CPA
Practice Advisor

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built a healthy business. Through all that, I've also become the treasurer of my local Business Improvement District.

- Writing my small business newsletter- I found that there was a huge knowledge gap in small business financial education. I set out to write a valuable but approachable newsletter like I always wished existed. Every week, I email out a mini-article about the less glamorous (but crucially important) side of increasing revenue, profitability, cash flow, and business strategy. The newsletter's growth, readership, and feedback/reviews have been unbelievable. It's wild to me because I'm a math person, but here's all these people looking forward to my words.

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

I'm the treasurer of my local Business Improvement District. We receive tax revenue from the town then work on beautifying the local village, investing in a district-wide security system, and advocating for local business owners. We recently organized a holiday extravaganza to bring customers back to our business district and support our local retailers. Additionally, I'm a long-standing member of my local Lions Club where I manage all the money at our annual golf fundraising event, including the multiple cash raffles and credit card processing.

Favorite books/websites/podcasts/speakers/bloggers:

- Give and Take by Adam Grant (book), 99% Invisible (podcast)

What do you like best about the accounting profession?

- The math ☺ (And, the opportunity it provides to help clients. Even as compliance work fades away, there'll always be a need for accounting to interpret the numbers.)

See all of the 2021 “40 Under 40” honorees.

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