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**ACCOUNTING & AUDIT**

# **Deborah Meyer CPA/PFS, CFP® – 2019 40 Under 40 Honoree**

Sep. 23, 2019



**Deborah Meyer CPA/PFS, CFP®**

**Owner, SV CPA Services and WorthyNest**

**St. Charles, MO**

<https://www.svcpaservices.com>, <https://www.worthynest.com>

**Career Highlights:**

Deborah's career began in public accounting at big 4 firm Deloitte. She specialized in tax compliance and consulting for individuals, closely held businesses, trusts, and estates. Thereafter, Deb served families of significant financial wealth at Matter Family Office for nearly seven years.

Deb launched SV CPA Services (formerly Statera Vitae LLC) in 2014 to become a trusted advisor to other hard-working business owners. She also started WorthyNest®, an independent fee-only financial planning and investment advisory firm, in 2016. Deb has been featured in *The Wall Street Journal*, *Forbes*, *Yahoo! Finance* and *CNN Business* and is a regular contributor to *Kiplinger*.

Deborah received the 2018 [AICPA Standing Ovation Award](#) for her excellence in personal financial planning and Saint Louis University's School of Business 2019 Distinguished Young Alumni award. She recently published her first book, *Redefining Family Wealth*, to help families build wealth without compromising their values.

**What are you doing to make a difference in the profession, your community, the world?**

I genuinely believe that entrepreneurship is the #1 way to make a difference outside of your immediate family. The firms I've created over the last 5 years exhibit servant-leadership in its truest form, using my unique talents to help others and even make the world a brighter place. Whether prepping tax returns pro-bono through the St. Louis Taxpayer Assistance Program or delivering a presentation to my alma mater's Beta Alpha Psi chapter, I believe each of us has a responsibility to give back. We should all be great stewards of the resources entrusted to us.

**Favorite books/websites/speakers that you find influential:**

I'm a bookworm, so here are my book recommendations:

- *The Art of Work* by Jeff Goins
- *Fierce Faith* by Alli Worthington
- *Finish* by Jon Acuff
- *Living Forward* by Michael Hyatt & Daniel Harkavy
- *Redefining Family Wealth* (by me!)

**What do you see yourself doing professionally in 10 years?** Doing the same thing I am now ... helping clients achieve their business, financial, and life goals. I also envision taking select concepts from my book *Redefining Family Wealth* and doing a deeper-dive in a group setting (i.e. coaching or online course)

**What accounting conferences do you normally attend?**

AICPA, Sandra Leyva (virtual)

**What websites/magazines do you use to keep up on news of the accounting profession?**

AICPA

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