profession?

I invest my time and energy in growing future leaders. For two years I have been the Sales sponsor of CCH's Emerging Leader program at our CCH Connections User Conference. Each year we select those individuals nominated by their firms as rising stars to participate in our Business Acumen Program. This program has proven to be a tremendous success with those participating and very well received by accounting firms around the country. Additionally, over the years I have hosted a number of professional user groups to help firms improve their use of technology. Most recently I facilitated a session of 40 accounting firms which included roundtable discussions, keynote speakers, and technology improvements.

In what ways do you participate in your local community to help others?

We participate in a number of charitable and philanthropic events to help those less fortunate and in need. This past year I have personally been involved with Delete Blood Cancer by becoming a bone marrow donor. As a family we have assisted local foundations aimed at providing backpacks filled with school supplies so every student has a fair chance to succeed despite their economic circumstances.

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

I expect to see continued cloud migration by firms of all sizes. This will enable firms to focus more on their core expertise and less on having to worry about IT infrastructure. In addition, tools that allow firms to become more productive and efficient by reducing redundant tasks and duplicative work will help to drive increases in profit margins.

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

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I believe in challenging myself and empowering others to reach their full potential by being resourceful, encouraging teamwork, being an active listener and bringing valuable insight to those with whom we engage.

Describe one person who has been an important mentor to you and how that person helped change your life.

My mentor challenged me to expand my thought process around decision making and how it impacts not only those immediately surrounding me but to look at it from an organizational perspective. My mentor did not always provide me with answers, however encouraged me to arrive at my own conclusions. This gave me the confidence to be a stronger leader.

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