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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.

Sep. 15, 2015

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

Quiet Leadership by David Rock. This book has been life changing. David does a great job at teaching you how to help lead people to an answer instead of telling them an

answer.

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

As the Academy Director for Thriveal CPA Network I am responsible for delivering CPE opportunities that are student driven instead of instructor driven. With today's technology we are constantly learning, especially from each other in our professional communities. I facilitate that learning for other CPA's so they can learn the things that will make their business more productive and profitable, while receiving CPE credit. I am also a business coach for other firm owners. My passion is helping other CPAs envision their ideal firm and helping them work through the plan to achieve it.

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

I am a member and Past President of Altrusa International, which is a service club that believes in making our communities a better place to live. I am also a board member for the Ronald McDonald House of North Florida and the President of the Lake City- Columbia County Chamber of Commerce.

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

I think technology will force firms to become specialists instead of generalists. Clients want experts in their particular business and want a resource to turn to for help. CPAs roles will no longer be one of compliance but one of leadership and coaching for business owners. Clients are also becoming more comfortable with doing business virtually and no longer need to do business with the CPA down the street so competition will increase for those who refuse to specialize.

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

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group). Jason has built a community for like-minded CPA's that believe in providing value to their clients. He has taught me to be innovative, strive to deliver value, and it's okay to be scared in this crazy journey of firm ownership!

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