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FIRM MANAGEMENT

Announcing Our New Podcast!

I can't remember the first time I listened to a podcast, or even when I first knew what that was. I do remember discovering I could subscribe to podcasts and create a library on my phone so that there would always be something there to listen to.

Gail Perry, CPA • Feb. 19, 2021



CPA Practice Advisor
NEW | EVERY SATURDAY
THE TECHNOLOGY LAB
LISTEN NOW)))

Featuring
Randy Johnston & Brian Tankersley

The graphic features the CPA Practice Advisor logo, the text 'NEW | EVERY SATURDAY', the title 'THE TECHNOLOGY LAB', a 'LISTEN NOW)))' button, circular headshots of Randy Johnston and Brian Tankersley, and a large vintage-style microphone on the right side.

I can't remember the first time I listened to a podcast, or even when I first knew what that was. I do remember discovering I could subscribe to podcasts and create a library on my phone so that there would always be something there to listen to. And, while I normally drive an old but trusty 2003 model car with limited gadgets and innovations, I rented a new car for a few days last December and discovered that I

could connect my phone to the car and listen to podcasts right from the dashboard speakers! That was an unexpected gift.

I work from home, so I don't have the commute time that many workers (at least pre-COVID) enjoy (I know there are some who don't enjoy commute time, but stick with me here). I remember many years ago commuting on the train to the Deloitte offices in downtown Chicago from the western suburbs and using the time to read books (which I carried in my leather monogrammed briefcase) and listen to music on my WALKMAN! Even before that, I commuted by bus to downtown Washington, D.C. where I worked in the accounting department of a (now defunct) law firm, and having that time to read on the bus was relaxing and delightful. In both cases, carrying a good book was like taking a friend with me on the ride.

I think I would really like dedicating commute time to podcasts now if I were still a commuter. My podcast library fills up quickly and it's difficult to keep up, but I do enjoy knowing the recordings are there, available whenever I have some time to fill.

And with those happy memories in mind, we here at *CPA Practice Advisor* are delighted to announce that we have partnered with Randy Johnston (executive vice president and shareholder at K2 Enterprises, and CEO/co-founder of Network Management Group, Inc.) and Brian Tankersley (director, strategic relationships at K2 Enterprises, and adjunct instructor at Yaeger CPA Review) to produce a new podcast called The Technology Lab.

Each week, Brian and Randy will take a deep dive into a software product that you should know about. Whether it's a product you might want to use in your own practice, or a product that will be a fit for your clients, you'll learn the key features, the strengths, the limitations, and the questions you should be asking as you make recommendations and purchasing decisions.

In conjunction with this announcement, we are launching a new weekly newsletter, the Technology Advisor, which will be delivered each Saturday. In this newsletter you'll find the latest podcast, news from and about the accounting technology providers, and featured products you might want to consider. You can receive the Technology Advisor by including that newsletter in your subscription. [Click here](#) to manage your subscriptions for newsletters as well as our monthly magazine.

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