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Sarah G. Bradley, CPA

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- Drafting, exposure, and promulgation of Statement on Standards in Personal Financial Planning Services to provide an authoritative framework for consistency and ethical responsibility in the delivery of these services by CPAs and members
- Implementing personal financial planning in graduate-level accounting programs, promoting CPA financial planning and the PFS credential across the country
- Contributing to the exponential growth of our young adviser community and our AICPA PFP Section podcast community
- Developing practical resources to help members embrace and integrate financial planning services in their practices

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

I am passionate about cultivating a kind, caring, and compassionate community, including my husband, kids, dear friends, neighbors, and work family. I enjoy engaging in servant leadership, positively impacting on the lives of others. As a working mother of two kids, three cats, three dogs, and a bird, I strive daily to be a positive role model for my children to be kind and compassionate humans who make a difference in the lives of others. I enjoy giving back to children in our community through coaching soccer and volunteering at school.

Favorite books/websites/speakers that you find influential

“Connection” is my one-word theme for 2019, inspired by two books in particular that I came across almost a year ago. The first is a book called *Love Does* by Bob Goff. What I carry with me from that book is the impact that just four small words can have on another person by saying to them, “I am with you.” I am so grateful to have witnessed the incredible ripple effect of sharing this book over the last year, the

positive impact it has had on others, and the strengthened connections that came

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them.

What do you see yourself doing professionally in 10 years?

In 10 years, I see myself making a positive impact on the CPA financial planning profession and serving others.

What accounting conferences do you normally attend?

My go-to conference is the Advanced Personal Financial Planning conference at AICPA ENGAGE, which combines the most brilliant minds and cutting-edge content from technical to practice management topics with a focus on personal financial planning, tax strategies, and estate planning, as well as career and practice development. I might be biased, but I get to see first-hand how hard our volunteers, speakers, and staff work to make this event come together and am grateful to all of them for creating this professional education experience where I have built many valuable relationships over the years.

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

I subscribe to CPA Letter Daily and Financial Planning Digest along with the *Journal of Accountancy* because they aggregate the most timely and relevant news in a streamlined way. These key media relay what's happening in the profession and require just a few minutes for review. The information provides a purposeful start to my day or week.

See all of the “40 Under 40” honorees for 2019.

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