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Q&A:

Aside from the accounting websites, which blog/website do you consider a must-

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I have helped Intuit with several training sessions to help share how easy QuickBooks Online can be for the accounting community. I also hold a weekly tweet chat for all QuickBooks Online users.

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

I have two young daughters (3 and 7) so I try to do what I can to help out at their schools.

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

I think a lot of firms will have tried out "value billing" and there will be an adjustment period on to how people are dealing with that. The theory is great, but sometimes can be difficult in practice. This shift is also connected to more accounting professionals providing bookkeeping and other consulting services. This is flooding the market, so there will be a time where we all need to figure out where we best fit into the marketplace. Either way, I do think there will be more value placed on the bookkeeping function by our peers.

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

I have been doing virtual bookkeeping and consulting work for over 7 years now. I think the profession still needs to understand the importance of great bookkeeping. I love how the ICB has expanded into the USA and they are working to change the perception of bookkeepers and increase the level of quality service provided. At the same time, I feel like I can give a voice to the CPAs that are also bookkeepers out there. When I was in public accounting, bookkeepers were thought of as "less than" in the firm. It is hard to change that mentality. While we do help put the transactions in the right place, we also are helping businesses move forward daily. We tend to touch the clients more often than most CPAs.

What is your career philosophy?

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This past year, Jan Haugo has been a huge influence on my life. She started out as one of my biggest cheerleaders of QBOchat, which has been invaluable. But, past that, she understands where my business is right now and she has given me inspiration and advice on how to continue to grow my firm. I love that we can both just chat about the future of our profession and how we can help shape it. I love what she is doing at ICB USA and you can tell that has inspired me to help change the perception of bookkeepers in the USA.

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