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developing and evangelizing the value pricing model of accounting firm management, has been inducted into CPA Practice Advisor's Accounting Hall of Fame.

Mar. 06, 2018

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Ron Baker, a CPA who has significantly shaped the accounting profession by developing and evangelizing the value pricing model of accounting firm management, has been inducted into *CPA Practice Advisor's* Accounting Hall of Fame.

The announcement was made during a special presentation on Monday evening at the 10th annual Accounting Thought Leader Symposium in Indianapolis. Inductees into the Accounting Hall of Fame are selected by existing members. Baker joins Accounting Hall of Fame members Greg L. LaFollette, CPA, Randy Johnston, Gary Boomer, CPA, Rick Richardson, CPA, Chris Frederiksen, CPA, Tom Hood, CPA, and Allan Koltin, CPA.

“Ron has shared his knowledge and pricing model strategies with more than 130,000

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Baker is a member of *CPA Practice Advisor's* Thought Leaders, is on the AICPA's Group of One Hundred, has been named to *Accounting Today's* Top 100 Most Influential People, is a frequent speaker at events and conferences, and consults to professional service firms around the world on implementing value-based pricing. He is the author of the best-selling marketing book, “Professional's Guide to Value Pricing,” along with six other books including his newest, “Implementing Value Pricing.”

The Thought Leader Symposium brings together key influencers in the accounting profession for interactive discussions with each other and engagement with vendors that are shaping the profession and small businesses. Attendees travel from as far as Australia to attend the event. The 2018 Symposium is sponsored by [ADP](#), [Avalara](#), [Cetrom](#), [Intuit](#) and [Sage](#).

The Symposium was held at the [Rootworks](#) Learning Center at the PNC Center in Indianapolis.

Representing technology companies this year were Balz Wyss and Ray Bigley from Avalara; Amy Selich, Heather Perduto, Tish Gross and Rhonda Vollmuth from ADP; and Jairam Padmanabhan and Ed Kless for Sage; and Barry MacQuarrie and David Bergstein for Intuit.

### **2018 CPA Practice Advisor Thought Leaders**

- Ron Baker, CPA ([Verasage Institute](#))
- L. Gary Boomer, CPA.CITP ([Boomer Consulting](#))
- Jim Boomer, CPA.CITP ([Boomer Consulting](#))
- Jim Bourke, CPA.CITP ([Withum](#))
- Jean Caragher ([Capstone Marketing](#))
- Joey Havens ([Horne LLP](#))
- David Cieslak, CPA.CITP, CGMA, GSEC ([RKL eSolutions LLC](#))

- Chris Frederiksen, CPA, CGMA, PFS ([2020 Group USA](#))

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- Greg Matthews, CPA, CMA, CGMA ([CMAA](#))
- Clayton Oates ([QA Business](#))
- Rick Richardson, CPA.CITP, CGMA ([Richardson Media & Technologies](#))
- Michelle (Golden) River ([Fore LLP](#))
- M. Darren Root, CPA.CITP, CGMA ([Root Advisors](#) and [Rootworks](#))
- Donny Shimamoto, CPA.CITP, CGMA ([Intraprise TechKnowlogies](#))
- Leslie Shiner ([The Shiner Group](#))
- Doug Sleeter ([Sleeter Consulting](#))
- Sandi Smith-Leyva, CPA, CMA ([Accountant's Accelerator](#))
- Brian Tankersley, CPA.CITP, CGMA ([K2 Enterprises](#))
- Rick Telberg ([CPA Trendlines](#))
- Geni Whitehouse, CPA.CITP, CSPM ([Even A Nerd](#))
- Sandra Wiley ([Boomer Consulting](#))
- Jennifer Wilson ([Convergence Coaching](#))

## Emeritus Members

- Gale Crosley. CPA ([Crosley+Company](#))
- Edi Osborne, CSPM, CPBA, CPVA ([Mentor Plus](#))

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