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Ingrid Edstrom, FICB – 2019 40 Under 40 Honoree

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- Member Adventure Travel Trade Association
- Member Oregon Outdoor Alliance
- 2015 Top 3 Intuit Firm of the Future
- Creator of the Ask A Bookkeeper show at www.AskABookkeeper.com
- 2016 honoree of Most Powerful Women in Accounting and Top 40 Under 40
- Top 100 ProAdvisor and 2017 Top Up-n-Comer
- Showcased in Steve Pipe's book, "The World's Most Inspiring Accountants"
- Speaker, writer, and educator of accounting professionals and business owners
- Spearheading groundbreaking work in application selection processes for the tours & activities industry

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

Outside of working with Polymath's clients, Ingrid enjoys actively helping the accounting profession as the leader of the Southern Oregon Woodard Group as well as teaching on important topics such as "Redefining Bookkeeper for Today and Tomorrow" and "Taking a Consultative Approach to our Clients' Chronic Poverty Mindset." You can also find Ingrid helping small businesses online at www.AskABookkeeper.com, an online educational series that makes intimidating business ideas more fun.

Favorite books/websites/speakers that you find influential

- 7 Habits of Highly Effective People
- Think and Grow Rich
- The Future of the Professions

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What do you see yourself doing professionally in 10 years?

Ten years from now Polymath will be the recognized expert in management accounting and business advisory services for the tours and activities industry, demonstrating a clear path to follow for other firms to specialize in an industry niche and focus on deeper relationships with clients. When not writing, Ingrid will continue to assist other accounting professionals and firms as they work to transition from compliance services to become financial strategy guides.

What accounting conferences do you normally attend? Scaling New Heights, QB Connect

What websites/magazines do you use to keep up on news of the accounting profession? *CPA Practice Advisor, Insightful Accountant, Accounting Web*

[See all of the “40 Under 40” honorees for 2019.](#)

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