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with new service lines like sales tax compliance, this session can offer new and useful insights.

Sep. 14, 2022



[View the Archived Webinar](#)

This webinar was held on Thursday, October 6, 2022.

**Sponsor:** Avalara

**Duration:** 1 Hour

Serve all your clients by adding new automation.

In this panel discussion, you will hear from three industry thought leaders who

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- Understand some of the common pitfalls and best practices
- The benefits of automation available now to help make a profitable CAS practice


**Program level:** Basic (no prerequisites required).

**Field of Study:** Sales Tax

**Presented by**



**Sona Akmakjian** is a certified California CPA with 28 years of experience in transnational tax services and automation. Experience includes working for state agency administering sales and use taxes, Big Four accounting firm, tax software company and mid-market consulting firms. Sona has strong skills in areas such as strategic alliances, executive collaboration, M&A due diligence, project and product management with deep industry experience across multiple market segments including specific focus in enterprise segment.



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keynote speaker, a corporate board member, and the host of The Breaking Beliefs podcast. She is the author of Integrative Advisory Services: Expanding Your Accounting Services Beyond the Cloud, published by Wiley and Business, Balance & Bliss: How the B3 Method Can Transform Your Career and Life. Amy is a transformative speaker on leadership, employee engagement, company culture, business transformation, and technology innovation. Amy has been named multiple times as one of the “Most Powerful Women in Accounting” by the AICPA and CPA Practice Advisor and recognized as a “Top 100 Most Influential Person” by Accounting Today. Amy shares her accounting and business insights as a contributor to AICPA’s Journal of Accountancy, Accounting Today, and CPA Practice Advisor. Learn more at [www.amyvetter.com](http://www.amyvetter.com).



**Deneen Dias** is the VP of Growth & Strategic Relationships at Botkeeper focused on inspiring firms to become a firm of the future by utilizing Artificial Intelligence & Cloud Technology to transform their accounting practices. Deneen has a keen interest in helping firms create fast growing, profitable new revenue lines by focusing on process automation & innovation. She facilitated the CPA.com Digital CAS

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**Gail Perry** is the editor-in-chief of CPA Practice Advisor. A veteran of accounting journalism, she also speaks at many accounting events, trade shows, and webinars. Gail is the author of over 30 books (including *Mint.com For Dummies*, *The Idiot's Guide to Introductory Accounting*, and *Surviving Financial Downsizing: A Practical Guide to Living Well on Less Income*), and she maintains a small tax practice. Gail is a graduate of Indiana University where she earned a bachelor's degree in journalism. She returned to school to study accounting at Illinois State University, earned her CPA, and worked for Deloitte in Chicago for several years as a state and local tax accountant. She has taught introductory accounting and personal finance courses, and she is a former computer applications instructor at the Indiana CPA Society. Gail is a member of the AICPA's PFS Credential Committee.

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