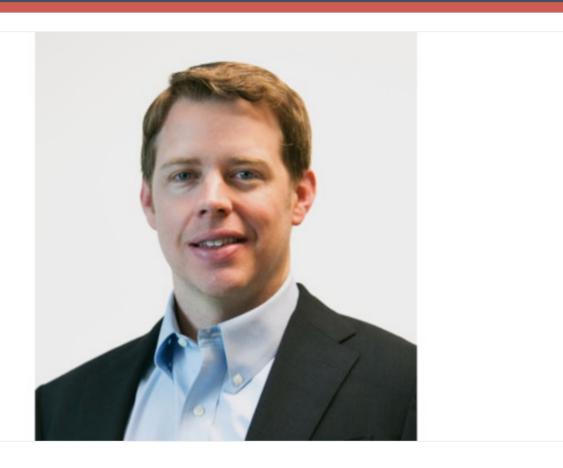
## **CPA**

## Practice **Advisor**

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## **Roy Keely**

**VP of Market Strategy** 

**Xcentric** 

Alpharetta, GA

## Q&A:

- 1. Aside from the accounting websites, which blog/website do you consider a must-read?
  - McKinsey's Blog/Articles A go-to for knowing what 'big thinkers' are thinking. http://www.mckinsey.com/featured-insights

• Seth Godin – The master of cliché, yet his truisms continually pour

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- 3. In what ways do you participate in your local community to help others?
  - A couple of things:
    - I pay taxes I see people playing in parks and driving on good roads amongst other things, and I helped contribute to those projects. It's not always fun to see my hard earned dollars leaving my pay check, but I do realize (most of the time) the good it can accomplish.
    - Child care at my church I have 2 kids under 2...I love dropping them off when I go to church knowing they are taken care of, but the people behind the curtain wiping noses and other things are crucial to the organization and its thriving. So I threw my name in the hat and try my hardest to wrangle 1st and 2nd graders while teaching them a thing or two.
- 4. What changes do you foresee in the accounting profession of the near future (3-5 years)?
  - I foresee as little change as possible, because that's what the professionals inside the profession want. This is not a bad thing per say. The cloud, mobile, staffing, and security will continue to dominate the headlines, and I foresee various solutions and vendors rising to the surface to address those needs. Yet, the real story is the lack of change a profession will go through over the next 5 years while many other professions/industries are rocked and turned upside down. It's really quite interesting to think about the resilience and the 'sameness' of the accounting profession.
- 5. How do you see yourself participating in shaping the future of the accounting profession?

• While I am neither a technologist nor an accountant, I have an opportunity

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in the simple, understated things of this world rather than the trappings of success. "An adventure is only an inconvenience rightly considered. An inconvenience is only an adventure wrongly considered."

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Accounting

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