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Scott Hoppe, CPA, DBA, MST

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for. It is a 100% digital firm with a fully remote team. My job is to make my team's job as easy as possible and solve problems by thinking outside the box. For instance, last year we created engagement letters and invoiced clients one by one to start the tax season off. It took 4 people and 4 weeks to finish. This year I was able to do it with 1 person in 1 day. I am addicted to those results and the alleviation it means for our team from unnecessarily burdensome admin tasks. My greatest career highlight, is building Why Blu so other high achieving CPAs can take back control of their life-work balance and make a real impact in our firm.

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

My favorite tradition is the Tenderloin Tessie Holiday Dinner on Christmas in San Francisco. Their goal is to feed the hungry. Their execution is purely San Francisco. They put on a full drag performance, complete with tremendous outfits and singing Christmas carols. The clients we serve are filled up with food, warmth, and love. My job is to clean up after the clients and it's my favorite because I get to connect with them 1:1 and I'm known to sneak in the kitchen to get them a second plate. This was not always my Christmas tradition but it is my favorite to date!

Favorite books/websites/speakers that you find influential.

My club reads a book each month (you can join too! This year, I found "The Surrender Experiment" by Michael Singer to be a captivating, real life, story about Michael. It is all about how he said yes to opportunities ("surrendered") and the universe led him on a path to build a thriving spiritual community on over 600 acres in Florida and creating a billion-dollar business with achievements archived in the Smithsonian Institution. Be careful, it is uber captivating!

What do you see yourself doing professionally in 10 years?

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What accounting conferences do you normally attend?

- Federal, State, Local and International Taxation Conference by CalCPA (November, this year I am a speaker!)
- Accounting Show in LA (July, I typically speak too),
- Fed & CA Tax Update Seminar (January, I go to both one by CalCPA and Spidell)

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

- *CalCPA magazine*
- *AICPA Journal of Accountancy*
- *CPA Practice Advisor*
- *Harvard Business Review*

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Accounting

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