



The top 100 most influential people

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The Top 100 People: Masters of their own universe

ALMOST EVERYONE AT SOME TIME OR ANOTHER HAS glanced at, or at least heard of, the mammoth two-volume *Who's Who in America*, and no doubt wondered what comprises the criteria for inclusion in that 6,000-page vehicle.

While *Accounting Today's* Top 100 Most Influential People feature is roughly 40 years younger and not nearly as ponderous as *Who's Who*, similar questions surrounding the barriers to inclusion have probably entered your thoughts a time or two.

And probably far more often after publication.

However, the parameters of influence in the accounting profession have changed since the infancy of the Most Influential almost 20 years ago. New practice segments, positions, technologies, work paradigms and demograph-

ics have evolved to the point where a person who might have been considered a shoo-in for a slot in this century elite circa 1998-2001 may not have necessarily warranted a second look when compiling the current edition.

Nonetheless, this year's Top 100 Most Influential, as in previous years, represents the same caliber of power brokers and changemakers you've come to expect, if not necessarily coming via the traditional route.

And though the candidates may change, our selection process does not.

Every year it seems the list of potential influencers grows larger, but unfortunately, there remains room for only 100 finalists.

And thus, with a proven formula of analysis and veteran

editorial judgment, the staff of *Accounting Today* begins the process of whittling down a daunting list of potentials to one we feel represents the profession's Masters of the Universe, so to speak.

As in the past, there are certain to be some surprise additions — as well as subtractions — and we once again include the well-received "Ones to Watch," a list of people who will definitely bear closer scrutiny in the coming year, as many ultimately will end up as Top 100 members.

So without further delay, the staff of *Accounting Today* is honored to present the 2011 class of the Top 100 Most Influential People in Accounting as they continue to master their own universe.

— The Editors



Dave Albrecht

Associate professor of accounting, Concordia College

With much of the accounting establishment lined up

behind adopting IFRS, it fell to the academy to make the opposing argument, and Albrecht was one of those who took the lead on his blog, *The Summa*. It helped that he already had a strong reputation as an innovative educator, using social media and simulation games to transform the way accountants learn.

Career Highlights: Associate professor, Concordia College, 2009-2011 ... Assistant/associate professor, Bowling Green State University, 1990-2009 ... Visiting assistant professor, University of Chapel Hill, 1989-1990 ... Instructor and Ph.D student, Virginia Tech, 1985-1989 ... Assistant professor, Andrews University, 1980-1985 ... Cook, George's Gourmet, late 1960s. **Other Affiliations:** Blogger, *The Summa* ... American Accounting Association ... North American Accounting Society ... Christian Business Faculty Association ... Creator, Real Money simulation game ... Editor, *CPANews*, 1997-1998.

Education: Virginia Polytechnic Institute and State University, 1991, Ph.D ... University of Iowa, 1980, MA Accounting; 1976, BA Political Science.

Personal: Born 1949, Iowa City ... Married to Brenda Kay ... Two sons.

Blog/Twitter: <http://profalbrecht.com/> @profalbrecht



Mark Albrecht

CEO, XCM Solutions/Xpitax LLC

As more and more CPA firms catch on to the importance of workflow, XCM looks to be a mainstay and Albrecht is at the helm, working hard to show businesses of all kinds the benefits of

cloud-based workflow.

Career Highlights: CEO, XCM Solutions/Xpitax LLC, 2001-present ... Founder and shareholder, KAF Financial Group, 1991-2009 ... Partner, Kennedy & Lehan, 1983-1991 ... Partner, Ryan & Albrecht, 1981-1983 ... Staff accountant, Gerald T. Reilly CPAs, 1978-1981 ... Staff accountant, Arthur Andersen, 1976-1978.

Other Affiliations: AICPA ... Massachusetts Society of CPAs ... Trustee, Eastern Bank.

Education: Bentley College, 1981, Master of Taxation ... Boston College, 1976, BA Accounting.

Personal: Born 1953, Boston ... Married to Mary ... Three children.

Blog/Twitter: @xcm_solutions



John Ams

Executive vice president, NSA

Ams has spent a decade providing information, resources and guidance to the NSA's 30,000 members

at small and midsized firms. This year he was critical to keeping the membership up to date on tax preparer registration — even as he worked with the IRS to minimize the initiative's impact on credentialed preparers.

Career Highlights: Executive vice president, National Society of Accountants, 2001-present ... Senior vice president of financial affairs, Interstate Natural Gas Association, 1984-2001 ... Director of federal tax programs, National Association of Realtors, 1979-1983 ... Attorney, National Office, Internal Revenue Service, 1975-1979.

Other Affiliations: American Society of Association Executives ... American Bar Association ... DC Bar Association ... Phi Beta Kappa ... Past or present board member, Cherian Investments; NSA Scholarship Foundation; Northern Virginia Relay for Life.

Education: Georgetown University Law Center, 1975, JD ... Michigan State University, 1972, BA.

Personal: Born 1950, Inmt, Austria ... Married to Nancy ... Three children.

Twitter: @nsatax



Rick Anderson

Chairman and CEO, Moss Adams

In addition to helming the largest regional firm in the Pacific Northwest, Anderson

also chaired the Blue Ribbon Panel that set the terms of debate with its series of concrete recommendations for standard-setting for private companies.

Career Highlights: Chairman and CEO, Moss Adams, 2004-present; president and chief operating officer, 1999-2004; director of operations, 1993-1999; director of accounting and auditing, 1984-1993; partner, 1980.

Other Affiliations: Chair, Blue Ribbon Panel on Private Entity Accounting Standards, AICPA, FAF and NASBA ... Vice chair, Praxity Management Board and Governing Council ... Past member, AICPA Council; past chair, Major Firms Group ... Past trustee, Financial Accounting Foundation.

Education: Western Washington University, 1973.

Personal: Born 1951, Chehalis, Wash. ... Married to Lori ... Two children.



C.E. Andrews

President, RSM McGladrey

Andrews is building his billion-dollar firm's brand, market share and talent, even as it looks set to re-

unite with audit arm McGladrey & Pullen.

Career Highlights: President, RSM McGladrey, 2009-present ... President and chief executive officer, SLM Corp., 2008; executive vice president of accounting and risk management, 2003 ... Head, worldwide audit and business advisory practice, Arthur Andersen, 2001-2002; partner, 1984; joined, 1974.

Other Affiliations: Advisory Board, Pamplin College of Business, Virginia Tech ... Immediate past chair, Junior Achievement of Washington, D.C.

Education: Virginia Tech, 1974, Bachelor's in Accounting.

Personal: Born 1952, Covington, Va. ... Married ... Three children.



Greg Anton

Incoming chair, AICPA

As the 2011-2012 institute chair, the founder of one of Denver's most successful CPA firms will have a num-

ber of front-burner issues on his to-do list, including private company reporting, retention and succession planning, and the ongoing Capitol Hill battle against tax patents.

Career Highlights: Founding partner, Anton Collins Mitchell LLP, 2002-present ... Associate to partner, BDO USA, 1987-2002.

Other Affiliations: Incoming chairman, American Institute of CPAs; board of directors ... Past chair, Colorado Society of CPAs ... Board member, past chair, Junior Achievement, Rocky Mountain ... Governor's Early Childhood Leadership Commission ... Colorado Concern ... Past president, University of Northern Colorado Alumni Association.

Education: University of Northern Colorado, 1987, BS Accounting.

Personal: Born 1963 ... Married to Julie ... Two sons.

Twitter: @gregantoncpa



August Aquila

President and CEO, Aquila Global Advisors and Chantrey Capital Advisors Inc.

One of the profession's busiest authors and lecturers, with two more books in the pipeline, Aquila has forged a profession-wide reputation for expertise on such critical issues as succession planning, partner

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compensation and M&A

Career Highlights: President, Aquila Global Advisors LLC, 1995-present ... CEO, Chantrey Capital Advisors, 2007-present ... Director of practice management consulting, The Growth Partnership, 2003-2005 ... Vice president of mergers and acquisitions, American Express Tax & Business Services, 1996-2003; vice president of field management, 1994-1996 ... Senior vice president, Practice Development Institute, 1987-1994 ... Partner, Friedman, Eisenstein, Raemer & Schwartz CPAs, 1983-1994 ... Adjunct professor of marketing, DePaul University Graduate School of Business, 1980-1994 ... Group director of marketing, Coopers & Lybrand (Chicago Group), 1979-1983.

Other Affiliations: Founding board member, Association for Accounting Marketing ... Founder and editor, *Partner Advantage*, 2003-2006 ... Author, *CPA Firm Merger Strategies That Work*; *CPAs That Sell*; *Breaking the Paradigm: New Approaches to Pricing Accounting Services*; *Client at the Core: Marketing and Managing Today's Professional Services Firm*; *Compensation as a Strategic Asset* ... Contributing author, *The Marketing Advantage*; *How to Hire a Marketing Director and Make it Work*; *The Power of Optimism*; *Bull's-Eye! The Ultimate How-To Marketing & Sales Guide for CPAs* ... Board, Engineered Tax Services ... Past board member, Minnesota Chapter, AAM.

Education: Indiana University, Ph.D. ... DePaul University, MBA, BA.

Personal: Born 1946, Chicago ... Married to Emily Haliziv ... One daughter.

Twitter: @aquilaadvisors



Andy Armanino CEO and managing partner, Armanino McKenna

Even among the top firms in the country, Armanino's

stands out as a true firm of the future. Its growth, tech savvy and innovative services have been well documented, and it shows no sign of stopping, continuing to climb the Top Firm and VAR ranks.

Career Highlights: CEO and managing partner, Armanino McKenna, 2004-present; partner-in-charge of audit, 1994-2004; senior staff professional, audit, 1989-1994 ... Senior staff professional, Arthur Young, 1987-1989.

Other Affiliations: Chairman, Moore Stephens North America ... Director, Moore Stephens International ... AICPA ... California Society of CPAs.

Education: Santa Clara University, 1987, Bachelors. **Personal:** Born 1965, Oakland, Calif. ... Married to Denise ... Three children.



Erik Asgeirsson CEO, CPA2Biz

Now approaching a decade at the helm of the marketing and services portal of the AICPA, Asgeirsson has forged a number of powerful vendor alli-

ances and put the institute in the lead in the move to the cloud with a stable of affiliated SaaS products, in addition to recently luring aboard profession veterans Greg LaFollette and David Pollack to oversee marketing and sales, respectively.

Career Highlights: CEO, CPA2Biz, 2002-present; vice president of professional services, 2000-2002 ... To sales director, Business Services Division, AT&T, 1990-2000.

Other Affiliations: Board member, CPA2Biz ... DigitalNow Advisory Group ... National Peace Corps Association ... Former Peace Corps volunteer in Tanzania.

Education: Stern School of Business, New York University, MBA ... George Washington University, BS Electrical Engineering.

Personal: Born 1968, Falmouth, Mass. ... Married to Claudia ... Two daughters.

Twitter: @erikasgeirsson



Robert Attmore Chairman, GASB

With standard-setting for companies hogging all the headlines, it's easy to forget the enormous realm of

reporting that falls under Attmore's purview — to say nothing of the steady stream of standards, proposals and long-term plans GASB produces to render government accounting more transparent and useful to citizens.

Career Highlights: Chairman, Governmental Accounting Standards Board, 2004-present ... Deputy state comptroller, New York State, 1986-2003 ... Director of internal audit, New York State Office of Mental Health, 1979-1984 ... Audit manager, Deloitte Haskins & Sells, 1971-1979.

Other Affiliations: Board of Advisors, Masters in Government Accounting Program, Rutgers Business School ... Past president, National State Auditors Association ... Past board member, NASACT; AGA; Intergovernmental Audit Forum ... Past chair, N.Y./N.J. Audit Forum ... Past president, N.Y. Capital Chapter, AGA ... Past trustee, Academy for Government Accountability ... Advisory Council, U.S. Government Auditing Standards ... U.S. Comptroller General's Domestic Work Group ... AICPA.

Education: Villanova University, 1971, BS.

Personal: Born 1945, Kearny, N.J. ... Married ... One child.



Paul Bahnson Professor of accountancy, Boise State University

Along with his fellow *Accounting Today* columnist Paul Miller, Bahnson has

been one of the leading voices in the fight against the apparent juggernaut of IFRS adoption in the U.S.

Career Highlights: Professor of accountancy, Boise State University College of Business and Economics ... Assistant/associate professor, University of Montana, 1990-1999 ... Postgraduate intern, FASB, 1984-1985 ... Staff accountant, Deloitte Haskins & Sells, 1979-1980.

Other Affiliations: Board of directors, Idaho Society of CPAs ... Columnist, *Accounting Today*.

Education: University of Utah, 1987, Ph.D. ... Indiana University, 1982, MBA ... Augustana College, 1979, BA.

Personal: 1956, Sioux Falls, S.D. ... Married to Kathie ... Two adult children.



Ron Baker Founder, VeraSage Institute

The widely acclaimed "dean" of value pricing for professional services, Baker has spent over a

decade lecturing and writing what he hopes will be the epitaph of the billable hour and timesheets — and his efforts look like they are beginning to bear fruit, with more and more firms exploring different ways of charging clients.

Career Highlights: Founder, VeraSage Institute, 1998-present ... Instructor, California CPA Education Foundation, 1995-present ... Partner, Baker & Barnett CPAs, 1987-2003 ... Senior accountant, KPMG, 1984-1987.

Other Affiliations: California Society of CPAs ... Group of 100, AICPA ... Professional Pricing Society ... Author, *Implementing Value Pricing: A Radical Business Model for Professional Firms*; *Mind Over Matter*; *Pricing on Purpose*; *Measure What Matters to Customers*; *Professional's Guide to Value Pricing*; *The Firm of the Future*; *Burying the Billable Hour*; *Trashing the Timesheet*; *You Are Your Customer List* ... Faculty, Professional Pricing Society ... Cato Institute ... Heritage Foundation ... American Enterprise Institute ... Foundation for Economic Education ... Competitive Enterprise Institute.

Education: Professional Pricing Society, Atlanta, 2002, postgraduate ... University of Chicago GSB, 2001, postgraduate ... San Francisco State University, 1984, BS Accounting ... Santa Rosa Junior College, 1982, AA.

Personal: Born 1962, Santa Rosa, Calif. ... Single.

Blog/Twitter: www.verasage.com / @ronaldbaker



Jon Baron President, Professional, Thomson Reuters Tax & Accounting

Through all the recent reorganizations going on at

his employer, one thing has remained constant: Baron's dedication to providing tools that make tax and accounting professionals more productive — as most recently evidenced by the mobile technologies they're



The challenge of change

We asked the Top 100 what they thought was the main issue facing the profession. Turns out it's just about everything ... because just about everything is changing.

The ultimate decision regarding either U.S. GAAP convergence with, or full adoption of, IFRS for U.S. publicly traded companies will have major implications for the profession.

— Robert Attmore

It is the woeful state of financial reporting. GAAP — and IFRS, for that matter — do not provide the information that investors and other financial statement users really need. ... It's time to bring financial reporting into the 21st century.

— Paul Bahnson

Relevance. The profession is operating on a business model that is coming up on its 100th anniversary, despite the fact that the external world has changed dramatically.

— Ron Baker

The most important issue currently facing the accounting profession is the commoditization of many of the services historically offered by the profession.

— David Cieslak

The most important issue is the role of the independent audit in the evolving business and financial reporting environment. ... We have a historic opportunity to re-examine the auditor's contribution to investor protection.

— Joe Echevarria

Succession. With a record number of firm owners and partners retiring or planning to soon retire in the Baby Boomer generation, firms are struggling with the next steps.

— Angie Grissom

Growth in a very competitive, changing business environment.

— Krista McMasters

Other than private company financial reporting, the most important issue currently facing the profession is the adaptation to change.

— Barry Melancon

There are three important, intertwined issues the profession is facing that will present it with challenges for years to come: the shortage of talent; game-changing technology; and diversity.

— Robert Moritz



Not enough partners named Bob or Jim.
— Caleb Newquist

The most important issue confronting the CPA profession currently is capable leadership. ... Effective leaders make the difference between mediocrity and highly successful practices.
— Jay Nisberg

Change is the most important issue, in two main areas. First, the amount of change to accounting standards that is imminent ... and the standard-setting structure in the United States is another area undergoing change. ... We're asking fundamental questions about who should be setting standards in a way these questions haven't been asked since the Wheat Committee established FASB in 1973.
— Teresa Polley

Baby Boomer partners' relentless march toward retirement, their frustrating inability to develop new younger partners and the dearth of partner-potential staff at their firms has created a perfect storm for CPA firm partner succession.
— Marc Rosenberg

The next decade will be a period of rapid change and continuous churn for the accounting profession. The industry will exist in a state of permanent whitewater, requiring new levels of business agility and flexibility.
— Brad Smith

Uncertainty created by an uneven economic recovery and continued escalation in regulatory activity at all levels has significant implications for our clients and the profession.
— John Veihmeyer

Changing demographics will have a huge impact on the accounting profession, because as a profession our greatest asset is our people.
— James Turley

Next-generation accountants. I don't think the profession is evolving fast enough to meet the needs of future employees or clients.
— Geni Whitehouse

It is the landmark changes that are underway in the tax return preparation industry. For decades, anyone could hang a shingle as a tax preparer with little IRS oversight — until now.
— David Williams

To see the complete text of all the T100 candidates' responses to this question and the one on page 44, go to AccountingToday.com.

offering to help accountants grow their businesses and serve their clients better.

Career Highlights: President, Professional, Thomson Reuters Tax & Accounting, 2011-present; president — Americas, Workflow & Service Solutions, 2010-2011; president, Thomson Reuters Tax & Accounting, Professional Software & Services, 2005-2009; executive vice president, accounting market, and president and CEO, Creative Solutions, 2004-2005; president and CEO, Thomson Reuters/Creative Solutions, 1998-2004; vice president of product development, 1992-1998 ... Vice president of product development, national customer training and Western regional support, CCH, 1980-1992
Education: Boston University, 1982, MBA ... Siena College, 1974, BBA Accounting.
Personal: Born 1952, Colchester, Vt. ... Married to Betsy ... Four children.



Joanne Barry
Executive director,
NYSSCPA

Barry has injected some much-needed energy into one of the country's largest state societies, overhauling its internal systems and business models, listening to members and building partnerships with CPA firms, pushing forward on mobility, and playing an active role shaping legislation and keeping members apprised of the results. All that activity seems to be paying off: Membership is up for the first time in five years.

Career Highlights: Executive director, New York State Society of CPAs, 2010-present; deputy executive director, 2008-2009; managing director of communications, 2006-2008; director, Communications Division, 1986-1989; assistant director of public relations, 1981-1986. ... Assistant director of public information and publications editor, Hackensack Medical Center, 1980-1981 ... Public relations assistant, public relations coordinator, New York City School Volunteer Program, 1977-1981.

Other Affiliations: Certified Association Executive ... Trustee, AICPA Foundation ... Board member, New York Chapter, International Association of Business Communicators ... Past national chair, AICPA Public Relations Conference ... Public Relations Society of America ... American Society of Association Executives ... Board member, Family and Children's Services (N.J.).

Education: New School for Social Research, MS ... Montclair State University, BA.

Personal: Born 1955, Jersey City, N.J. ... Married to Edward ... Three sons.



Sen. Max Baucus
D-Mont.

The chair of the Senate Finance Committee is a major player in just about any conversation or legislation

relating to taxes, whether it's working to repeal onerous 1099 requirements or discussing future business tax rates.

Career Highlights: Chair, Finance Committee, U.S. Senate, 2007-present, 2001-2003; chair, Joint Committee on Taxation; Environment and Public Works Committee; senior member, Agriculture Committee; elected, 1978 ... U.S. House of Representatives, 1974-1978 ... Montana State Legislature, 1973-1974 ... Executive director and committee coordinator, Montana Constitutional Convention, 1972 ... Law practice, 1971.

Education: Stanford University, 1967, law degree; 1964, BA.

Personal: Born 1941, Helena, Mont. ... Divorced ... One son.



Paul Beswick
Deputy chief
accountant, SEC

As the SEC develops a work plan for how IFRS might be incorporated into U.S. financial reporting, Beswick could rightfully be called the "Father of Condorsement," as he was one of the first to use the term to describe a middle ground between convergence and endorsement that may well be the way the commission proceeds if it ultimately decides to give the green light to IFRS.

Career Highlights: Deputy chief accountant, Accounting Group, Securities and Exchange Commission; deputy chief accountant for professional practice, 2008-2009; senior advisor, Office of the Chief Accountant, 2007 ... Partner, Professional Practice and Risk Management Group, Ernst & Young.

Other Affiliations: Practice fellow, FASB, 2005-2007.

Education: Miami University, 1994, BS Accounting.



Chandra Bhansali
President,
AccountantsWorld

A pioneer in cloud-based computing, Bhansali has been unwavering in his commitment to helping ensure that accountants can offer everything from basic write-up to document management and payroll services, all comparatively inexpensively and without the need for installing multiple software applications.

Career Highlights: President and co-founder, AccountantsWorld, 1999-present ... President and co-founder, Micro Vision Software Inc., 1986-2002 ... Manager, Perkin Elmer, 1980-1985.

Other Affiliations: CEO Club ... Will & Vision Foundation ... IEEE ... ACM ... Board of Advisors, Infosys International.

Education: State University of New York, 1979, Ph.D.

... Indian Institute of Science, 1970, MS ... MBM Engineering College, 1968, BE.

Personal: Born 1947, Jodhpur, India ... Married to Sharada (co-founder of AccountantsWorld) ... Two children.

Blog/Twitter: <http://community.accountantsworld.com> / @powerpractice



Ken Bishop
President- and CEO-
designate, NASBA

Bishop has long been about mobility, as a key figure both in the effort to help CPAs practice across state lines, and in moving the CPA Exam into the future, so it's no surprise that his next move is to the top — taking over for long-time NASBA chief David Costello when he retires at the end of the year.

Career Highlights: President- and CEO-designate, National Association of State Boards of Accountancy, 2011-present (effective Jan. 1, 2012); executive vice president, chief operating officer, NASBA, 2010-present; senior vice president and director, CPA Examination Operations, 2007-2010; past chair, NASBA Mobility Task Force ... President, Professional Credential Services Inc. (NASBA subsidiary) ... Executive director, Missouri State Board of Accountancy, 1998-2006 ... Assistant director, Missouri Department of Public Safety ... Law enforcement career, including commander, Missouri Major Case Squad; chief of police; under-sheriff; undercover narcotics officer.

Other Affiliations: Past member, Board of Examiners, AICPA.

Education: Kennedy School of Government, Harvard University, Executive Program ... University of Missouri, Master's in Criminal Justice; Bachelor's in Education ... Federal Criminal Justice Academy ... Missouri State Highway Patrol Academy.



Parnell Black
CEO, NACVA

In his 16 years as head of the world's largest valuation organization, Black has seized on the apparently ever-rising demand for specialty expertise in the areas of litigation and fraud, and built the association into a behemoth that has trained nearly 18,000 experts in the field.

Career Highlights: Chief executive officer, National Association of Certified Valuators and Analysts, 2002-present; president and chief executive officer, 1995-2002 ... President and chief executive officer, Black & Isom Associates, 1992-1995 ... Partner, Black/Green & Co., CPAs, 1989-1992 ... President, Parnell Black & Associates, 1985-1989 ... Senior program manager, Amemba & Isom Consulting, 1979-1985.

Other Affiliations: Institute for Credentialing Excellence (formerly known as the National Organization for Competency Assurance) ... Board advisor, International Association of Consultants, Valuators and

Analysts ... Family Firm Institute.

Education: University of Utah, 1981, MBA; 1979, BA Accounting/ Finance.

Personal: Born 1954, Salt Lake City ... Married to Linda Melcher ... Two children.



Clark Blackman Founder and president, Alpha Wealth Strategies

Blackman carries an impressive wealth services resume into his post as chair of the institute's PFP Executive Committee, where he will help set the institute's financial planning strategies and agenda, and roll it out to the membership.

Career Highlights: Founder and president, Alpha Wealth Strategies, 2006-2011 ... Partner, Investec Advisory Group, 1999-2006 ... Regional and national director, Deloitte & Touche, 1997-1999; Board of Advisors, DT Investment Advisers, 1997-1999 ... Board of Advisors, Price Waterhouse Investment Advisers, 1992-1997; senior manager, PW, 1990-1995 ... Department head, Personal Financial Consulting Group, FER&S, 1986-1990 ... Partner and chief financial officer, The Money Management Group and Financial Planning Associates, 1983-1986 ... Tax staff, Arthur Andersen, 1980-1983 ... Accounting instructor, University of Iowa College of Business, 1979-1980.

Other Affiliations: Chair, Executive Committee, Personal Financial Planning Division, AICPA; past chair, Fiduciary Task Force ... CFP Board ... CFA Institute ... Investment Management Consultants Association ... PFP Conference Planning Committee, Houston CPA Society, 2000-2011 ... Founding member, Committee for the Fiduciary Standard ... Past instructor, CFP Program, Rice University School of Continuing Studies ... Greater Houston Community Foundation Investment Committee ... Advisory Board, Career & Recovery Resources ... Founding charter member and treasurer, Kingwood Harley Davidson Owners Group (Kingwood Riders).

Education: University of Iowa Graduate College, 1980, MA Accounting ... University of Iowa College of Business, 1979, BBA Finance and Accounting.

Personal: Born 1956, Kansas City, Mo. ... Married to Julia ... Two adult children.



Gary Boomer CEO, Boomer Consulting

Few people in the accounting industry are unfamiliar with Boomer Circles or Gary himself. Boomer is a mainstay, particularly among top-tier firms, for thought leadership and advanced best practices, helping firms gain the insight they need to continue to grow and remain profitable. He has also been a mentor to a new generation of consultants, including Sandra Wiley and his own son, Jim.

Career Highlights: Chief executive officer, Boomer Consulting Inc., 1996-present ... To partner, 1996, Varney & Associates.

Other Affiliations: Life Insurance/Disability Plans Committee, AICPA; past member, Council; Advisory Panel, CPA Horizons 2025 ... Accounting Advisory Board, Kansas State University ... The Advisory Board ... Co-founder, Winning Is Everything Conference ... Past president, Kansas Society of CPAs ... Author, *Performance3*, *The Boomer Advantage Guides*, *Boomer Bulletin* ... Past chair, Manhattan Chamber of Commerce.

Education: Kansas State University, BS and MS in Accounting.

Personal: Married to Mary ... Three children.

Blog/Twitter: www.thinkplangrow.net / @lgboomer



Jim Bourke Partner, WithumSmith+Brown

Rare is the accounting-focused technology event or discussion that doesn't involve Bourke, whether as a participant or a frequently cited expert. He has moved far beyond the partner role at his firm, championing the CITP credential, as well as technologies that he strongly believes firms of all sizes need to take advantage of. He plans to continue this knowledge sharing as the incoming chairman of the AICPA's Tech+ Committee.

Career Highlights: Partner and member, Management Committee, and technology niche practice leader, WithumSmith+Brown; joined, 1987.

Other Affiliations: Past president, New Jersey Society of CPAs ... Council member, AICPA; chair, CITP Credential Committee (to October 2011); member, AICPA Top Technologies Workgroup; incoming chair, Tech+/Practitioners Symposium Committee; Life and Disability Committee; incoming member, Board of Directors ... Board, N.J. Technology Council ... Board, Camp Zehnder YMCA.

Education: Kean University, 1987, BS Accounting.

Personal: Born 1964, Jersey City, N.J. ... Married to Jody ... Three children.

Blog/Twitter: http://njscpa.typepad.com/aheadof-the-curve / @jimbourke



Marc Busny President, AAM

One of Busny's first duties as the AAM president-elect was to announce the new co-location of the AAM Summit with the AICPA Practitioners Symposium and Tech+ Conference next year. The collaboration will bolster the marketing association's reach and underscores the group's expanding level of technical innovation.

Career Highlights: Managing director and chief marketing officer, CBIZ Tofias and Mayer Hoffman McCann (previously with Tofias), 1997-present ...

Marketing strategy consultant, Bank of Boston, 1990-1997 ... Real estate acquisition analyst, Triangle Capital Cos., 1987-1990.

Other Affiliations: President, Association for Accounting Marketing ... Treasurer, Executive Board, Boston Jewish Film Festival ... New England Region Board, Anti-Defamation League ... Board, Friends of Hebrew SeniorLife ... Tri-chair, Lawyers & Accountants Dinner, Combined Jewish Philanthropies.

Education: Suffolk University, 1998, MBA ... Roger Williams University, 1987, BS.

Personal: Born 1965, Boston ... Married to Elise ... Three boys.

Twitter: @marcbusny



Rep. Dave Camp R-Mich.

As chairman of the House's tax-writing Ways and Means Committee, Camp remains firmly opposed to any tax increases — but he has led hearings on tax reform, and as Congress contemplates changes in the Tax Code, he has already succeeded in convincing the IRS to change some of its practices.

Career Highlights: Chair, Ways & Means Committee, U.S. House of Representatives, 2011-present; elected, 1990 ... Member, Michigan House of Representatives, 1989-1990 ... Private law practice ... Staff, Rep. Bill Schuette, 1984-1987 ... Special assistant attorney general, Michigan, 1980-1984.

Other Affiliations: Building a Better America Caucus ... Life Insurance Caucus ... Sportsmen's Caucus ... Zero Capital Gains Tax Caucus.

Education: University of San Diego School of Law, 1978, J.D. ... Albion College, 1975, BA ... University of Sussex, 1973-1974.

Personal: Born 1953, Midland, Mich. ... Married to Nancy ... Three children.



Paul Caron Publisher and editor-in-chief, TaxProf Blog

In seven years, Caron has gone from an upstart exploring social media to one of the most important sources of tax news in any format, with close to 3 million visitors in 2010.

Career Highlights: Charles Hartsock Professor of Law, University of Cincinnati College of Law, 1997-present; associate dean of faculty, 2007-2010; director of faculty projects, 2002-2007; professor, 1995-1997; associate professor, 1993-1995; assistant professor, 1990-1993 ... D & L Straus Distinguished Visiting Professor of Law, Pepperdine University School of Law, 2010-2012 ... Herzog Summer Visiting Professor in Taxation, University of San Diego School of Law, 2009-present ... Associate, Tax Department, Sullivan & Worcester, 1985-1990 ... Law clerk, Chief Judge William Holloway, U.S. Court of Appeals for

the Tenth Circuit, 1983-1985.

Other Affiliations: Publisher and editor-in-chief, Law Professor Blogs Network ... Series Editor, *Law Stories*; *Graduate Tax Series* ... Author or co-author, *Tax Stories*; *Federal Wealth Transfer Taxation*; *Federal Income Tax Anthology*.

Education: Boston University, 1988, LL.M (Tax) ... Cornell Law School, 1983, J.D. ... Georgetown University, 1979, AB.

Blog: http://taxprof.typepad.com/



Stephen Chipman CEO, Grant Thornton

There was no "sophomore jinx" for Chipman in his second year as head of one of the largest firms of the U.S. In addition to deploying a strategy of market concentration, Chipman readied the firm for a major global repositioning effort scheduled for the fall.

Career Highlights: Chief executive officer, Grant Thornton, 2010-present; CEO, Grant Thornton China Management Corp., 2006-2009; Central Region managing partner and senior leadership team, Grant Thornton U.S., 2003-2006; Dallas office MP, 2000-2003; MP, global services, 1998-2000; worldwide director of international business centers, Grant Thornton International, 1998-2000; director, Dallas and Chicago International Business Center, Grant Thornton U.S., 1996-1998; head, Greater Bay Area Assurance Department, 1995-1996; Asia Pacific regional technical director and liaison partner, Grant Thornton International, 1992-1995; Dallas assurance partner, Grant Thornton U.S., 1991-1992; manager, 1988-1991; staff, Grant Thornton U.K., 1981-1988.

Other Affiliations: Board, Center for Audit Quality ... Board, Chicago Council on Global Affairs; Ravinia Festival ... Economic Club of Chicago ... Past board member, Greater Dallas Chamber of Commerce; Dallas Committee on Foreign Relations.

Education: Plymouth College.

Personal: Born 1961, Plympton, U.K. ... Married to Kim ... Two children.

Blog: "Stephen's Site" (internal)



David Cieslak Principal, Arxis Technology

Cieslak wears many hats — technology consultant, security guru, reseller, "Inspector Gadget" — all of which barely scratch the surface of his importance to the CPA industry and his clients. His ever-expanding knowledge of tips, tools and tricks of the trade are invaluable, and he is a regular feature at accounting and technology events year-round.

Career Highlights: Principal, Arxis Technology, 1994-present ... Partner, Cieslak, Boynton & Speakman CPAs, 1985-1994 ... Financial analyst, Associated Financial Corp., 1984-1985 ... Senior accountant, Price Waterhouse, 1982-1984.

Other Affiliations: Chair, Sage Accpac Business Partner Advisory Council ... Past chair, AICPA IT Executive Committee ... Past board member, Information Technology Alliance ... Council, California Society of CPAs ... Past president, California CPA Education Foundation, 2000-2001 ... Member and past chair, CalCPA State Technology Committee ... Associate instructor, K2 Enterprises.

Education: University of California, 1982, BA Economics.

Personal: Born 1959, Binghamton, N.Y. ... Married to Michelle ... Two children.

Twitter: @dcieslak



David Costello
President and CEO,
NASBA

It's hard to imagine public accounting without Costello, who is retiring at the end of this year after

almost two decades of high-profile service. He'll be leaving behind a legacy of transformation in a host of areas, from the updated, computerized and international CPA Exam to the nearly complete battle for CPA mobility — to say nothing of an excellent example of a carefully planned, well-publicized and smoothly handled succession.

Career Highlights: President and chief executive officer, NASBA, 1994-present ... President and CEO, NASBA Center for the Public Trust, 2004-present ... Executive director, Tennessee State Board of Accountancy, 1993-1994 ... Managing principal and owner, Costello & Associates, 1991-1994 ... President and COO, IGI Adhesives Inc., 1986-1990 ... President, General Adhesives Inc., 1982-1986 ... Corporate auditor, Genesco Inc., 1969-1982 ... Managing auditor, Ernst & Ernst, 1963-1969.

Other Affiliations: AICPA ... Tennessee Society of CPAs ... NYSSCPA ... President's Cabinet, David Lipscomb University ... Advisory Board, Vanderbilt Owen Graduate School of Management.

Education: Vanderbilt University, 1992, MBA ... David Lipscomb University, 1964, BS Accounting.

Personal: Born 1942, Nashville, Tenn. ... Married to Sally ... Five children, 15 grandchildren.



Gale Crosley
President,
Crosley+Co.

Inarguably one of the profession's marquee consultants, authors and lecturers, Crosley has become synonymous with expertise in practice management and growth strategies, as well as women's workplace issues.

Career Highlights: Founder and president, Crosley+Co., 2001-present ... Executive vice president of sales and marketing, AnswerThink Consulting Group, 1998-2000 ... Founder and president, Synchrony Networks, 1995-1998 ... Vice president of marketing, VoiceCom Systems, 1994-1995 ... Direc-

tor of marketing and senior director of sales, MCI, 1989-1994 ... Independent consultant, 1987-1989 ... Sales rep, product manager, sales manager, marketing manager, IBM, 1975-1987 ... Staff auditor, Price Waterhouse, 1973-1975 ... Staff auditor, Arthur Andersen, 1972-1973.

Other Affiliations: Advisory Board, *Journal of Accountancy* ... AICPA ... Georgia Society of CPAs ... Ohio Society of CPAs ... Author, *At the Crossroads*.

Education: University of Akron, 1972, BS Accounting.

Personal: Born 1951, Cleveland ... Married to Steven ... Two children.

Twitter: @gcrosley



Loretta Doon
CEO, California
Society of CPAs

Under Doon's leadership, CalCPA grew to 38,000 members (a 6 percent increase in the last year), expanded its financial literacy efforts to reach more than 31,000 students, and launched a program that connects new professionals with mentors. A passionate former teacher, Doon also revamped the society's education foundation.

Career Highlights: Chief executive officer, California Society of CPAs, California CPA Education Foundation and CalCPA Institute, 2006-present; chief operating officer, 2005-2006 ... Associate executive director, California Teachers Association, 1979-2005 ... Auditor, Ernst & Young, 1976-1979 ... Controller, North American Reassurance Life Service Co., 1974-1976.

Other Affiliations: Board, CPA State Executives Association ... Member, AICPA Minority Initiatives Committee ... Advisory Board, Center for Financial Reporting and Management, Haas School of Business, UC Berkeley ... Advisory Board, Charles W. Lamden School of Accountancy at San Diego State University ... Advisory Board, Menlo College ... American Women's Society of CPAs ... Financial Women's Association of San Francisco ... Member and mentor, Ascend ... Board, ACAP Northern California ... Past member, AICPA Council.

Education: San Francisco State University, Master's in Education ... University of Hawaii, BA.

Blog/Twitter: Internal blog / @ldoon



James Doty
Chairman, PCAOB

Who better to lead the auditing overseer than the man who represented it in its successful defense of its constitutionality? The veteran securities lawyer is spending his first year exploring potential changes to the auditor's reporting model, setting standards for audits of broker-dealers, and mulling mandatory audit rotation.

Career Highlights: Chairman, Public Company Accounting Oversight Board, 2011-present ... Partner, Baker Botts LLP; joined, 1969 ... General counsel, SEC, 1990-1992.

Other Affiliations: American Law Institute ... American Bar Association ... State Bar of Texas ... Houston Bar Association ... International Institute for Securities Market Development ... Past member, Legal Advisory Board, National Association of Securities Dealers.

Education: Yale Law School, 1969, LLB ... Harvard University, MA in History ... Oxford University, 1964, AB (Rhodes Scholar) ... Rice University, 1962, BA in History.

Personal: Born in Houston.



Joe Echevarria
CEO, Deloitte

Echevarria has a strong audit background, but his four years as U.S. MP of operations have given him experience with the firm's

other business units, and his exposure to the firm's infrastructure should serve him in good stead as he leads the Big Four firm through the complicated times ahead.

Career Highlights: CEO, Deloitte LLP, 2011-present; U.S. managing partner of operations, 2007-2011; various positions, including leader of the Strategic Relationship Management Program, regional managing partner of the Southeast audit practice, audit partner-in-charge of Florida, and audit partner-in-charge of South Florida; audit partner, 1988; joined, 1978.

Other Affiliations: Board, Deloitte Touche Tohmatsu Ltd. ... Orange Bowl Committee ... Corporate Advisory Board, Association of Latino Professionals in Finance and Accounting ... Member, Board of Overseers, and executive in residence, University of Miami in Coral Gables School of Business Administration.

Education: University of Miami in Coral Gables, BBA.

Personal: Married to Ana ... Three children.

Blog: "Channel One" (internal)



George Farrah
Executive editor,
Tax and Accounting,
BNA Inc.

A state tax expert himself, Farrah is in charge of BNA's tax and accounting content and analysis, which is available on so many other vendors' research platforms that it's become the source other sources look to.

Career Highlights: To executive editor, Tax and Accounting, BNA Inc., 1988-present ... Tax accountant, Primark Corp., 1986-1988 ... Tax manager, Banner Life Insurance, 1985-1986 ... Tax accountant, Aetna Life & Casualty, 1981-1985 ... Staff accountant, Cohen Rosenfeld & Lieberman, 1979-1981.

Other Affiliations: AICPA.

Education: Georgetown University, 1989, MST ...

University of Connecticut, 1979, BS Accounting.

Personal: Born 1957, Norwich, Conn.



Cindy Fornelli
Executive director,
Center for Audit
Quality

Since 2006, this former securities lawyer and compliance executive has led the once-fledgling Center for Audit Quality to become a major voice on regulatory issues, as well as earning a seat at the table in critical debates affecting the accounting profession.

Career Highlights: Executive director, Center for Audit Quality, 2006-present ... Regulatory and conflicts management executive, Bank of America, 2004-2006 ... Deputy director, Division of Investment Management, Securities and Exchange Commission, 1999-2004 ... Senior associate, Derchert, 1996-1999 ... Fried Frank Harris Shriver & Jacobson, 1991-1996.

Other Affiliations: Washington, D.C., Bar ... American Bar Association ... National Association of Corporate Directors' 2010 Blue Ribbon Commission on the Audit Committee ... National Association of Corporate Directors' 2009 Blue Ribbon Commission on Risk Governance ... Board of Trustees, Class of 2014, SEC Historical Society.

Education: National Law Center, George Washington University, 1991, JD ... Purdue University, 1985, BA.

Personal: Born 1960, Los Angeles.

Twitter: @thecaq



Chris Frederiksen
Chairman,
The 2020 Group

One of the profession's most sought-after pre-seminars on such subjects

as partner compensation and agreements, among others, Frederiksen has expanded his 2020 Group to become a global presence most recently with an expanded push in Canada.

Career Highlights: Chairman, The 2020 Group, 2000-present ... Managing partner, Frederiksen-Crawford CPAs, 2007-present ... West Coast partner, Accounting Transition Advisors, 2011-present ... Managing partner, Frederiksen & Co. CPAs, 1984-2000 ... Partner, Touche Ross & Co., 1969-1976.

Other Affiliations: AICPA ... California Society of CPAs ... Author, *Successful Partnership Agreements for CPAs*; *Accountant's Direct Marketing Kit*; *Successful Business Kit* ... Past chair, American Federation of Art ... Past president, Art Museum Association of America ... Founder, Museum Management Institute, UC Berkeley.

Education: Golden Gate University, 1966, post-graduate; 1965, undergraduate.

Personal: Born 1942, Bristol, U.K. ... Married to Tara Crawford, CPA ... One daughter.

Blog: www.milliondollarcpa.com



Barry Friedman CEO, BizActions

Everyone talks about using technology to keep in touch with clients, but Friedman has actually

made it possible, with a Web-based platform that gives firms of all sizes access to 21st century marketing techniques. Small wonder BizActions sends out over 4 million newsletters and e-mails each month.

Career Highlights: CEO, BizActions, 2000-present ... Managing director, American Express Tax & Business, 1993-1998 ... Managing partner, Friedman & Fuller CPAs, 1980-1993.

Other Affiliations: AICPA ... CEO, HomeActions (for real estate professionals) ... Past adjunct professor, Loyola College Executive MBA Program ... Founder, GovCon.

Education: Loyola College, 1980, MBA.

Personal: Born 1941, New Haven, Conn. ... Married to Barbara ... Four children.

Blog/Twitter: <http://bizblog.bizactions.com/blog/online-marketing/> / @bizactions_ceo



J. Russell George Treasury Inspector General for Tax Administration

Frankly, we can't keep up with J. Russell George. His IRS watchdog's countless carefully analyzed reports and recommendations delve into every aspect of the tax agency's operations — even to the point of recently analyzing the effectiveness of the other IRS watchdog, the Taxpayer Advocate.

Career Highlights: Treasury Inspector General for Tax Administration, 2004-present ... Inspector general, Corporation for National and Community Service, 2002-2004 ... Staff director and chief counsel, House Government Management, Information and Technology Subcommittee, 1995-2002 ... Law practice, Kramer, Levin, Naftalis, Nessen, Kamin & Frankel ... Associate director for policy, Office of National Service, White House ... Assistant general counsel, Office of Management and Budget ... Assistant DA, Queens County District Attorney's Office.

Education: Harvard University Law School, JD ... Howard University, BA.

Personal: Born in New York City.



Michelle Golden President, Golden Practices

Well-regarded for her social media savvy and practice management counsel,

Golden's conference sessions on everything

from sales proposals to firm operations pack rooms and spark discussion. She continues the conversation on the blog she established in 2005, now supplemented with insightful Tweets to her thousands of followers and a published book on social media strategy.

Career Highlights: President, Golden Practices, 1999-present ... Marketing director, Husch & Eppenger, 1998-1999 ... Marketing director, Williams Keepers, 1994-1998 ... Staff accountant, Comprehensive Care Corp., 1987-1993 ... Staff accountant, CooperVision, 1985-1987.

Other Affiliations: Senior fellow, VeraSage Institute ... Author, *Social Media Strategies for Professionals and Their Firms* ... Contributing author, *Bull's-Eye! The Ultimate How-To Marketing and Sales Guide* ... Lifetime member and past board member, International Association of Facilitators ... Past board member, Association for Accounting Marketing ... St. Louis Tax Assistance Program.

Education: Columbia College, 1996-1998 ... Irvine Valley College, 1988-1990 ... Santa Ana College, 1982-1984.

Personal: Born 1966, Long Beach, Calif. ... Four children, one grandson.

Blog/Twitter: www.goldenpractices.com/ / @michellegolden



Jeff Gramlich President, CCH Small Firm Services, a Wolters Kluwer business

Charged with helping keep small firms aware that

CCH has essential tools to help them conduct their business, Gramlich continues to elevate the brand name and its products for sole practitioners, tax preparers and modest-sized firms. His division is laser-focused on its user base and regularly delivers new technology to serve them.

Career Highlights: President, CCH Small Firm Services, 2006-present; senior vice president of business development, CCH, 2003-2006 ... Vice president of product development, Thomson Corp., 1989-2003 ... Supervisory senior, Arthur Young & Co., 1984-1989.

Other Affiliations: CITP ... AICPA ... Texas Society of CPAs.

Education: University of Arkansas, 1982, BSBA Accounting.

Personal: Born 1960, Fort Smith, Ark. ... Married to Mary Beth ... Three children.

Twitter: @jeffgsfs



Larry Gray Government liaison, NATP

Gray has a wealth of experience in all things related to tax, as a practitioner, a speaker, an educator, an

advisor on tax policy, and as a highly respect-

ed and frequently consulted representative of the practitioner community.

Career Highlights: Partner, Alfermann Gray & Co. CPA LLC, 1977-present.

Other Affiliations: Government liaison and past president, National Association of Tax Professionals ... Modernized e-File 1040 Executive Steering Committee, IRS Electronic Tax Administration Advisory Committee; member, IRS Advisory Committee, Office of Professional Responsibility Subgroup ... Past president, Missouri State Board of Accountancy ... Past member, Computerized CPA Exam Committee, AICPA ... Enforcement Practice Committee, NASBA ... Instructor, National Society of Accountants ... Instructor, Missouri Society of CPAs ... Contributing editor, *Annual Income Tax Book*, University of Illinois.

Education: University of Missouri, 1977, BA.

Personal: Born 1955, Salem, Mo. ... Two adult children.

Blog/Twitter: www.facebook.com/agccpa/ / @agccpa



Angie Grissom Executive VP and COO, The Rainmaker Consulting Group

With one of the fastest-rising profiles in strategic planning consulting, training and continuing education circles, Grissom has become a regular on the speaking and presenter agendas of many of the profession's major gatherings.

Career Highlights: Executive vice president, chief operating officer and owner, The Rainmaker Consulting Group, 2011-present; vice president and director of consulting, Rainmaker Consulting, 2004-2010; trainer and facilitator, Rainmaker Academy, 2004-present; senior consultant, Enterprise Network, 2001-2004 (all Five Star 3 companies).

Other Affiliations: Vice president and board member, ASWA Music City Chapter ... National Speaker's Association ... Institute of Management Consultants ... MarkeTrends Committee, AAM ... Teacher, Grassland Heights Baptist Church ... Volunteer, Grassland Elementary School.

Education: Middle Tennessee State University, 2012, MBA (in process); 2000, BBA.

Personal: Born 1977, Nashville, Tenn. ... Married to Chadwick ... Two children.

Blog/Twitter: www.therainmakeracademy.com/ / @atgrissom



Sen. Orrin Hatch R-Utah

Since taking on the top GOP spot on the Senate Finance Committee, Hatch

has co-led a series of hearings on tax reform while pushing for lower taxes on flow-through businesses, and for repeal of the health care reform law and its 1099 reporting provisions, along with changes in



Private standards

With the Financial Accounting Foundation considering the creation of a new board to set private company accounting standards, we asked the Top 100 how likely they thought it is that we'll see separate standards in the near future. They saw it as everything from inevitable to extremely unlikely — with a third group wanting something entirely different.

As chair of the Blue Ribbon Panel, I am very hopeful we will see change consistent with the panel's recommendations. But given the lack of openness by the FAF in the last six months about what they have done and plan to do, it is very unclear to me where they are headed. — *Rick Anderson*

If the FAF listens to the perspectives of users, preparers and the CPA profession and their letters — 100 percent. — *Tom Hood*

Differential standards will most likely be the rule within three years. Note disclosures will be dramatically reduced and esoteric calculations like stock compensation, goodwill and derivative accounting will be limited. — *Troy Waugh*

I think it is highly likely, as there are really no realistic options. Private business does not have the resources to adopt IFRS, and will continue using U.S. GAAP and/or a modified U.S. GAAP. — *Parnell Black*

The Blue Ribbon Panel recommendations should be adopted and we are closer than ever before in the 30+ year history of this issue. But it is essential that firms that serve the private companies of the U.S. write to the FAF now and that they engage clients as well as users to write. — *Barry Melancon*

I think it is very likely. ... I believe that the final result is yet to be determined and that it will be a compromise and will potentially emerge as a hybrid of a completely separate board scenario. As an example, it could possibly evolve as a subset/sub-board of the current FASB. — *Loretta Doon*

The recent FAF discussions imply that the creation of a new board may be unlikely. A middle-ground position, that I believe may occur, would be adding new members to the existing board that are given autonomy/authority on private company matters.

— *Ken Bishop*



I think most people believe that the accounting for public and private companies should be based on the same principles. However, many people think there should sometimes be differences in the way those principles are applied, or in the level of detail that needs to be provided, by private companies. In order to determine when differences are warranted, I strongly believe that the profession needs an agreed-upon framework, so that we do not end up with ad hoc standards that diverge over time.

— Leslie Seidman

I believe a number of issues will need to be resolved before the FAF can make a decision on how to proceed. For example ... if the SEC decides to move in the direction of IFRS, consideration should be given to IFRS for SMEs.

— Barry Salzberg

I think a more practical approach is to focus on reducing complexity for all companies, as well as looking at differential footnote disclosures, which has precedent in the reporting arena.

— Jack Weisbaum

The creation of a new board seems unlikely. It's looking more and more like we're going to tweak the system that we have today.

— Ralph Thomas

How likely any of this remains to be seen. We have the SEC weighing IFRS adoption, which would mean the end of U.S. GAAP, yet we're talking about a modified GAAP for private companies since the Blue Ribbon Panel did not consider any IFRS-based approaches to resolving this issue.

— Joanne Barry

I don't think we will see a separate set of standards, but we will see differences/carve-outs/exemptions for private companies within existing GAAP.

— Judith O'Dell

[It is] about as likely as Grover Norquist is to support any tax policy ideas put forth by President Obama.

— Caleb Newquist

I think it is totally unlikely. Those advocating this change have no clue as to what they are trying to accomplish, other than a vague notion that they can reduce compliance costs. What they don't seem to comprehend is that issuing financial statements without information content will not create much benefit for anyone.

— Paul Miller

how states can spend unemployment taxes.

Career Highlights: Ranking member, Finance Committee, U.S. Senate; past chair, Judiciary Committee and Health, Education, Labor and Pensions Committee; elected, 1976 ... Private law practice ... Band manager, The Free Agency (Mormon folk band).

Other Affiliations: Co-chair, Board of Visitors, Federalist Society ... Board member, U.S. Holocaust Memorial Museum.

Education: University of Pittsburgh Law School, 1962, JD ... Brigham Young University, 1949, BA History.

Personal: Born 1934, Pittsburgh ... Married to Elaine ... Six children.



John Hewitt
Founder and CEO,
Liberty Tax Service

Having seen his tax preparation chain grow strongly while rivals like H&R Block stumbled and Jackson Hewitt filed for Chapter 11 bankruptcy, Hewitt has earned the right to speak out on issues that are critical to tax practitioners, like tax preparer registration and efforts to stifle refund anticipation loans.

Career Highlights: Founder, CEO, president and chairman, Liberty Tax Service, 1996-present ... Founder, CEO and president, Jackson Hewitt, 1982-1996 ... President, Hewtax Software Development, 1981-1988 ... Regional director, H&R Block, 1980-1981; district manager, 1975-1980; tax preparer/assistant manager, 1969-1975.

Other Affiliations: Co-founder of two international hunger relief organizations, Stop Hunger Now, Run For Food.

Education: Attended University of Buffalo, 1967-1970.

Personal: Born 1949, Detroit ... Divorced ... Five children, nine grandchildren.



Tom Hood
CEO and executive
director, MACPA

Hood harnesses his vast social media reach to promote new programs, like the strategic thinking program he co-developed that is now used by the AICPA Leadership Academy, state-based CPA leadership programs in Utah and Maryland, and the 16 workshops he ran in eight cities to crowd-source ideas about the profession's future for the AICPA's forward-thinking Horizons 2025 initiative.

Career Highlights: CEO and executive director, Maryland Association of CPAs, 1997-present ... CFO and principal, Bryn Awel Corp., 1985-1997 ... Accounting systems analyst, RTKL Associates Inc., 1981-1985 ... Staff accountant, Finance Co. of America, 1978-1981.

Other Affiliations: President and CEO, Business

Learning Institute Inc. ... Past president, CPA State Executives Association ... Board member, Shared Services LLC ... Member, CPE Advisory Committee, AICPA; CPA Horizons 2025; former member, Special Committee on Mobility, Special Committee on Enhanced Business Reporting; past chair, CPA Vision Project ... Co-chair, Board of Directors, State Societies Network Inc. ... American Society of Association Executives ... World Future Society ... Finance Committee, McDonogh School.

Education: Johns Hopkins University, 1994, MS Finance — Real Estate ... University of Baltimore, 1982, Master's equivalent — Information Systems ... Loyola College of Maryland, 1977, BA Accounting.

Personal: Born 1959, Baltimore ... Married to Sharon ... Three boys.

Blog/Twitter: www.cpasuccess.com / @tomhood and @macpa



Hans Hoogervorst
Chairman, IASB

The former Dutch minister of sport is supposed to bring diplomatic and political, rather than technical,

chops to the helm of the global standards-setter — hence the high profile given to the very technical new vice chair, Ian Mackintosh — but Hoogervorst is not a complete novice, since he's also served as a market regulator and finance minister in The Netherlands, and has been steeping in accounting standards for the past year.

Career Highlights: Chairman, International Accounting Standards Board, 2011-present ... Chairman, Authority for Financial Markets, The Netherlands, 2007-2011 ... Minister of health, welfare and sport, The Netherlands, 2003-2007; minister of finance, 2002-2003; state secretary of social affairs and employment, 1998-2002 ... Member of Parliament, The Netherlands, 1994-1998 ... Policy assistant on finance, People's Party for Freedom and Democracy, 1988-1994 ... Policy officer for international monetary affairs, Ministry of Finance, The Netherlands ... International banking officer, National Bank of Washington, 1983-1986.

Other Affiliations: Past chair, IOSCO Technical Committee ... Past co-chair, Financial Crisis Advisory Group to the International Accounting Standards Board ... Past chair, IFRS Foundation Monitoring Board.

Education: Johns Hopkins University, 1983, MA in Advanced International Relations ... University of Amsterdam, 1981, Master's in Modern History.

Personal: Born 1956, Haarlem, The Netherlands.



Pascal Houillon
President and CEO,
Sage North America

After ten years as head of Sage France, Houillon is primed to help take North America to a level he had

become familiar with in Europe. Armed with a grand vision of a unified corporate message and a massive rebranding initiative, he is looking to have his company and products become more relevant to the accounting community here as well.

Career Highlights: President and CEO, Sage North America, 2011-present; President, Sage France, 1997-2010; various positions, including regional director and sales director; joined, 1989 ... Co-founder, Sinequanon, 1987-1989 ... Systems analyst, UAP Insurance, 1986-1987.

Other Affiliations: Past vice president, Syntec (French software and IT association).

Education: Insead, Paris, Advanced Management Program ... Université Paris Sud, 1986, Computer Science ... Université Panthéon Assas, 1984, Economie.

Personal: Born 1962, Lyon, France ... Four children.



Andrew Hult
President, NCCPAP

With so many challenges facing CPA practitioners — from a flood of new laws and regulations, including tax preparer registration,

to the dismal economy and the changing nature of public practice — Hult's members need NCCPAP's educational and advocacy efforts, and its influence on policy-makers, more than ever.

Career Highlights: Member, Andrew L. Hult CPA PLLC, 1999-present ... Junior partner and manager of quality control, Owen Peterson & Co. CPAs, 1990-1999 ... Senior accountant, Andrew V. Schnurr PC, 1985-1990 ... Director of finance, Silor Optical Inc., 1978-1983 ... Marketing comptroller, Schaefer Brewing, 1975-1977 ... International budget analyst, Joseph E. Seagram, 1971-1974 ... Supply officer, U.S. Navy, 1968-1970 ... Trainee, Actuarial Development Program, Metropolitan Life Insurance Co., 1965-1967.

Other Affiliations: President, National Conference of CPA Practitioners ... Stakeholder, IRS National Public Liaison ... AICPA ... New York State Society of CPAs ... Hempstead Chamber of Commerce ... Investment Committee, Garden City Community Church.

Education: Columbia University, 1968, MBA Finance ... Wesleyan University, 1965, BA English.

Personal: Born 1943, Bryn Mawr, Pa. ... Married to Marilyn ... Three children.



Randy Johnston
Executive vice
president and
partner, K2
Enterprises

There are only a handful of notable technology gurus for the accounting industry, and year after year Johnston remains at the top, spending the better part of

his year as a teacher, speaker and mentor, and making technology relevant and relatable to accounting professionals at all levels.

Career Highlights: Executive vice president and shareholder, K2 Enterprises, 1990-present ... Executive vice president and shareholder, Network Management Group Inc., 1983-present ... Department chair; professor; adjunct, Hutchinson Community College, 1977-1997 ... Programmer and system designer, Professional Data Services, 1978-1981 ... Programmer and system designer, Farmland Industries, 1977-1978.

Other Affiliations: Past chair, AICPA Technology Conference ... Author, *Basic Using Micros; Business Computing Systems; Computers: An Introduction; Technology Best Practices; Accounting Software Solutions; Paperless Office* ... Optimist International.

Education: Western Washington University, post-graduate ... James Madison University, postgraduate ... University of Central Oklahoma, postgraduate ... Wichita State University, 1981, MCS ... Kansas State University, 1977, BS CS Math ... Hutchinson Community College, 1975, AA CS.

Personal: Born 1955, Hutchinson, Kan. ... Married to Pam ... Four children, two grandchildren.

Blog/Twitter: www.randyjohnston.com / @rjohnston



Rita Keller President, Keller Advisors

Keller continues to broadcast her sought-after ideas on firm management through many channels, including her blog and Twitter stream, while keeping up a busy schedule of speaking at prominent accounting events — fitting for someone who consults on rapid change.

Career Highlights: President and founder, Keller Advisors LLC, 2008-present ... Shareholder and chief operating officer, Brady Ware CPAs, 1978-2008 ... Consultant, author and speaker, 1990-present.

Other Affiliations: Planning Committee, AICPA Practitioners' Symposium & Tech+ ... Member Services Council, Ohio CPA Society ... New Horizon Group of CPA Consultants ... Past board member and national president, Association for Accounting Administration; co-founder, Ohio Chapter; past president, Indiana Chapter ... Advisory Board, *CPA Practice Management Forum*; *AICPA Seasonality Success Newsletter* ... Columnist, *CPA Practice Management Forum*.

Education: St. Mary of the Woods College.

Personal: Born 1946, New Paris, Ohio ... Married to Darrell ... One son; two grandchildren.

Blog/Twitter: http://ritakeller.com/blog / @cpamanagement

Roman Kepczyk

Director of consulting, Xcentric

A frequent speaker and well-known consultant on accounting firm technology, Kepczyk literally wrote the book on going paperless, and now takes up a position at cutting-edge



hosted firm services vendor Xcentric, where he will be even better placed to guide accountants into the future.

Career Highlights: Director of consulting, Xcentric LLC, 2011-present ... President, InfoTech Partners North America, 1999-2011 ... Consultant, Varney Mills/Boomer Consulting, 1996-1999 ... Partner/director of administration and external consulting, Henry & Horne CPAs, 1986-1996.

Other Affiliations: Advisory Board, AAA, 1994-present ... Past member, PCPS Executive Committee, AICPA; past chair, IT Executive Committee; past chair, Top Technologies ... Columnist, *CPA Technology Advisor*; *CCH Journal of Practice Management*; *AAA Advisor*.

Education: Arizona State University, 1994, BS Accounting.

Personal: Born 1961, Berlin ... Married ... Three children ... Ironman triathlete; training to run across the Grand Canyon in October.



Allan Koltin CEO, Koltin Consulting Group

After re-organizing his company earlier this year and divesting its publishing arm, the ubiquitous

Koltin now concentrates his energies on his top areas of expertise — M&A, where he brokered some of the year's biggest unions, succession planning, partner compensation and executive search.

Career Highlights: CEO, Koltin Consulting Group Inc., 2011-present ... President and CEO, PDI Global, 1982-2011 ... Partner, FERS CPAs, 1982-1998 ... Director, Nankin Schnoll, 1980-1982.

Other Affiliations: Founding member, The Advisory Board ... Publisher/author, *Successful Merger & Acquisition Strategies*; *CPAs That Sell*; *How to Market a Consulting Niche* ... Past board member, Outsource Partners International; NACVA; H&R Block Business Services Group; Association for Accounting Marketing ... Editorial Advisory Board, *CPA Practice Management Forum*; *Law Firm Management*.

Education: University of Wisconsin, 1980, BS Accounting and Marketing

Personal: Born 1957, Milwaukee ... Married to Shaun ... Three children.



Mark Koziel Vice president of firm services & global alliances, AICPA

As overseer of the institute's credential program and PCPS sections, the one-time political media consultant has used his background to ef-

ficiently promote a number of institute initiatives, as well as speaking around the country on the issues surrounding small firms.

Career Highlights: Vice president of firm services & global alliances, AICPA, 2011-present; director, specialized communities/firm practice management, 2009-2011; senior technical manager, firm practice management/PCPS, AICPA, 2006-2009 ... Director of media planning, Joe Slade White & Co., 2003-2006 ... Director, Dopkins & Co., 1994-2003 ... Senior, Lumsden & McCormick, 1991-1994.

Other Affiliations: North Carolina Association of CPAs ... Past president, Buffalo Chapter, New York State Society of CPAs; founding member, Young CPAs Committee, Buffalo Chapter.

Education: Canisius College, 1991, BS Accounting.

Personal: Born 1968, Buffalo, N.Y. ... Married to Maryann ... One son.

Twitter: @markkoziel



James Kroeker Chief accountant, SEC

When the commission finally makes its decision later this year on what to do about adopting IFRS, it will likely be Kroeker who's responsible for spearheading it — and explaining it to the profession.

Career Highlights: Chief accountant, Securities and Exchange Commission, 2009-present; acting chief accountant, 2009; deputy chief accountant, 2007-2009 ... Partner, National Office Accounting Services Group, Deloitte, 2002-2007; manager, National Office Accounting Research Group, 1997.

Other Affiliations: Practice fellow, FASB, 1999-2001.

Education: University of Nebraska, 1992, BS Accounting.

Personal: Born 1969.



Taylor Macdonald Vice president of channels, Intacct

After joining the company a little over a year ago to head up channel recruit-

ment, Macdonald has been largely responsible for not only reseller expansion, but the company's exponential growth over the same period. A veteran vendor partner builder, Macdonald has managed to add top-tier VARs as well as accounting firms of all sizes.

Career Highlights: Vice president of channels, Intacct, 2010-present ... Vice president of channels, Promethean, 2008-2009 ... Vice president of worldwide channels and sales alliances, Deltrek Inc., 2007-2008 ... Chief channel and strategy officer, Sage Software, 2006-2007; executive vice president of channel and sales operations, 2004-2006; senior vice president of business partners and vice president of partner

development, Best Software (later Sage), 1998-2004 ... President and founder, Macdonald Consulting Group, 1989-1998 ... Director of management advisory services, Smith & Howard PC, 1987-1989 ... Vice president of finance, Resort Storage Management, 1985-1987 ... Manager, Policy Management Systems, 1981-1985.

Other Affiliations: Board, Information Technology Alliance ... Past board member, Southeastern Software Association.

Education: Yale University, 1977, BS.

Personal: Born 1955, Dallas ... Married to Cindy ... Four children.

Twitter: @taylormacd



Ian Mackintosh Vice chairman, IASB

Mackintosh puts the "global" in "global standards" — having come half-way around the world from a regulatory position in Oz

to head up standard-setting in the U.K., he recently took up the newly important position of vice chair at the IASB, with the aim of adding technical know-how to new chair Hans Hoogervorst's political savvy.

Career Highlights: Vice chairman, International Accounting Standards Board, 2011-present ... Chairman, U.K. Accounting Standards Board, 2004-2011 ... Manager, financial management, South Asia, World Bank, 2002-2004 ... Chief accountant, Australian Securities and Investment Commission, 2000-2002 ... Deputy chair, Australian Accounting Standards Board, 1999-2001 ... Chair, Australian Public Sector Accounting Standards Board, 1999-2001 ... Partner, Coopers & Lybrand, 1976-1996.

Other Affiliations: Member, IASB Standards Advisory Council, 2001-2004 ... Chair, Public Sector Committee, IFAC, 2000-2003 ... Steering Committee, International Organization of Securities Commissions, 2000-2002 ... Fellow, University of Canberra ... Institute of Chartered Accountants in Australia ... Fellow, CPA Australia ... Chartered Institute of Finance and Public Accountancy.



Eric Majchrzak Marketing and communications director, Freed Maxick & Battaglia

Always the early adopter, this year Majchrzak be-

came the first representative of a CPA firm to test Twitter's new promoted Tweets platform in beta. Under his guidance, Freed Maxick was also one of the first firms on the QR code bandwagon, integrating the technology with their marketing efforts and leveraging it into two iPhone application sponsorships.

Career Highlights: Marketing and communications director, Freed Maxick & Battaglia CPAs, 2003-present ... Senior advertising administrator, Fleet Capital

Corp., 1999-2003 ... Business development executive, Clear Channel Communications, 1995-1998 ... Regional sales manager, ABC Radio Networks/DJA Media, 1993-1995 ... Marketing representative, Lake Erie Distributors Inc., 1991-1993.

Other Affiliations: Board member, Association for Accounting Marketing; AAM Branding Task Force ... Instructor, Accounting Today Institute ... iShade Faculty ... Leading Edge Alliance ... Cost Segregation Partners ... Founding member, Upstate New York Merger & Acquisition Council ... Planning Committee for Pathways to Entrepreneurial Success Forum ... Past editor, Open Directory Project (DMOZ).

Education: State University College at Buffalo, 1991, BS Business/Advertising.

Personal: Born 1969, Buffalo, N.Y. ... Married to Rebecca ... Two children.

Blog/Twitter: www.freedmaxickcareers.com/blog / @freedmaxickcpas



Krista McMasters
CEO, Clifton Gunderson

One of the profession's highest-ranking female executives, McMasters has, since 2010, helped engineer some eight mergers, including one with U.S. Tax Advantage, which greatly bolstered the firm's expertise in international tax services.

Career Highlights: CEO, Clifton Gunderson LLP, 2009-present; chief practice officer, 2005-2009; director of assurance, 1989-2005; assistant director of accounting and auditing, 1987-1989; partner, 1985; joined, 1978.

Other Affiliations: Past member, Blue Ribbon Panel on Private Entity Accounting Standards ... Past member-at-large, AICPA Council, Quality Control Inquiry Committee, SECPS Peer Review Committee, Accounting Standards Executive Committee ... Past member, Financial Accounting Standards Advisory Council; co-chair, Assessing & Responding to Audit Risk Guide Task Force ... Past member, Professional Practice Executive Committee, Center for Audit Quality ... Illinois CPA Society ... Wisconsin CPA Society.

Education: University of Illinois at Urbana-Champaign, 1978, BS Accounting.

Personal: Born 1956, Danville, Ill. ... Married to Robert.



Barry Melancon
President and CEO, AICPA

Though his travel schedule makes George Clooney's in *Up in the Air* look tame

by comparison, the long-time chief of the 370,000-member institute has been at the forefront in the battles to promote IFRS, sustainability, and separate reporting standards for private companies, and against tax pat-

ent strategies — and laid the groundwork for an international credential for management accountants.

Career Highlights: President and CEO, AICPA, 1995-present ... Executive director, Society of Louisiana CPAs, 1987-1995 ... Shareholder, Bergeron & Co., 1979-1987.

Other Affiliations: U.S. Delegation, IFAC ... American Society of Association Executives ... New York Society of Association Executives.

Education: Nicholls State University, 1983, MBA; 1978, BS.

Personal: Born 1958, Houma, La. ... Married to Patty ... One son.

Twitter: @barrymelancon



Jim Metzler
Vice president of small firm interests, AICPA

The institute's reliable point man for small firms, the affable, widely respected Metzler has become the AICPA's traveling advocate on issues and legislation that potentially impact the thousands of small CPA practices across the nation.

Career Highlights: Vice president of small firm interests, AICPA, 2003-present ... Co-founder, ConvergenceCoaching LLC, 2000-2003 ... Chairman, GEM-KO Information Group Inc., 1995-2002 ... Partner, Gaines Metzler Kriner & Co., 1970-2002.

Other Affiliations: Past president, Buffalo Chapter, New York State Society of CPAs ... Council of Accountancy, Canisius College ... Advisory Council, Association for Accounting Marketing ... Outside Board, Perry's Ice Cream Co.

Education: Canisius College, 1972, BS Accounting.

Personal: Born 1948, Buffalo, N.Y. ... Married to Jean ... Three children, five grandchildren.



Paul Miller
Professor of accounting, University of Colorado at Colorado Springs

Miller and fellow *Accounting Today* columnist Paul Bahnson have been at the forefront of the effort to stop the adoption of IFRS in the U.S. — or at least to have an actual debate about it. It's hardly a surprise that he'd take a strong stand, as Miller has been a passionate advocate of better standards for years, in these pages and elsewhere.

Career Highlights: Professor of accounting, University of Colorado at Colorado Springs, 1988-present; academic advisor, PGA Golf Management Program ... Academic fellow, Office of the Chief Accountant, SEC, 1987-1988 ... Faculty fellow, FASB, 1982-1983 ... Professor, University of Utah, 1982-1988; associate professor, 1977-1982; assistant professor, 1971-1977.

Other Affiliations: AICPA ... Institute of Manage-

ment Accountants ... American Accounting Association ... Consultant, Gerson Lehrman Group ... Columnist, *Accounting Today*.

Education: University of Texas at Austin, 1971, Ph.D Accounting ... Rice University, 1968, BA Accounting; 1967, BA Economics.

Personal: Born 1945, Des Moines, Iowa ... Married to Diana ... Three children, five grandchildren.



Robert Moritz
Chairman and senior partner, PwC

Moritz is looking to position the Big Four firm for the future, with strategic acquisitions like the re-

cent merger with consultancy PRTM, and a strengthened focus on training and building the firm's next generation of leaders.

Career Highlights: U.S. chairman and senior partner, PwC, 2009-present; U.S. assurance leader, 2006-2009; New York office and Metro Region managing partner, 2004-2006; leader, financial services audit and business advisory practice, 2001-2004; leader, Metro regional financial services, 1998-2001; partner, 1995; joined, 1985.

Other Affiliations: Governing Board, Center for Audit Quality ... AICPA ... New York State Society of CPAs ... New Jersey Society of CPAs ... Partnership for New York City ... Atlantic Council.

Education: State University of New York at Oswego, BS, 1985.

Personal: Born 1963, New York ... Two children.



Zach Nelson
President and CEO, NetSuite

SaaS-based ERP may be a relatively new concept to some, but Nelson and his company are veritable

veterans in the field. Under his charge, the company has achieved a global reach and moved up-market to compete with mid-market products, as well as gaining notice from top CPA firms who call NetSuite a partner.

Career Highlights: President and CEO, NetSuite Inc., 2002-present ... Various positions, including CEO of myCIO.com, McAfee/Network Associates, 1996-2001 ... To vice president of worldwide marketing, Oracle, 1992-1996 ... Sun Microsystems, 1989-1992.

Other Affiliations: Board member, NetSuite ... Patent holder.

Education: Stanford University, MA; BS.

Personal: Born 1961, Omaha, Neb. ... Married to Elizabeth ... One daughter.

Caleb Newquist
Founding editor, Going Concern

You might suspect that we put accounting news blogger Newquist in the T100 so he'll



stop saying the list is boring — and you wouldn't necessarily be wrong. But he's also here because his *Going Concern* site has become a major source of news, analysis and inside dirt on the world of public

accounting, building a strong community from the trenches of the large audit firms.

Career Highlights: Founding editor, *Going Concern*, 2009-present ... Senior financial analyst, Lockton Cos., 2009 ... Senior associate, KPMG, 2005-2008 ... Accounting associate, Spicer Jeffries, 2003-2005.

Other Affiliations: Adjunct professor, Community College of Denver.

Education: Colorado State University, 2003, MS ... University of Nebraska at Kearney, 2002, BS.

Personal: Born 1979, Ord, Neb.

Blog/Twitter: http://goingconcern.com / @going_concern and @10keytramp



Jay Nisberg
President, Jay Nisberg & Associates

One of the veteran mainstays on the Top 100, "Dr. Jay" is now in his fifth decade of providing time-

tested consulting services to CPA firms and organizations in the areas of mergers, partner summits and succession planning.

Career Highlights: President and management consultant, Jay Nisberg & Associates Ltd., 1972-present. **Other Affiliations:** Founder and former member, The Advisory Board ... Trustee, National Parks Trust ... Co-founder, Professional Alliance Group ... Co-author, *How to Manage Your Accounting Practice: Taking Your Firm from Chaos to Consensus*.

Education: Pacific Western University, Ph.D., Business Administration ... Detroit College of Law, MA/Ph.D. Combined Program, 1970, ABD; non-degree program, 1968, Labor Relations Training ... University of Buffalo, 1968, BA Social Sciences.

Personal: Born 1946, Buffalo, N.Y. ... Married to Sally ... One child.



Grover Norquist
President and founder, Americans for Tax Reform

Having convinced politicians around the country

to sign his group's pledge never to raise taxes, Norquist has firmly set some of the most important terms in the ongoing debate over tax reform and deficit reduction.

Career Highlights: President and founder, Americans for Tax Reform, 1985-present ... Economist and chief speechwriter, U.S. Chamber of Commerce, 1983-1984 ... Executive director, National Taxpayers Union, 1981-1983 ... Executive director, College Re-

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publicans, 1981-1983.

Other Affiliations: Board member, American Conservative Union; Hispanic Leadership Fund; National Rifle Association ... Contributing editor, *American Spectator* ... Advisory Board, GOProud ... Co-founder, Islamic Free Market Institute ... Author, *Leave Us Alone: Getting the Government's Hands Off Our Money, Our Guns, Our Lives; Rock the House* ... National Commission to Restructure the IRS, 1996-1997.

Education: Harvard University, 1981, MBA; 1978, BA Economics.

Personal: Born 1956, Sharon, Pa. ... Married to Salma ... Two daughters.



Barack Obama President of the United States

Rightly or wrongly, the profession and the country as a whole are looking to the president to get the

economy moving again and set an agenda for recovery and growth in the U.S.

Career Highlights: President of the United States, 2009-present ... U.S. Senator, 2005-2008 ... Illinois Senate, 1997-2004 ... Senior lecturer, University of Chicago Law School, 1996-2004; professor of constitutional law, 1992-1996 ... Of counsel, Davis, Miner, Barnhill & Galland, 1996-2004; associate, 1993-1996 ... Director, Project Vote, 1992 ... Community organizer, Developing Communities Project, 1985-1988 ... New York Public Interest Group, 1984 ... Business International Corp., 1983

Other Affiliations: Founding board member, Public Allies ... Past board member, Woods Fund of Chicago; Joyce Foundation; Chicago Annenberg Challenge; Chicago Lawyers' Committee for Civil Rights Under Law; Center for Neighborhood Technology.

Education: Harvard Law School, 1991, JD ... Columbia University, 1983, BA.

Personal: Born 1961, Honolulu ... Married to Michelle ... Two daughters.



Judith O'Dell Chair, FASB Private Companies Financial Reporting Committee

One of the profession's top authorities on financial reporting standards, O'Dell, who chairs the Private Companies Financial Reporting Committee, continues in her role to help improve the reporting of private companies, and meet the needs of the users of their financial statements.

Career Highlights: President, O'Dell Valuation Consulting LLC, 2002-present ... Managing partner, Beucler Kelly & Irwin Ltd., 1988-2001 ... Staff accountant to partner, various firms, 1974-1988 ... Semi-senior, Touche Ross & Co., 1972-1974 ... Medicare auditor, Blue Cross/Blue Shield of Iowa, 1971-1972.

Other Affiliations: Chair, FASB Private Companies Financial Reporting Committee, 2007-present ...

Participating observer, FASB Emerging Issues Task Force ... Chair, Audit Advisory Committee, U.S. Government Accountability Office ... Former trustee, FAF ... Past member, AICPA Board; past chair, PCPS Technical Issues Committee ... CFO, family-owned hotel and restaurant.

Education: Immaculata University, 1970, BA Economics.

Personal: Born 1948, Darby, Pa. ... Married to Douglas ... Five sons.



Nina Olson National Taxpayer Advocate, IRS

The IRS's Taxpayer Advocate Service, which Olson heads, is often the place where taxpayers turn when

they are facing tax liens and penalties for unpaid taxes from the IRS, or are unable to receive the refunds they have been awaiting. Olson's periodic reports to Congress on the issues facing taxpayers often spur action at the IRS on matters such as extending the two-year deadline for innocent spouses.

Career Highlights: National Taxpayer Advocate, IRS, 2001-present ... Attorney-at-law, 1997-2001 ... Founder and executive director, Community Tax Law Project, 1992-2001 ... Owner, Accounting, Tax & Information Services, 1975-1991.

Other Affiliations: College of Tax Counsel; Griswold Lecturer, 2010 ... Past chair, Special Committee on Access to Legal Services, Virginia State Bar ... Past chair, Section of Taxation Low Income Taxpayers Committee and Pro Se/Pro Bono Tax Force, American Bar Association ... Faculty, Harvard Kennedy School of Government Comparative Tax Policy and Administration Program ... Past adjunct professor, Georgetown University Law Center; Virginia Commonwealth University; College of William and Mary School of Law; University of Richmond School of Law.

Education: Georgetown University Law Center, 1994, LLM in Taxation ... North Carolina Central University School of Law, 1991, JD ... Bryn Mawr College, 1975, AB Fine Arts.

Personal: Born 1954, Philadelphia ... One child.



Jody Padar CEO and principal, New Vision CPA Group

An outspoken advocate for the "new firm," Padar prolifically uses her large social media communities to trade best practices for the bumpy transition from your "father's firm" (literally, in her case) to the paperless, next-generation environment that places culture and experience over outdated tradition. She's a well-received writer and speaker about her passion for change.

Career Highlights: CEO and principal, New Vision

CPA Group, 2006-present ... Associate, Tax Technology Group, Price Waterhouse, 1994-1995.

Other Affiliations: Adjunct professor, Oakton Community College ... Goladderup.org ... Tech+ Planning Committee, AICPA ... Founder and past president, Chicago QuickBooks Pro Advisor User Group ... Board, Accounting Today Institute.

Education: Northern Illinois University, 2005, MST ... Saint Mary's College, 1994, BBA.

Personal: Born 1972, Chicago ... Married to Christopher ... Two children.

Blog/Twitter: www.accountingtomorrow.com / @jodypadarcpa



Jeff Pawlow CEO and managing shareholder, The Growth Partnership; CEO, iShade

The veteran marketer and long-time head of The

Growth Partnership consultancy broke new ground this year with the launch of iShade, the online networking and learning community designed specifically for the accounting profession.

Career Highlights: Chief executive, iShade.com, 2010-present ... Chief executive and managing shareholder, The Growth Partnership Inc., 1999-present ... Executive vice president and director of consulting services, Waugh & Co., 1998-1999 ... Director of marketing, RubinBrown, 1997-1998 ... Director of marketing, Smith & Gesteland, 1995-1997 ... Marketing officer, Norwest Bank Corp., 1994-1995; loan officer, 1991-1993.

Other Affiliations: Coach, youth baseball ... St. Teresa Catholic Church.

Education: Creighton University, 1991, BSBA Management.

Personal: Born 1969 ... Married to Cindy ... Four children.

Twitter: @tgpcceo, @ishade



Brian Peccarelli President, the Tax & Accounting business of Thomson Reuters

Peccarelli brought a strong record with him as he took

charge this year of the Thomson Reuters unit that serves tax and accounting professionals both at public firms and in industry, having driven the creation of the ONESOURCE platform and the global expansion of the Tax & Accounting business.

Career Highlights: President, the Tax & Accounting business of Thomson Reuters, 2011-present; president, Workflow & Service Solutions, 2010-2011; president, corporate software, 2006; vice president and general manager, RIA Compliance, 2002; joined RIA/CLR, 1984.

Other Affiliations: AICPA ... American Bar Associa-



Ones to Watch

We'll be keeping an eye on **Michael Andrew**, who'll be taking over as chair of KMPG Global, marking the rising importance of his home base, Asia-Pacific. In the U.S., **Gordon Viere**, CEO of LarsonAllen, has made a series of high-profile acquisitions that have greatly expanded his Minneapolis-based firm, while **Michael Hsu** of DeepSky and **Jason Blumer** of Blumer & Associates are showing what the firm of tomorrow looks like, and Blumer's booming Thrive online community is spreading new strategies and best practices.

In technology, **Bob Green**, a partner at Top 100 Firm SingerLewak, is showing how to integrate a CPA firm's traditional operations with its tech consulting operations, and **Jim Boomer** is making a name of his own as a consultant on managing technology within a firm, while **Joe Woodard** has become a name to reckon with in QuickBooks training and consulting.

We also expect to hear more from **Kasey Bayne**, accounting ambassador of Web-based accounting software vendor FreshBooks, as well as **Jessica Mah**, the twenty-something founder of financial software solution inDinero. **Greg Jones'** Bookkeeping Express franchise is spreading rapidly, aiming for your clients. And tax veteran **Jim Buttonow** of New River Innovation has been raising his profile by making it easier to deal with the IRS, and with his blog, IRSMind.

Sharon Cook and **Lana Kupferschmid**, the incoming heads of the National Society of Accountants and the National Conference of CPA Practitioners, respectively, will keep providing their members with critical services and advocacy, while **Marie Hollein**, president and chief executive of FEI, provides her membership (and the rest of us) invaluable information on everything financial, including the rise and fall of audit fees. And **Patricia Thompson**, a partner at Rhode Island's Piccerelli Gilstein, has made her influence felt as chair of the AICPA's Tax Executive Committee.

Finally, we'll note **Raissa Evans**, an executive manager at PKF Texas (and a protégé of PKF's always-influential **Karen Love**), who was named Marketer of the Year by AAM, and **Bonnie Buol Ruszczyk**, a former firm marketing director who's now offering her expertise to professional services firms through her BBR Marketing.

tion ... Texas State Board of Accountancy.
Education: Southern Methodist University, MBA ... Hamline University School of Law, JD ... Carthage College, BA Accounting and Business Administration.
Personal: Born 1960, Wisconsin ... Married to Jane ... Two children.



Terri Polley
President and CEO,
FAF

The FAF is often overshadowed by the activities of FASB and GASB, the standard-setters it oversees, but this year Polley and her foundation are firmly in the spotlight, as everyone waits to see what they'll do with the Blue Ribbon Panel's recommendations on private company accounting standards. PASB, anyone?

Career Highlights: President and chief executive officer, Financial Accounting Foundation, 2008-present; executive director of advisory groups, FASB, 1999-2008; controller, FAF, 1990-1999; technical associate, FASB, 1987-1990 ... Senior accountant, Arthur Andersen, 1982-1987.
Other Affiliations: AICPA ... Connecticut Society of CPAs ... Board, Greater Norwalk Chamber of Commerce; Malta House.
Education: St. Francis College, 1982, BA Accounting & French.
Personal: Born 1960, Brooklyn, N.Y. ... Married ... One son.



Clarke Price
President and CEO,
Ohio Society of CPAs

One of the most visible state society heads on a variety of local and federal issues, Price has been a vocal opponent against IRS overreach and preparer regulation, and as a member of the state budget task force, helped pass cost-cutting legislation designed to slash Ohio's \$8 billion shortfall.

Career Highlights: President and CEO, Ohio Society of CPAs; various positions, including assistant executive director and public relations director; joined, 1972 ... Information specialist, U.S. Army, 1970-1972. Account executive, Coastline Advertising Agency, 1968-1970.
Other Affiliations: Immediate past chair, American Society of Association Executives ... Chair, Shared Services LLC; State Societies Network ... Past chair, CPA Society Executives Association ... Past chair, AICPA Accountants Legal Liability Committee; Accounting Careers Committee ... U.S. Chamber of Commerce Committee of 100 ... Past chair, AssociationPAC ... Past president, Ohio Society of Association Executives ... Audit Committee chair, Franklin University.
Education: Franklin University, 1969, BS Business Administration.

Personal: Born 1947, Kansas City, Mo. ... Married to Vicky ... One son.
Twitter: @clarkeprice



Campbell Pryde
President and CEO,
XBRL US

Pryde took over at XBRL US only last year, but he's been involved in the financial data-tagging language for almost a decade. While his group continues to refine XBRL itself, he's already leading the way beyond mere implementation with a recently announced competition to find new ways to use it to mine financial data.

Career Highlights: President and CEO, XBRL US, 2010-present; chief standards officer and head of development, 2007-2010 ... Executive director, Institutional Securities Group, Morgan Stanley, 2004-2007 ... Partner, risk and advisory services, KPMG, 2000-2004.
Other Affiliations: New Zealand Institute of Chartered Accountants ... Past chair, Domain Steering Committee, XBRL US.
Education: University of Waikato, New Zealand, Bachelor of Management Studies.



Robert Reid
CEO, Intacct

In the relatively short time Reid has been in charge, Intacct has undergone tremendous growth. His rich resume of leadership at a variety of technology concerns is testament to his success, and Reid will likely be the one to see the cloud-based financial management and accounting company through to acquisition or public offering.

Career Highlights: CEO, Intacct, 2009-present ... CEO, LucidEra, 2008-2009 ... Group vice president, Oracle, 2003-2007 ... CEO, UpShot, 2000-2003 ... President, Concur Technologies, 1999-2000 ... CEO, Seeker Software, 1998-1999 ... Vice president, Documentum, 1993-1998 ... Vice president, Octel, 1988-1993 ... Vice president, NBI, 1983-1988 ... Vice president of sales, marketing and support, Zenith Data Systems, 1979-1983.
Education: University of Tennessee, 1972, BS Communications.
Personal: Born 1950, Oak Park, Ill. ... Married to Marsha ... Two children.



Rick Richardson
Managing partner,
Richardson Media &
Technologies

In the ever-changing business and technology environment for accountants, Richardson's

knowledge of trends and his prognosticative abilities remain a constant. He is still a force at key industry events and looks to remain an influencer for years to come.

Career Highlights: Managing partner, Richardson Media & Technologies, 1994-present ... To partner and national director of technology, Ernst & Young, 1967-1994.
Education: University of California at Los Angeles, 1967, MBA; 1966, BS.
Personal: Born 1945, Mason City, Iowa ... Married to Sandra ... Two children.



Daryl Ritchie
CEO, MNP

Although MNP is not as well known in the lower half of the U.S., firms in the border states are well aware of its understated CEO, who has spent the last several years adding offices and professionals in quietly building one of the largest chartered accountancy firms in the Great White North.

Career Highlights: Chief executive officer, MNP LLP; joined, 1978.
Other Affiliations: Past president and council member, Institute of Chartered Accountants of Alberta.
Education: University of Manitoba, B Comm.
Personal: Born 1956, Virden, Manitoba ... Married to Dawna ... Five children.



Marc Rosenberg
President,
The Rosenberg
Associates

One of the country's foremost authorities on the quantitative metrics of CPA firms, Rosenberg's annual practice management survey is the undisputed go-to guide for small-to-mid-sized practices.

Career Highlights: President, The Rosenberg Associates, 1994-present ... National director of management consulting, PDI, 1988-1994 ... Chief operating officer, Friedman, Eisenstein, Raemer & Schwartz, 1982-1988 ... Vice president of finance, International Division, Mark Controls Corp., 1974-1982 ... Senior auditor, Ernst & Ernst, 1970-1974.
Other Affiliations: Founder and publisher, *The Rosenberg MAP Survey*; *The Rosenberg Practice Management Monograph Series*; *The Rosenberg Blog* ... AICPA ... ICPAS ... Founding member, The New Horizons Group ... Leader, two managing partner roundtables — Next Generation Roundtable; IT Roundtable ... Fundraiser, Ron Santo Walk for the Cure for Diabetes.
Education: University of Illinois, 1970, BS Acctg.
Personal: Born 1948, Chicago ... Married to Ellen ... Two children ... Chicago Cubs fanatic (still).
Blog/Twitter: <http://blog.rosenbergassoc.com/> @mrosenbergcpa



Rebecca Ryan
Founder,
Next Generation
Consulting

Even Ryan's frequent and always-evolving out-of-office e-mail responses make you think, which is something she demands of the audiences she's undoubtedly left her desk to engage with about business' next generation of leaders. Her energetic thoughts about capitalizing on the innovation of today's youth have landed her behind many podiums and on the byline of copious blog posts.

Career Highlights: Founder and owner, Next Generation Consulting, 1998-present ... Executive director, Keep Iowa Beautiful, 1998-1999 ... Adjunct professor, Hamilton College, 1998-1999; contract trainer/high school coordinator, 1994-1996. ... Future projects analyst, American Media Inc., 1997-1998 ... School-to-work business coordinator and local partnership coordinator, Iowa Association of Business and Industry/Iowa School to Work Office, 1996-1997.

Other Affiliations: Partner, The Advisory Board ... Author, *Live First, Work Second: Getting Inside the Head of the Next Generation*; *The Productivity Path* ... Board member/trustee, Alverno College; U.S. Global Leadership Council; Greater Madison Chamber of Commerce.
Education: Drake University, 2004, BA Economics and International Relations. ... Institute for European Studies, Freiberg, Germany, 1993 ... Budapest University of Economic Sciences, 1992.
Personal: Born 1972, Green Bay, Wis. ... Partner, Marti.
Blog/Twitter: <http://nextgenerationconsulting.com/library/blog/> @ngcrebecca



Mike Sabbatis
President and CEO,
CCH

Sabbatis continues to build CCH's offerings, with a strong focus on "best in process" solutions and a new tax unit aimed directly at the needs of professionals; most recently he beefed up the company's already strong sales and use tax offerings with the acquisition in June of SpeedTax.

Career Highlights: President and CEO, CCH North America, a Wolters Kluwer business, 2010-present; president, CCH, 2007-2010; executive vice president of sales and marketing, Wolters Kluwer Tax & Accounting, 2002-2007; vice president of business development, CCH Tax Compliance, 2002; division sales manager, CCH Computax, 1981-1992 ... Chief marketing officer, Advantage MOTI, Datamatics, 2001-2002 ... Vice president of business development and strategic accounts, Thomson Tax & Accounting, 1998-2001 ... Vice president of sales and consulting, CLR/Fasttax, 1992-1998.
Education: Cleveland State University, 1981, BBA Accounting.

Personal: Born 1958, Cleveland ... Married to Shay ... Three children.



Barry Salzberg CEO, Deloitte Touche Tohmatsu

Salzberg went from running Deloitte's U.S. firm for four years to heading up the international firm this year. As an aggressive New York accountant and lawyer, his experience running the No. 1 accounting firm in the country means he will remain a powerful voice at Deloitte and in the accounting profession not only here, but globally.

Career Highlights: CEO, DTTL, 2011-present; CEO, Deloitte LLP, 2007-2011; member, U.S. Board of Directors, Deloitte Touche Tohmatsu Global Executive Committee, DTT Global Board of Directors; U.S. managing partner, 2003-2007; leader, Deloitte Tax LLP practice, 2000-2003; national tax deputy managing partner, 1999-2000; Tri-State Group managing partner, 1996-1999; partner, 1985; joined, 1977.

Other Affiliations: Board, Center for Audit Quality ... New York State Bar Association ... AICPA ... New York State Society of CPAs ... New York County Lawyers Association ... Board, Committee Encouraging Corporate Philanthropy.

Education: New York University School of Law, 1981, LL.M. Taxation ... Brooklyn Law School, 1977, JD ... Brooklyn College, 1974, Accounting.

Personal: Born 1953.



Mary Schapiro Chair, SEC

That eerie quiet you hear is the entire accounting profession holding its breath, waiting for Schapiro to pronounce on the future of IFRS in the U.S. In the hush, they may have missed her strong efforts to restore confidence in the markets, and to remind public auditors of the expectations placed on them.

Career Highlights: Chair, Securities and Exchange Commission, 2009-present; acting chair, 1993-1994; commissioner, 1988-1994 ... Chief executive officer, Financial Industry Regulatory Authority, 2007-2009 ... Chair and CEO, NASD, 2006-2007; vice chair, 2002-2006; president, NASD Regulation, 1996-2002 ... Chair, Commodity Futures Trading Commission, 1994-1996; counsel and executive assistant to the chair, 1981-1984; trial attorney, Enforcement Division, 1980 ... General counsel and senior vice president, Futures Industry Association, 1984-1988.

Other Affiliations: Past chair, International Organization of Securities Commissions ... Past board member, Duke Energy; Kraft Foods.

Education: George Washington University, 1980, JD ... Franklin and Marshall College, 1977, BA.

Personal: Born 1955, New York ... Married to Chas ... Two daughters.



Leslie Seidman Chairman, FASB

Seidman stepped smoothly into the chairmanship of FASB following Robert Herz's unexpected retirement last year, taking up the enormous task of pursuing the convergence of GAAP and IFRS — but she has also made it her priority to prove that FASB can better address the needs of private companies, in hopes of fending off the challenge of the separate standard-setter proposed by the Blue Ribbon Panel.

Career Highlights: Chairman, Financial Accounting Standards Board, 2010-present; board member, 2003-present; industry fellow to assistant director, 1994-1999 ... Managing partner, financial reporting consulting firm, 1999-2003 ... Vice president, J.P. Morgan & Co., 1987-1995 ... Audit staff, Arthur Young & Co., 1984-1987.

Other Affiliations: AICPA ... American Women's Society of CPAs ... Institute of Management Accountants ... Author, first three editions, *Financial Instruments* ... Youth-related charities and organizations, including A Better Chance.

Education: New York University Stern School of Business, 1985, MS Accounting ... Colgate University, 1984, BA English.

Personal: Born 1962, Utica, N.Y. ... Married ... One daughter.



Gary Shamis Managing director, SS&G Financial Services Inc.

Despite the turbulent economy, Shamis' firm achieved record growth last year, in part through a major expansion in Chicago. He has been busy of late acting as outside strategic counsel to a variety of professional services firms, writing a second book — and finding innovative ways to serve and support his own clients.

Career Highlights: Managing director, SS&G Financial Services Inc., 1987-present ... Senior auditor, Page, Saltz & Shamis, 1981-1987 ... Senior auditor, Touche, Ross & Co., 1978-1981.

Other Affiliations: Founder and chairman emeritus, The Advisory Board ... Founder and chairman emeritus, The Leading Edge Alliance ... Past chair, MAP Committee, AICPA ... Ohio Society of CPAs ... Co-author, *How to Manage Your Accounting Practice: Taking Your Firm from Chaos to Consensus* ... Columnist, *CPA Magazine* ... Editorial board, *CPA Practice Management Forum* ... Past member, editorial boards, *Managing Partner Report*, *Ohio CPA Journal*, *Journal of Accountancy*, *Practicing CPA* ... Advisory Board, Case Western Reserve University School of Accountancy ... Chair, North Coast Community Homes; Hillel at Kent State University ... Trustee, Northeastern Ohio Universities Colleges of Medicine and Pharmacy ... Past board president,

Cleveland Jewish News ... Past board member, Anti-Defamation League; Jewish Community Federation; Montefiore Home; Better Business Bureau; National Center on Nonprofit Enterprise.

Education: The Ohio State University, 1978, Masters of Accountancy ... Tulane University, 1975, BS Biology.

Personal: Born 1953, Cleveland ... Married to Mary Ann ... Two children.



Doug Shulman Commissioner, IRS

With the first year of tax preparer registration successfully behind him, Shulman has begun revealing an ambitious, technology-centric vision of the long-term future of tax return filing.

Career Highlights: Commissioner, Internal Revenue Service, 2008-present ... Vice chairman, Financial Industry Regulatory Authority ... Executive vice president, National Association of Securities Dealers, 2001-2007 ... Co-founder and executive vice president, FoundryOne, 2000-2001 ... Vice president, Darby Overseas Investments, 1998-2000 ... Chief of staff and senior policy advisor, National Commission on Restructuring the IRS, 1996-1997 ... Consultant, A.T. Kearney.

Other Affiliations: Past board member, Depository Trust Co.

Education: Georgetown University Law Center, JD ... John F. Kennedy School of Government, Harvard University, MPA ... Williams College, BA.



Doug Sleeter Founder and president, The Sleeter Group Inc.

QuickBooks users at accounting firms across the country owe a debt to Sleeter and his conferences, so much so that some credit Sleeter with putting QuickBooks on the map, and his presence at industry events and his own events serves to keep the legions of accountant users informed about this ever-evolving and perpetually relevant product line.

Career Highlights: Founder and president, The Sleeter Group Inc., 1994-present ... Director of product marketing, Quorum Software Systems, 1991-1994 ... Software evangelist and VAR sales, Apple Computer, 1986-1991 ... Software evangelist, Adobe Systems, 1985-1986 ... Staff accountant and tax preparer, Stanley W. Dowling CPA, 1979-1982 ... Staff accountant and tax preparer, Charles Strahel CPA, 1978-1979.

Other Affiliations: Host, The Sleeter Group's Accounting Solutions Conference ... Board of Advisors, Bill.com ... Product development consultant, Intuit, 1994-present ... Product development consultant, Fishbowl Inventory; SmartVault; PayCycle; Bill.com; NetSuite; BQE Software; MISys; Legrand Software; InsynQ; Bankserv; Avalara; Alterity; Results Software ... Board member at two small nonprofits.

Education: Santa Clara University, MBA courses ... University of California at Santa Cruz, 1982, BA Computer and Information Sciences ... Cabrillo College, 1979, AA.

Personal: Born 1959, Fresno, Calif. ... Married to Sherrill ... One son.

Blog/Twitter: www.sleeter.com/blog/ @sleetergroup



Brad Smith President and CEO, Intuit

Smith's goal is simple: to make Intuit's offerings — particularly its industry-leading small business software, QuickBooks — indispensable to small businesses and their accountants. He's pursuing that goal with acquisitions, new tools to make QB more mobile, grants and useful advice for small businesses, and much more.

Career Highlights: President and CEO, Intuit Inc., 2008-present; senior vice president and general manager, Small Business Division, 2006-2007; general manager, QuickBooks Group, 2005-2006; leader, Consumer Tax Group, 2004-2005; vice president and general manager, Accountant Central and Developer Network; joined, 2003 ... Senior vice president of marketing and business development, ADP ... Various sales, marketing and management positions, Pepsi, Seven-Up, Advo Inc.

Education: Aquinas College, Master's of Management ... Marshall University, BBA.



Ralph Thomas Executive Director, NJSCPA

The former AT&T and Citibank executive has helped the Garden State's CPA society forge a reputation as one of the best in the country in social media, as well as crafting its award-winning Exam Cram blog, an online member community and its widely viewed MoneyMattersNJ.com financial literacy portal.

Career Highlights: Executive director, New Jersey Society of CPAs, 1999-present ... Vice president, Structured Products Group, Citibank, 1987-1999 ... Staff manager, American Bell and AT&T Information Systems, 1982-1987 ... Senior systems accountant, Potomac Electric Power Co., 1980-1982 ... Senior accountant, Price Waterhouse, 1977-1980.

Other Affiliations: Past Council member, Group of 100, AICPA; member, Pre-Certification Education Executive Committee; past member, CPA Vision Project, Peer Review Board, Strategic Planning Committee ... Trustee, State Society Network Inc. ... Board, Shared Services LLC ... Lifetime member and past national president, National Association of Black Accountants; NABA President's Advisory Council; Finance and Capital Campaign Committees ... Trustee and chair of Diversity and Inclusion Subcommittee



A profile in apps

When we asked the Top 100 Most Influential People candidates for 2011 to name their favorite apps, we expected to learn something interesting about technology — but we may have learned even more about the Top 100 as people.

To start, we were surprised at how many were clearly indifferent to the many mobile technologies available, remaining blissfully unchained to iPhones, Droids and the like. Still, more than enough listed their favorite app or apps for us to develop a composite picture of the typical influential technology user in accounting.

First off, they travel. A lot. The most commonly cited category of apps related to being on the road, starting with flight status apps like FlightAware, FlightTrack Pro and TripTracker. They also like to use MapQuest and similar tools while away from home — and, with so many being accountants, it's not surprising that cheap-gas finder GasBuddy was mentioned, too.

Second, they keep informed. The next largest category of apps cited involved news and news alerts, with *The Wall Street Journal* app taking the lead, along with those from *The Economist*, *The New York Times*, and (insert grain of salt of here) *Accounting Today*.

Third, they're fans of social media, particularly Twitter, Facebook and LinkedIn, regularly checking tweets, status updates and the state of their networks, and using FlipBoard to bring it all together in one slick package.

Fourth, they're anywhere/anytime types, with many using DropBox to access and share documents over the Web from wherever they happen to be, constantly keeping track of things with Evernote, using the Kindle app to keep up with their reading, and checking their e-mail on a variety of devices.

Finally, they're not all that different from us: They use the Starbucks app to locate a badly needed cup of coffee, have barbecues with the On the Grill recipe app from Weber, check the Weather Channel app and WeatherBug to know what to wear, and secretly look at the ESPN Scorecenter and Scoreboard on their smartphones in meetings. And in case you're wondering, they play Angry Birds just like the rest of us — that is, far, far, too much.

tee, Lehigh University; Board of Advisors, College of Business; member, Audit Committee ... Member, Accounting Advisory Boards, Rutgers University; Seton Hall University ... Member, New Jersey State Chamber of Commerce Cornerstone Group ... Chair, Audit Committee, Shiloh Baptist Church.

Education: Lehigh University, 1977, MBA; 1976, BS Business & Economics.

Personal: Born 1954, Washington, D.C. ... Married to Valerie ... One daughter.



Jim Turley Global chairman and CEO, Ernst & Young

With a decade in office, Turley is the longest serving of the Big Four chiefs — and the only one to head

both the U.S. and the international arms of a firm, giving E&Y's global leadership unparalleled integration.

Career Highlights: Chairman and CEO, Ernst & Young LLP, 2001-present; deputy chairman, 2000-2001; New York area managing partner, 1998-2000; area managing partner for the Upper Midwest practice, 1994-1998; leader, entrepreneurial services practice, 1993-1994; client service, St. Louis, 1990-1994; national director, client services and business development, 1987-1989; partner, 1987; joined, 1977.

Other Affiliations: Co-chair, The Russian Foreign Investment Advisory Council ... Chair, Governing Board, Center for Audit Quality ... Steering Committee, International Integrated Reporting Committee ... Chair, Catalyst organization ... Member, President's Export Council ... Business Roundtable ... International Business Leaders' Advisory Council for the Mayor of Shanghai ... Board, Boy Scouts of America; National Corporate Theatre Fund ... Trustee, Rice University.

Education: Rice University, Master's and BA in Accounting.

Personal: Born 1955 ... Married ... One adult son.



John Veihmeyer Chairman and CEO, KPMG

Under Veihmeyer, KPMG has stayed on the cutting edge on a number of fronts

— launching apps to help users access its huge range of reports and to give college students career advice, for instance, and going “green” in a big way.

Career Highlights: Chairman, KPMG LLP, 2010-present; CEO, 2009-present; deputy chairman, 2005-2010; chairman, KPMG Americas, 2007-present; board member, 2003-present; area managing partner — audit and advisory, Mid-Atlantic area, 2003-2005; office managing partner, Washington, D.C., 2003-2005; partner-in-charge, Washington and Baltimore — audit, 2002-2003; area professional practice partner, Mid-Atlantic area, 1999-2001; partner,

1987; joined, 1977.

Other Affiliations: Co-chair, CEOs Against Cancer ... Member, Governing Board, Center for Audit Quality ... Board, Committee Encouraging Corporate Philanthropy ... Advisory Council, Notre Dame Mendoza College of Business ... Business-Higher Education Forum ... Past member, SEC Advisory Committee on Smaller Public Companies ... Past chair, Cultural Alliance of Greater Washington, D.C. ... Past member, St. Mary's College Board of Trustees ... Past member, Executive Committees, Federal City Council of D.C. and Greater Washington Board of Trade ... Board, Kennedy Center Corporate Fund ... Partnership for New York City.

Education: University of Notre Dame, 1977, BBA.

Personal: Born 1955, Washington D.C. ... Married to Beth ... Three children.



Jennifer Warawa Senior director of partner programs, Sage North America

Warawa is largely credited with helping make Sage

and its products important to accountants as she continues to head up the company's efforts to reach this influential community. On her watch, the Sage Accountants Network has grown to almost 20,000 members.

Career Highlights: Senior director, partner programs, Sage North America, 2008-present ... Owner and operations manager, Dreamscape Business Services Ltd., 1995-2008.

Other Affiliations: Mentor, Young Adult Guidance Center ... Past board member, Courage for Youth Association ... Founder and past board member, Uptown Rutland Business Association ... Past member, Rutland Task Force.

Education: Okanagan University College, 1997.

Personal: Born 1976, Kelowna, B.C. ... Married to Shane.

Twitter: @jenniferwarawa



Jill Ward Senior vice president and general manager, Accounting Professionals Division, Intuit Inc.

Responsible for developing products that help accountants be more productive and serve their clients better, Ward is Intuit's face to the profession — and its voice within the company.

Career Highlights: Vice president and general manager, Accounting Professionals Division, Intuit Inc.; vice president, Accountant Central; vice president and general manager, QuickBase; joined, 2001 ... President, Telespectrum Customer Care ... Senior vice president, Fidelity Investments ... Strategy consultant and manager, Bain & Co.

Education: Amos Tuck School, Dartmouth, 1998, MBA ... Wellesley College, BA.



Troy Waugh CEO, FiveStar3

Waugh's Rainmaker Academy workshops are a hot commodity for accounting firms seeking to boost value and the bottom line

in a tough economy. When not leading these sessions, Waugh and his team have a steady thought-leadership presence in print and at practitioner events.

Career Highlights: CEO, FiveStar3 LLC, 1991-present ... Senior vice president, Jacques Miller, 1983-1991 ... CEO, Advantage Companies, 1975-1983 ... Audit manager, Price Waterhouse, 1969-1975.

Other Affiliations: Author, *Leading an Accounting Firm; Power Up Your Profits; 101 Marketing Strategies* ... National Speakers Association.

Education: University of Southern California, 1973, MBA ... University of Tennessee, 1969, BS Acctg.

Personal: Born 1944, Savannah, Ga. ... Married ... Two sons.

Blog: www.therainmakeracademy



Jack Weisbaum CEO, BDO USA

Weisbaum leads BDO into its second century as a firm with a strong reputation as a great place to work for ev-

eryone from women to recent grads — and a raft of awards to prove it.

Career Highlights: CEO, BDO USA, 2004-present; chairman and acting CEO, 2003-2004; partner and executive director of specialized services, 1982-2003 ... Partner, Benjamin Nadel & Co., 1968-1982; staff accountant, 1958-1968.

Other Affiliations: American Jewish Congress ... New York Institute of Credit ... B'nai Brith ... Brandeis University ... Hofstra University.

Education: Hofstra University, 1964, BBA.

Personal: Born 1940, Bronx, N.Y. ... Married to Mary ... Three children, two grandchildren.



Geni Whitehouse Countess of Communication, Even a Nerd Can Be Heard and Brotemarkle, Davis

and Co. Whitehouse has essentially brought cool to being a tech-savvy CPA. The self-professed “nerd” continues to leverage her years of experience at a variety of accounting and business software companies in training, educating and advocating proper communication and marketing to firms sorely lacking in these skills.

Career Highlights: Countess of Communication,

Even a Nerd Can Be Heard, 2007-present; Brotemarke, Davis & Co. LLP, 2007-present ... Vice president, Sage Software, 2004-2007 ... Vice president, Accpac, 2002-2004 ... COO, Accounting Software Advisor, 2002 ... COO, Elliott Davis Technology Solutions, 2001-2002 ... Director of product marketing and strategic alliances, Navision US, 1999-2002; manager, CPA Alliances, 1998-1999 ... Project management software trainer and implementer, Evans Technology, 1995-1998 ... Partner, Gross Duke & Nelson, 1991-1995 ... Software consultant, Software Management, 1990-1991 ... Contract controller, 1989-1990 ... Corporate tax director, Dental Research Corp., 1988-1989 ... Corporate tax manager, Super Valu, 1986-1988 ... To senior accountant, Deloitte, Haskins and Sells, 1982-1986.

Other Affiliations: Instructor, WISE Academy, 2009-present ... Author, *How to Make a Boring Subject Interesting* ... Mentor Plus Consulting Accountants Roundtable ... XBRL steering committees ... Girl Scouts.

Education: University of North Carolina, 1981, BSBA Concentration in Accounting.

Personal: Born 1959, Atlanta ... Married to Charles ... Two children.

Blog: www.evenanerd.com/nerd-talk.html



Sandra Wiley Shareholder, senior consultant and COO, Boomer Consulting

A veteran — and popular — speaker, Wiley will put

another scheduled 13 industry events under her belt by the end of this year, in addition to the webinars on leadership she presents and her 14th year leading a symposium for HR and learning professionals. This year she also launched a program for select, progressive managing partners to share best practices.

Career Highlights: Shareholder, chief operating officer and senior consultant, Boomer Consulting Inc., 1995-present ... Vice president of human resources, FirstBank, 1989-1994 ... Financial analyst, First Interstate Bank, 1979-1988.

Other Affiliations: Member, AT Advisory Group ... Creator, The CEO Advantage Program ... Team member, The Advisory Board ... Past committee member and marketing leader, Tech+ Conference Committee, AICPA ... Guest lecturer, Kansas State University ... Co-publisher, *Performance3* ... Board president and campaign chair, United Way of Riley County ... Board member, Manhattan Crisis Center ... Youth director, Trinity Presbyterian Church.

Education: Friends University, 1990, BS Human Resources.

Personal: Born 1960, Stafford, Kan. ... Married to Doug ... Three children.

Blog/Twitter: www.thinkplangrow.net/ @sandrawiley

Jennifer Wilson Co-founder and owner, ConvergenceCoaching



Wilson's widespread consulting efforts bring partner accountability and performance into focus for a range of practitioner clients and conference audiences, with particular emphasis on young leadership.

She connects with this demographic through her social media network and new online tools like a recently launched e-book on successful "straight talk."

Career Highlights: Co-founder and owner, ConvergenceCoaching LLC, 2000-present ... Co-founder and principal, Success Strategists, 1999-2000; 1995-1997 ... National director, Financial Solutions Group, BDO Seidman, 1997-1999 ... Vice president of sales and customer services, State of the Art Inc., 1989-1995 ... Regional sales manager, Pro Systems Inc., 1984-1988.

Other Affiliations: Advisory Board, Bill.com ... New Horizons Group ... Digital Education Committee, Association for Accounting Marketing ... Association for Accounting Administration ... CPA Leadership Panel ... iShade Faculty ... Past chair, Tech Committee, AICPA; Workload Compression Task Force ... American Marketing Association ... International Coach Federation ... Founding member and board member, Information Technology Alliance ... Board member and youth leader, Episcopal Church.

Education: University of Nebraska, 2002, BS Marketing ... Landmark Education, Curriculum for Living (Leadership/Communications), 1995-1996.

Personal: Born 1964, Hahn Air Force Base, Germany ... Married to Brian ... Three daughters.

Blog/Twitter: www.blog.convergencecoaching.com/ @jenleewilson



David Williams Director, Return Preparer Office, IRS

Williams is spearheading the IRS's efforts to regulate the tax preparation profession. After registering more

than 700,000 tax preparers, the IRS is now rolling out its testing and continuing education initiatives, and Williams will play a crucial role in ensuring those are a success.

Career Highlights: Executive leader, return preparer regulation implementation, Internal Revenue Service, 2010-present; director, Electronic Tax Administration and Refundable Credits, 2007-present; director, EITC, Health Coverage Tax Credit and Telephone Excise Tax Refund programs; chief of communications and liaison, 1998-2003 ... Deputy assistant secretary for tax and legislative affairs — tax and budget, U.S. Treasury, 1997-1998 ... Legislative director and tax policy advisor, Sen. Bill Bradley, 1996-1997 ... Assistant staff director, U.S. Senate Committee on the Budget, 1990-1996.

Education: John F. Kennedy School of Government, Harvard University, MPP ... Colorado State University, BS.



David Wyle President and CEO, SurePrep

A CPA himself, Wyle continues to expand one of the leading set of tax workflow tools, relieving other CPAs,

accountants and tax practitioners of much of the drudgery of tax prep, and freeing them up to pursue higher-value services.

Career Highlights: President and CEO, SurePrep LLC, 2002-present ... President and CEO, ePace Software, 1997-2002 ... Senior tax associate, Coopers & Lybrand, 1994-1997.

Education: University of California at Santa Barbara, 1994, Business Economics.

Personal: Born 1972, Santa Monica, Calif. ... Married to Carmen ... One son and one daughter.



Diane Yetter President, Yetter Consulting

A frequent speaker on sales and use taxes, Yetter is one of the foremost experts on dealing with state taxing

authorities — which makes sense, since she used to work for one.

Career Highlights: President, Yetter Consulting, 1996-present ... Tax manager, Arthur Andersen, 1989-1996 ... Sales tax accountant, Quaker Oats Co., 1988-1989 ... Auditor II, Kansas Department of Revenue, 1985-1988.

Other Affiliations: Founder, Sales Tax Institute ... Certified Implementation Partner and trainer, Thomson Reuters Indirect Tax (Sabrix) ... Certified Training and TDM Specialist, Vertex ... Institute of Professionals in Taxation ... Council on State Taxation ... Chicago Tax Club ... Association for Computers and Taxation ... AICPA ... Illinois CPA Society ... Institute of Management Accountants; Institute of Finance & Management ... Author, *Information Technology Association of America Software & Services State Tax Report*; *Drop Shipments: Taxation, Compliance and Planning*; *Multistate Guide to Sales and Use Tax: Manufacturing* ... Taxation Committee, Chicagoland Chamber of Commerce ... Executive Committee, Advisory Board, University of Kansas School of Business; adjunct professor ... Union League Club of Chicago.

Education: DePaul University, 1994, MS Taxation ... University of Kansas, 1985, BS Accounting and Business Administration.

Personal: Born 1963, Chicago.

Twitter: @ycstax

No 'i' in Melancon

As always, we ask the candidates for the Top 100 to name the three people they think are the most influential in accounting. The answers, reflecting the ever-increasing scope and reach of the profession, ranged widely, with the 122 candidates responding naming a total of 124 influences. Among all that diversity, though, one trend continues: the prominence of AICPA president Barry Melancon.

While they may not all know exactly how to spell his name (it has neither an "i" nor an "s"), almost half of respondents named him, roughly three times as many as cited his nearest competitors, SEC chair Mary Schapiro and FASB chair Leslie Seidman, who are themselves *über*-influential.

Institute personnel did particularly well this year, with Jim Metzler, Mark Koziel and Erik Asgeirsson all garnering significant mentions, but while the usual slate of regulators received their due, two government figures saw their support dwindle: Federal Reserve chief Ben Bernanke and Treasury Secretary Tim Geithner were both considered significantly less influential on the profession this year than last.

