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Manager, SS&G – CPAs and Advisers

Akron, OH

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Favorite app: Yelp – it's a great app when you're in an unfamiliar town to help you find great local food and hotspots.

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Are you using social networking (such as Twitter, LinkedIn, Plaxo, Facebook) as a marketing tool for your practice/business ... or do you use such sites for personal use only? I use Facebook for personal use and LinkedIn as a professional networking tool.

What pitfalls or what unwritten rules of social networking etiquette exist, which are frequently missed by others in the profession? People have forgotten how to use proper punctuation when social networking.

NOT including your current employer, what company do you most admire and why? Zappos.com. The company implements a loyalty business model to achieve their defined goals. Repeat customers and word-of-mouth recommendations have been a major reason for the growth and success of the company. Their focus on customer service proves that people appreciate being treated with respect and will repeat their business based on good experiences.

Do you embrace cloud computing? Yes, SS&G uses various software programs in a cloud environment. Personally, I utilize Google Docs to maintain various documents and spreadsheets.

How is cloud computing changing the accounting profession, and how concerned are you with the security issues related to cloud computing? I believe cloud computing is an excellent way for accounting firms to cut costs by not having to purchase extra hardware and software infrastructure. Security issues are a concern, but if the infrastructure is well developed and controls are in place, I feel confident that data will be protected.

Do you foresee the majority of firms still implementing servers for the majority of

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I should.

What are some ways your firm/business has gone “paperless” and/or “green” in the last two years? Client portals to transfer information, electronically signed tax returns, shared wireless connectivity for staff while in the field and training clients to provide us with information electronically are all ways that my firm has continued to move “paperless.” In addition to the items mentioned above, SS&G has implemented a recycling program for non-confidential paper and cans/bottles.

How many hours of the day are you plugged in and responsive to client needs? And what tools/products make it possible for you to have flexibility? I am available 24/7 through the use of remote access (VPN) and a smartphone.

Do you subscribe to a magazine and/or local newspaper? I currently have subscriptions to various industry magazines as well as a few leisurely subscriptions. I do not subscribe to a local newspaper as I read daily news online.

What ONE piece of technology could you absolutely not live without? The Internet. It has revolutionized the way we obtain information and communicate with others.

What is an “old school” business practice or process you’d like to see changed in the next five years and why? Fax machines ... there are so many other more legible and convenient ways to transmit information.

How many monitors do you have on your desk? Two.

What operating system and version of Microsoft Office is installed on your work computer? I am currently using Windows 7 and Microsoft Office 2007

What are some of your favorite movies and music? Movies: “This is Spinal Tap”,

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