

The Top 100 People: Annuals and perennials

'LET A HUNDRED FLOWERS BLOOM.'

We don't often quote Chairman Mao in *Accounting Today*, but on this one occasion, we thought it might be appropriate, in releasing our annual list of the Top 100 Most Influential People in Accounting, to note the vast variety and chaotic profusion of the profession.

If the T100 were a garden, it would be no monotonous monoculture of rigidly organized beds filled with identical lackluster flowers. Instead, it would be a lush bank of wildflowers, a tropical rainforest's worth of different blooms, different focuses and different schools of thought. The members of our list routinely overspill their beds, breaking into new fields and colonizing new territories.

We won't push the horticultural metaphor much further,

except to note one other way that our Top 100 People is like a garden: Each year, we are forced to make choices between the annuals that should be added anew each year, and the perennials that can return every 12 months.

The profession has many hardy perennials — think of the Nisbergs, the Koltins, the Melancons — but it also generates whole crops of new annuals each year, and our list must make room for them, much as the profession does. The crucial difference, of course, is that outside of this report, perennials and annuals work side by side to grow the profession; it's only in these pages that they compete for one of 100 plots. Not being on the list is no blight on the bloom; it's merely an indicator of the arbitrarily small size of this particular show garden.

Beyond these confines, the accounting profession is, as we noted, burgeoning — busting out all over, you might say, breeding a vast variety of new blossoms, sending up green shoots in fields previously unexplored.

This profusion is one of the great strengths of the profession — that it can move in so many directions at once, explore so many different avenues, and even hold so many sharply differing opinions (and then resolve them without succumbing to any sort of Maoist purge).

It is the strength that produced this year's Top 100 People, the varied mix of annuals and perennials who are shaping the profession now and in the future — preparing the ground for a new set of annuals to come along.

— *The Editors*



Joe Adams
Managing partner
and CEO, McGladrey
With McGladrey's partners and staff revitalized by their unification after a decade apart, Adams is

leading his Top Five Firm forward with a focus on innovation and a commitment to the middle market.

Career Highlights: Managing partner and chief executive officer, McGladrey LLP, 2011-present; leader, Great Lakes Region, 2008-2011; executive managing director, Great Lakes Economic Unit, 1998-2008; audit partner, 1987; joined, 1979.

Other Affiliations: American Institute of CPAs ... Illinois CPA Society ... Center for Audit Quality, Major Firms Group.

Education: DePaul University, MBA Operations Management; BA Accounting.

Personal: Born 1955, Chicago ... Married to Cheryl ... Five children, four grandchildren.



John Ams
Executive vice
president, NSA

The 30,000 or so members of the National Society of Accountants rely on Ams to keep them up to date

on the latest developments in tax — and to help fight their corner inside the Beltway.

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, IRS, 1975-1979.

Other Affiliations: Internal Revenue Service Advisory Council ... American Society of Association Executives ... American Bar Association ... D.C. 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, Imst, Austria ... Married to Nancy ... Three children.
Blog/Twitter: <http://connect.nsacct.org/NSABlog/@NSAtax>



August Aquila
President and CEO,
Aquila Global
Advisors

With a growing roster of clients abroad, Aquila brings an international

perspective to what it takes to properly manage a modern accounting practice.

Career Highlights: President, Aquila Global Advisors LLC, 1995-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 and Hall of Fame member, Association for Accounting Marketing ... Founder and editor, *Partner to Partner*, 1995-2000 ... 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*; *Performance Is Everything*; *Leadership at Its Strongest: What Successful Managing Partners Do*; *How to Engage Partners in the Firm's Future* ... Contributing author, *The Marketing Advantage*; *How to Hire a Marketing Director and Make it Work*; *Bull's Eye! The Ultimate How-To Marketing & Sales*

Guide for CPAs; The Power of Optimism ... Board member, Anchor Bank, Anchor Bank Holding; chair, Compensation Committee, Anchor Bank ... AICPA ... Past board member, Minnesota Chapter, AAM ... Past board member, Minnesota Opera; Chantrey Wood Homeowners Association.

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

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

Twitter: @aquilaadvisors



Erik Asgeirsson
CEO, CPA2Biz

It's certainly natural for the head of the AICPA's Web portal to be interested in promoting technology, but he's been taking it to new levels recently with an intensified crusade to turn accountants into "Digital CPAs."

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



Billy Atkinson
Chairman, Private
Company Council

This retired PwC partner stepped into the limelight last year when he became the inaugural chief of the

PCC, responsible not just for improving private company reporting, but for proving that the council can be a viable solution to the decades-old issue of making GAAP work for all kinds of companies, not just large publicly traded ones.

Career Highlights: Assurance & risk management partner, PwC, 1998-2011 (retired) ... Partner, Coopers & Lybrand, 1982-1998; joined, 1972.

Other Affiliations: Chair, Private Company Council, 2012-present ... Chair, National Association of State Boards of Accountancy, 2009-2010 ... Chair, Texas Public Finance Authority, 2011-present ... Board of Directors, Atkinson Candy Co., 2012-present ... Blue Ribbon Panel on Private Company Accounting Standards, 2010 ... Past chair, Texas State Board of Public Accountancy ... AICPA Governing Council, 2003-2006 ... Past chair, Make-a-Wish Foundation of the Texas Gulf Coast ... President, Accounting Advisory Council, Texas A&M University.

Education: Texas A&M University, 1972, BBA Acctg.
Personal: Born 1950, Richmond, Texas ... Married to Donnelle ... Two children, four grandsons.



Ron Baker
Founder,
VeraSage Institute

Baker may be gratified that accountants are beginning to take up his message about the need

to do away from the billable hour, but he's not finished: He thinks the profession has a lot more work to do to make sure it maintains its relevance.

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 ... American Institute of CPAs' Group of 100 ... Professional Pricing Society ... Author, *Implementing Value Pricing: A Radical Business Model for Professional*

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Education: Professional Pricing Society, Atlanta, 2002, postgraduate ... University of Chicago GSB, 2001, postgraduate ... Cato University, 2000, postgraduate ... Disney University, 1997, postgraduate ... San Francisco State University, 1984, BS Acctg. ... Santa Rosa Junior College, 1982, AA.

Personal: Born 1962, Santa Rosa, Calif. ... Single.
Blog/Twitter: www.verasage.com/@ronaldbaker



William Balhoff Incoming chair, AICPA

You'd expect the chair of the American Institute of CPA to be fairly heavily involved in the profession, but few can match Balhoff's resume of service in a wide variety of volunteer and leadership roles, on top of his years of experience in public practice and at the helm of a firm.

Career Highlights: Managing director and CEO, Postlethwaite & Netterville, 2008-present; director, 1986; joined, 1976.

Other Affiliations: Society of Louisiana CPAs ... Dean's Advisory Council, LSU E.J. Ourso College of Business; Advisory Board, LSU E.J. Ourso College of Business Accounting Department ... Board of trustees, Our Lady of the Lake College; member, Finance Committee ... Chair, Finance Committee, Baton Rouge Area Foundation ... Vision 21 Foundation.

Education: National Banking School, McIntire School of Commerce, University of Virginia ... Louisiana State University, 1976, BS Acctg.

Personal: Born 1954, Baton Rouge, La. ... Married to Sandra ... Three daughters.



Jonathan Baron Managing director, Professional Segment, Thomson Reuters Tax & Accounting

Baron continues in his pivotal role in steering Thomson Reuters Tax & Accounting in its position as one of the leading providers of tools and resources to tax preparation and accounting professionals.

Career Highlights: Managing director, Professional Segment, 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 Acctg.

Personal: Born 1952, Colchester, Vt. ... Married to Betsy ... Four children.



Joanne Barry Executive director and CEO, NYSSCPA

Besides streamlining the society's operations, boosting its membership and moving it to a

new headquarters, Barry has also focused it squarely on the future, with initiatives and new staff positions aimed at the next generation of accountants.

Career Highlights: Executive director and CEO, New York State Society of CPAs, 2010-present; executive director, Foundation for Accounting Education, 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 ... Board, CPA Society Executives Association ... Vice chair, Board of Trustees, AICPA Foundation ... Advisory Board, Montclair State University Accounting Department ... Board, New York Society of Association Executives ... Board, New York Chapter, International Association of Business Communicators ... Past national chair, AICPA Public Relations Conference ... Public Relations Society of America ... National Press Club.

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

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

Twitter: @joannesbarry



Sen. Max Baucus D-Mont.

Baucus is retiring after his current term, but he's pushing hard to leave his mark with some kind of

major tax reform, even going so far as to go on a listening tour with House Republican Dave Camp to gather ideas.

Career Highlights: Chair, Finance Committee, U.S. Senate, 2007-present, 2001-2003; vice 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.



Wayne Berson CEO, BDO USA

Berson has been pursuing a strategy of growth through strategic mergers and acquisitions from the moment he took over

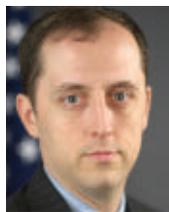
at BDO last year, and he has no intention of stopping. The question is, where will his Top 10 Firm expand next?

Career Highlights: CEO, BDO USA LLP, 2012-present; member, BDO international Global Board, 2012-present; U.S. board chairman; regional managing partner for assurance; office managing partner, assurance; joined (through merger), 2001 ... Managing partner, Lang Group; partner; audit manager; joined, 1991 ... Audit senior to supervisor, Grant Thornton, 1987-1991 ... Audit staff to supervisor, Baker Mazars, 1983-1987.

Other Affiliations: Co-founder, BDO Institute for Nonprofit Excellence ... Past member, PCPS Executive Committee, AICPA ... Past president, Greater Washington Society of CPAs ... Board, Greater Washington Board of Trade ... Audit Committee chair, Global Alliance for Vaccinations and Immunizations ... Trustee, Federal City Council.

Education: University of South Africa, 1986, Accounting Science ... University of Cape Town, 1983.

Personal: Born 1961, Cape Town, South Africa ... Married to Sandra-Lynn ... Three children.



Paul Beswick Chief accountant, SEC

Beswick has made the switch from "acting" to full-time chief accountant, but what we're really

waiting on are his thoughts on whether we'll make the switch from GAAP to IFRS ...

Career Highlights: Chief accountant, Securities and Exchange Commission, 2012-present; deputy chief accountant, Accounting Group, 2009-2012; 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 Acctg.



Chandra Bhansali President, AccountantsWorld

A proponent of the cloud from before it was even called the cloud, Bhansali

is a major force in raising the profession's comfort level with this liberating and empowering, but not-so-new, technology.

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, NASBA

Now in his sophomore year at the helm, Bishop keeps on rolling out new services and bringing on

new staffers aimed at serving his state board constituents, all while he works to spread the CPA Exam around the world.

Career Highlights: President and CEO, National Association of State Boards of Accountancy, 2012-present; executive vice president and chief operating officer, 2010-2011; senior vice president and director, 2007-2010 ... President and CEO, Professional Credential Services, 2007-2010 (former wholly owned NASBA subsidiary) ... Executive director, Missouri State Board of Accountancy, 1998-2006 ... Law enforcement career, commander, chief of police, under-sheriff.

Other Affiliations: CEO, NASBA Center for the Public Trust ... MAcc Advisory Board, Vanderbilt University ... Past member, Board of Examiners, American Institute of CPAs ... Board of Directors, Nashville Downtown Partnership ... Jason Foundation ... Carnation Plantation Randall McGavock Society.

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.

Personal: Born 1951, Mexico, Mo. ... Married to Sheilah ... Three children.

Blog: Monthly "President's Memo" in *State Board Report*, on www.nasba.org.



Parnell Black CEO, NACVA

After last year's merger of NACVA with the Institute of Business Appraisers, Black continued to streamline the valuation

field this year by merging his association's two main credentials.

Career Highlights: CEO, National Association of Certified Valuers and Analysts, 2002-present; president and CEO, 1995-2002 ... President and CEO, 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 the National Organization for Competency Assurance) ... Board advisor, International Association of Consultants, Valuators and Analysts ... FEI ... Family Firm Institute.

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

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

Blog/Twitter: <http://quickreadbuzz.com/@nacva>

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Jason Blumer Chief innovation officer, Blumer & Associates

Call Blumer at work, and he probably won't answer: He's likely out

spreading his message of disrupting the accounting status quo in an energetic conference presentation or cracking wise on his Thriveal podcast. But really, you shouldn't bother because his firm has been proudly virtual since the end of 2012.

Career Highlights: Chief innovation officer, Blumer & Associates CPAs PC ... Audit manager, Burkett, Burkett & Burkett CPAs, 1998-2003 ... Controller, Abbott Enterprises Inc., 1996-1998 ... Market financial manager, BrightStar Studios, 1993-1996.

Other Affiliations: Founder and CEO, Thriveal CPA Network ... AICPA ... South Carolina Association of CPAs.

Education: Wofford College, 1993, Bachelor's Acctg.

Personal: Born 1971, Greenville, S.C. ... Married to Jennifer ... Three daughters.

Blog/Twitter: www.blumercpas.com/blog / www.thriveal.com/blog / @jasonmblumer



Gary Boomer CEO, Boomer Consulting

His name is synonymous with thought leadership in both technology and practice management,

and his eponymous circle meetings have become a must-attend for many CPA firm leaders, even as the ideas exchanged spread to firms of all sizes.

Career Highlights: Chief executive officer, Boomer Consulting Inc., 1996-present ... To 1996, partner, 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 ... Sulgrave Regency Board.

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

Personal: Married to Mary ... Three children.

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



Jim Boomer CIO and shareholder, Boomer Consulting

No longer just seen as the heir apparent to his father, Jim has established his own influence

and represents the future voice of thought leadership, speaking at numerous events throughout the year and remaining partic-

ularly active on committees and task forces aimed at driving the profession forward in its adoption of valuable new technologies.

Career Highlights: Chief information officer and shareholder, Boomer Consulting, 2006-present ... Consultant, BearingPoint, 2002-2004 ... To senior consultant, Arthur Andersen Business Consulting, 1999-2002.

Other Affiliations: CITP Credentials Committee, AICPA; CITP Exam Task Force Chair, AICPA; Conference Steering Committee, AICPA Tech+ ... Board of Directors, Kansas Society of CPAs; champion, Technology Committee.

Education: University of Texas at Austin, 2006, MBA Marketing/Entrepreneurship ... Kansas State University, 1999, BS Acctg./MIS.

Personal: Born 1976, Manhattan, Kan. ... Married to Mary ... One son and one daughter.

Blog/Twitter: www.thinkplangrow / @jimboomer



Jim Bourke Partner, WithumSmith+Brown

Bourke's influence in the CPA community cannot be denied. His speaking and travel schedule is

nothing short of staggering, as he remains committed to explaining how practitioners can and should embrace technology and change in general to prepare for both the present and the future.

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 ... Board of Directors and Council member, AICPA; past chair, CITP Credential Committee; chair, AICPA Tech+ Conference ... Board member, N.J. Technology Council ... Board member, Camp Zehnder YMCA.

Education: Kean University, 1987, BS Acctg.

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

Twitter: @JimBourke



Rep. Charles Boustany R-La.

Boustany's specialty is calling the IRS out on inefficiencies, improprieties, incoherencies and incompetence — and this year he had plenty of material to work with, from *Star Trek* videos and conference overspending to Tea Party targeting.

Career Highlights: Chair, Subcommittee on Oversight, House Ways and Means Committee, U.S. House of Representatives; Subcommittees for Trade and Human Resources; elected, 2004 ... Medical practice, 1990-2004.

Education: Louisiana State University School of Medicine, 1982, MD ... University of Southwestern Louisiana, Bachelor's.

Personal: Born 1956, Lafayette, La. ... Married to Bridget ... Two adult children.



Jim Buttonow Co-founder, Beyond415

Not only are Buttonow and Beyond415 giving tax preparers the tools and insights they need to

interact more efficiently with the IRS, they're also taking up advocacy, as when they helped lead the revolt against the retirement of two useful IRS e-services.

Career Highlights: Co-founder and vice president of product development, Beyond415, 2009-present ... Private practice, 2006-2013 ... IRS team coordinator, TE/GE Coordinated Exam Program, Internal Revenue Service, 1987-2006.

Other Affiliations: Tax Section, AICPA; IT Section ... North Carolina Association of CPAs ... NATP ... Westover Church.

Education: Florida Atlantic University, postgraduate work ... University of South Florida, 1987, BS Acctg.

Personal: Born 1964, Southampton, N.Y. ... Married to Heather ... Two children.

Blogs/Twitter: Beyond415.com Knowledge Center Blog, IRSmind.com / @Jim_Beyond415



Edward Caine National president, NCCPAP

Even as NCCPAP expands across the country, its new president hasn't lost sight of two of its core missions:

helping members run their practices better, and advocating for them in Washington.

Career Highlights: Managing partner, EP Cain & Associates CPA, 2005-present ... Chief administrative officer, Union for Reform Judaism, 2002-2005 ... Associate partner, Maximus, 1997-2002 ... CFO, director of operations, ECC Management Services, 1990-1996 ... CFO, treasurer, Berger Manufacturing, 1987-1990 ... Manager, Deloitte & Touche, 1984-1987 ... VP, Chase Manhattan Bank, 1981-1984 ... Senior accountant, Arthur Andersen & Co., 1977-1981 ... Assistant treasurer, Girard Bank, 1973-1977.

Other Affiliations: National president, National Conference of CPA Practitioners, 2012-present ... Vice president, Golden Slipper Club and Charities ... Vice chair and chair, Radnor Township Citizens Audit Review & Financial Advisory Committee, Township Audit Committee ... NPL Committee, IRS ... AICPA ... Past chair, Statewide BGE Committee, PICPA.

Education: Temple University, 1977, MBA ... Lehigh University, 1973, BA/BS.

Personal: Born in New York City ... Married to Jill ... Two children.

Blog: www.cainecpa.com



Rep. Dave Camp R-Mich.

Camp is working with the Senate's Max Baucus to try to push for some kind of meaningful tax reform

this year. Whether all their other colleagues

Q&A

Accounting's biggest issues

We asked the T100 what the most important issues facing the profession are; succession planning and the looming talent shortage were by far the most common responses, with keeping up with technology and maintaining the profession's relevance also ranking high — but there were also a number of less-frequently cited issues that are worth noting.

I believe complexity continues to be both the greatest opportunity and the biggest potential challenge for CPAs.

— Barry Melancon

Complacency. Many Baby Boomer partners are happy enough with their career accomplishments, client bases and compensation. This makes it difficult to change firm strategy and culture, which is often necessary in today's competitive marketplace.

— Jean Caragher

Globalization continues to present tax and accounting practitioners with unprecedented and rapidly evolving challenges.

— Brian Peccarelli

Creating a clear roadmap for the future of firms as "historical" services such as tax, write-up, audit, etc., continue to face increasing pricing pressure and commoditization.

— Jennifer Katrulya

Creating opportunities for and adapting to the next generation of CPAs and accounting professionals while maintaining the relevancy of the CPA certificate.

— Loretta Doon

There is a severe lack of vision and committed leadership willing to stand up for what it means to be a true professional serving the public interest. The result is regulatory capture by influential groups promoting their private interests. We need to put the P(ublic) back in the CPA license to practice!

— Gaylen Hansen

The impunity of Big Four audit firms. Or the slowly disappearing ampersand.

— Caleb Newquist

Relevance and direction. Backward-looking services are the least valuable services that CPAs currently provide.

— Michelle Golden

If the PCAOB continues to drive toward a strict compliance model vs. a performance model of audit quality, they will increase the likelihood that the better people (intelligent, independent thinkers, capable of understanding business, etc.) will choose other things to do than perform independent audits. — *Billy Atkinson*

The most important issue is the increasing level of regulatory compliance oversight and legislative complexity. The velocity at which compliance is changing has increased. — *Jason Marx*

Auditors need to recognize the need to expand their role and reporting responsibilities to meet the needs of statement users (particularly investors) and maintain the relevance of their role. — *Wayne Berson*

It's shaping the services the accounting profession provides to better serve capital markets and investors. In this complex and dynamic global economy, ensuring that our services remain relevant, timely and meaningful is imperative. — *Joe Echevarria*

Relevance. If we don't do a better job of defining, delivering and communicating our value to small businesses, we will be cannibalized by the DIYers. And for the lack of value that some CPAs offer clients, you can't blame clients for that. — *Jody Padar*

Brand re-alignment. The CPA brand is so strongly tied to audit, tax and finance that it is like trying to move a mountain to rebrand to enable CPAs to be the ultimate trusted business advisor (to business as a whole, not just finance). — *Donny Shimamoto*

Leadership development. Accounting firms are struggling to retain the top talent they need to run their firms, and more importantly to succeed the current owners. — *Sarah Johnson*

Attracting and retaining the best talent continues to be vital for our firm, and a top priority. ... Diversity is an especially critical component. — *John Veihmeyer*

The most important issue facing the profession is the same today as it has always been: talent. More than most organizations, the value of a professional services and accounting firm is primarily delivered by its people. — *Deborah DeHaas*

Staffing. This issue runs the gamut from suc-

cession to new hires to holes in the hierarchy. As more of our rainmaking partners are retiring, have firms developed the future partners they need? — *Katie Tolin*

Finding the next generation of leadership is the most important issue. With 78 million Baby Boomers approaching retirement age and only 50 million in Generation X, there won't be a one-to-one replacement. — *Jim Boomer*

The transition of firm ownership from current leaders who are entrenched in doing things in a way that worked and made them successful as they grew in their career to new leaders who are waiting in the wings for their chance to do things their way. — *Sandra Wiley*

Most firms are spending so much time keeping up with technology that they haven't had time to build a plan around the skills they need to be successful in the future. Although technology is an important enabler, it's just one piece of the puzzle; building the right business model for the future will play an equally important role in overall success. — *Pascal Houillon*

I would say adapting to change. ... In terms of the pace of change, the last decade has been particularly challenging. ... But the best organizations use change to challenge themselves, to start a conversation with their stakeholders and to re-affirm their sense of purpose. — *Mark Weinberger*

I believe that the most important issue facing the profession today is innovation. ... Keeping up is a challenge for any profession and particularly for one like accounting, which is naturally skeptical and has been traditionally slow to change. — *Joe Adams*

The profession must become much more agile with technology. — *Doug Sleeter*

With Hostess Brands emerging from bankruptcy, CPA firms must work diligently to reinstate Hostess Fruit Pies, Cupcakes and Twinkies to a place of prominence in their vending machines. It's either that or the commoditization of our core services rendering us irrelevant and unprofitable. But probably the Twinkies thing. — *Greg Kyte*

The profession's leaders are always generous with their thoughts and ideas; to read all the responses from our T100 candidates, visit AccountingToday.com.

will play along remains to be seen.

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 ... Special assistant Michigan attorney general, 1980-1984.

Other Affiliations: 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.



Carol Campbell Director, Return Preparer Office, IRS

While everyone anxiously awaits the result of the IRS appeal of *Loving*, Campbell is calmly managing

the relationship — always complicated, and even more fraught this year — between the service and professional preparers.

Career Highlights: Director, Return Preparer Office, IRS, 2012-present; deputy chief of staff, IRS Commissioner, 2010-2012; docket attorney, counsel to NTA, division counsel, 1991-2010 ... Docket attorney, deputy associate, chief counsel, Benefits Review Board, Department of Labor, 1987-1991.

Education: College of William & Mary, 1987, JD ... University of Virginia, 1978, BA.

Personal: Born 1956, Fort Eustis, Va.



Jean Marie Caragher President, Capstone Marketing

One of the original wave of accounting marketers, Caragher now initiates

other marketers and entire firms into what is still a mystery to far too many.

Career Highlights: President, Capstone Marketing, 1998-present ... Executive director, Moore Stephens North America, 1995-1998 ... Regional marketing director, BDO Seidman, 1990-1994 ... Marketing director, Israeloff, Trattner & Co., 1985-1989.

Other Affiliations: Past president and board member, Association for Accounting Marketing ... Conference chair, MarkeTrends ... National Speakers Association ... American Marketing Association ... Contributing author, *Bull's Eye! The Ultimate How-to Marketing and Sales Guide for CPAs*.

Education: Hofstra University, 1989, MBA ... SUNY Oswego, 1981, BA.

Personal: Born 1959, Rockville Centre, N.Y. ... Married to Michael Gaspar.

Blog/Twitter: <http://capstonemarketing.com/category/blog/> @JeanCaragher



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

Caron once stood out as one of the few serious tax bloggers out there; now

that there are a lot more tax blogs online, he stands out even more — because they all refer to him and his near-comprehensive content.

Career Highlights: Professor of law, Pepperdine University School of Law, 2013-present ... Summer visiting professor, University of San Diego School of Law, 2001-present ... Professor, University of Cincinnati College of Law, 1990-2013 ... 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: Owner and publisher, Law Professor Blogs Network ... Editor, Graduate Tax Series; *Law Stories* ... 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.

Twitter/Blog: <http://taxprof.typepad.com/@SoCalTaxProf>



Richard Chambers President and CEO, IIA

As the external face of an internal function, Chambers keeps busy educating

his members and advocating for them, and raising their profile, as with his recent pact with IFAC.

Career Highlights: President and CEO, Institute of Internal Auditors, 2009-present; vice president and executive director, 2001-2004 ... U.S. leader of internal audit advisory services, PricewaterhouseCoopers, 2004-2008 ... Inspector general, Tennessee Valley Authority Corp., 2000-2002 ... Deputy inspector general, U.S. Postal Service, 1998-2000 ... Chief audit executive, U.S. Army, 1988-1998 ... To senior operations research analyst, Ft. McPherson, Ga., 1980-1988 ... Adjunct instructor, Clayton College and State University, 1980-1988 ... Accountant, Atlanta Health and Human Services, 1980-1981 ... Accountant, U.S. General Accounting Office, 1976 ... Internal auditor, Trust Company Bank, 1975-1876.

Other Affiliations: Member, COSO Board ... Past member, Blue Ribbon Committee for Audit Effectiveness, NACD ... ACFE.

Education: Salve Regina University, 1994, MA International Relations ... Georgia State University, 1978, MBA Management; 1975, BBA Acctg.

Personal: Born 1954, Ft. McClellan, Ala. ... Married to Kimberly ... Three daughters.

Blog/Twitter: "Chambers on the Profession" www.theiia.org/blogs/chambers/ @RFChambers.



Stephen Chipman CEO, Grant Thornton

The strategy that Chipman has been implementing since he took office at

Grant Thornton three years ago of focusing on "dynamic," growing businesses seems to be paying off — if growth of over 9 percent is any indicator.

Career Highlights: CEO, Grant Thornton U.S., 2010-present; CEO, Grant Thornton China Management Corp., 2006-2009; central region MP and senior leadership team, Grant Thornton U.S., 2003-2006; Dallas office MP, Grant Thornton U.S., 2000-2003; national MP, Global Services, GT U.S., 1998-2000; worldwide director of International Business Centers, GTI; 1998-2000; director, Dallas and Chicago International Business Center, GT U.S., 1996-1998; head, Greater Bay Area Assurance Department, GT U.S., 1995-1996; Asia Pacific regional technical director and liaison partner, GT International, 1992-1995; Dallas assurance partner, GT U.S., 1991-1992; assurance staff, GT U.S., 1986-1988; assurance staff, GT U.K., 1981-1986.

Other Affiliations: Board, CAQ ... Board, Chicago Council on Global Affairs ... Trustee, Ravinia Festival ... Board member, Half the Sky Foundation Board ... Business Roundtable ... Economic Club of Chicago ... British-American Business Council.

Education: Plymouth College and Plymouth Polytechnic.

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

Blog: "Stephen's Site" (internal)



Fayezul Choudhury CEO, International Federation of Accountants

In an era when the accounting profession's interests — and challenges — are global, Choudhury's long experience as a veteran of a multilateral institution like the World Bank should stand him in good stead as he takes IFAC forward.

Career Highlights: CEO, International Federation of Accountants, 2012-present ... Vice president of corporate finance and risk management; World Bank Group; controller and vice president, Strategic Resources Management, 2005-2008; vice president and controller, 2000-2005; officer to division chief and director of accounting, 1985-2000 ... Assistant manager to managing consultant, Price Waterhouse, 1978-1985; audit assistant to assistant manager, 1974-1978.

Other Affiliations: Trustee, World Learning, 2005-present; chair, Audit Committee, 2008-2012 ... Board member and treasurer, Partnership for Transparency Fund.

Education: Jesus College, Oxford, 1974, MA.

Personal: Born 1954, Dhaka, Bangladesh ... Married to Yasmin ... Two children.



David Cieslak Principal, Arxis Technology

Cieslak wears many monikers — guru, thought leader, VAR, CITP, analyst, Inspector Gadget — and all of them are relevant in the profession today, as he is a regular draw at the most noteworthy industry events, particularly those related to technology.

Career Highlights: Principal, Arxis Technology, 1994-present ... Partner, Cieslak, Boynton & Speak-

man CPAs, 1985-1994 ... Financial analyst, Associated Financial Corp., 1984-1985 ... Senior accountant, PwC, 1982-1984.

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

Education: University of California, Los Angeles, 1982, BA Economics.

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

Twitter: @dcieslak



Sarah Cirelli Marketing manager, interactive marketing, WithumSmith+Brown

Who knew Cirelli's training as a dance fitness instructor would figure so prominently in her marketing role? While her choreography has kept her colleagues' feet dancing through a series of famously viral firm videos, Cirelli has been busy attending enough industry social media events to boost WS+B's impressive SEO ascension.

Career Highlights: Marketing manager, interactive marketing, WithumSmith+Brown PC.

Other Affiliations: Digital Media Board, Association for Accounting Marketing ... President, Jersey Shore Public Relations and Advertising Association.

Education: Johnson & Wales University, BS Marketing.

Personal: Born 1985, Hong Kong.

Blog/Twitter: www.double-taxation.com / @BeSarahMarie



Gale Crosley President, Crosley+Co.

When Crosley isn't working one-on-one with firms to show them how to boost growth, she's busy educating them en masse, through her many articles and speaking engagements. One key message: Think international.

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 ... VP of marketing, VoiceCom Systems, 1994-1995 ... Director 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 Acctg.

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

Twitter: @gcrosley



Deborah DeHaas Vice chairman and chief inclusion officer, Deloitte

With her high-profile position and the launch of Deloitte's Leadership Center for Inclusion, DeHaas has become one of the faces of a progressive vision of change for the accounting profession — one that moves beyond mere diversity to embrace inclusiveness.

Career Highlights: Vice chairman and chief inclusion officer, Deloitte, 2012-present; U.S. firm representative on Canadian board of directors, 2011-present; vice chairman and central region managing partner, 2011-2013; board of directors, 2008-present; vice chairman and Midwest regional managing partner, 2004-2011; regional managing partner, strategic clients, 2002-2004 ... Chicago office managing partner, Arthur Andersen, assurance and business advisory, central region, 1993-2002; to senior manager, 1981-1993.

Other Affiliations: Past chair, Chicagoland Chamber of Commerce ... Chair, Executives' Club of Chicago ... Henry Crown Fellow, Aspen Institute ... Steering Committee, Kellogg Center for Executive Women ... Trustee, Museum of Science and Industry ... Trinity College Board of Visitors, Duke University ... Trustee, Northwestern University; global advisory board, Northwestern University Kellogg Graduate School of Management ... Vice chair and past chair, United Way of Metropolitan Chicago ... Co-founder, LEARN Excel Charter School in Chicago ... AICPA ... Illinois CPA Society.

Education: Duke University, 1981, BS Management Science and Acctg.

Personal: Born 1959, Pittsburgh, P.A. ... Married to Dave Underwood ... Three sons.



Loretta Doon CEO, California Society of CPAs

Doon and her society are all about reaching out — to record numbers of members, to the students, young professionals, women and minorities who will be the future of the profession, and to the public with education on financial literacy and more.

Career Highlights: CEO, California Society of CPAs and California CPA Education Foundation, 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: President-elect, CPA State Executives Association ... Member, AICPA Private Companies Practice Section Executive Committee ... Center for Financial Reporting and Management Advisory Board, Haas School of Business, UC Berkeley ... Advisory Board, Charles W. Lamden School of Accountancy at San Diego State University; Menlo College ... AICPA ... American Woman's Society of CPAs ... Financial Women's Association of San Francisco ... Member and mentor, Ascend ... Board, ACAP North-

ern California ... Past member, AICPA Council.
Education: San Francisco State University, Master's in Education ... University of Hawaii, Bachelor's.



James Doty Chairman, PCAOB

Even as he remains outspoken in his attempts to rebuild the market's faith in public company audits here in the U.S., Doty and the PCAOB have made significant progress abroad, particularly when it comes to engaging China in its processes.

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

Other Affiliations: American Law Institute ... American Bar Association ... State Bar of Texas ... Houston Bar Association

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

"Expansion" is the key for Echevarria, who's adding to his Big Four firm through strategic acquisitions, as well as broadening his staff through industry-leading diversity and leadership initiatives.

Career Highlights: CEO, Deloitte, 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 ... Orange Bowl Committee ... Corporate Advisory Board, Association of Latino Professionals in Finance and Accounting ... Presidential Commission on Election Administration ... 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, Bloomberg BNA

Tens of thousands of tax and accounting professionals rely on the authoritative information that Farrah and his team produce and distribute.

Career Highlights: Executive editor, Tax and Accounting, Bloomberg BNA, 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 Acctg.

Personal: Born in Norwich, Conn.

Blog/Twitter: www.bna.com/bna-tax-accounting-blogs / @BBNAtax



Cindy Fornelli
Executive director,
Center for Audit
Quality

When it comes to raising the public's confidence in the audit function, there's always plenty for Fornelli to do, but she goes beyond that to actually give them reasons to be confident, with tools, education, outreach and thought leadership that improve the work of both auditors and management.

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 ... Board, Washington Literacy Center ... Financial Accounting Standards Advisory Council ... National Association of Corporate Directors, Blue Ribbon Commission on the Audit Committee, 2010; BRC on Risk Governance, 2009 ... Trustee, Class of 2014, SEC Historical Society.

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

Personal: Born 1960, Los Angeles.

Twitter: @theCAQ



Jeanette Franzel
Board member,
PCAOB

After only a year and a half on the job, the former GAO exec (and "Yellow Book" overseer) has emerged as one of the more public faces of the PCAOB, helping to communicate its message and nudge auditors toward better practices in frequent public speeches and appearances.

Career Highlights: Member, Public Company Accounting Oversight Board, 2012-present ... Managing director, Government Accountability Office, 2009-2012; rejoined, 1991; joined, 1986 ... Public accounting practice, 1988-1991 ... Elementary and high school teacher, South America.

Other Affiliations: Past chair, Government Performance and Accountability Committee, AICPA ... Institute of Internal Auditors ... Association of Government Accountants ... Institute of Management Accountants.

Education: Senior Executive Fellows program, Harvard University ... George Mason University, MBA ... College of St. Teresa, BA Accounting and Spanish.



J. Russell George
Treasury Inspector
General for Tax
Administration

George may well be the hardest-working man in the federal government, producing a seemingly endless stream of reports on the relative (in)efficiency of the IRS — and this year he's had lots to report on.

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 district attorney, 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

Golden made her name as an expert in marketing and social media, but of late she's been expanding her areas of influence, spreading the word on value pricing, better firm management and the need to stay relevant.

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 ... Certified Professional Facilitator, IAF ... 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, AAM ... 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, two grandchildren.

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



Russell Golden
Chairman, FASB

Golden takes the helm at the main U.S. standard-setter at an interesting time, as it moves from the side-by-side convergence

model of the last decade to a more multilateral environment.

Career Highlights: Chairman, FASB, 2013-present; board member, 2010-2013; staff member, 2004-2013 ... Partner, Deloitte & Touche.

Education: Washington State University, 1992, BA Business & Acctg.

Personal: Born 1970, Alabama ... Married to Tracey ... One son.

Twitter: @FAFNorwalk



Sen. Chuck Grassley
R-Iowa

Grassley is one of a handful of federal legislators who take a serious interest in actually crafting tax laws and paying attention to tax administration; always influential, he'll only become more so, given this year's focus on all things tax-related.

Career Highlights: Joint Committee on Taxation; past chair, Finance Committee, U.S. Senate; ranking member, Judiciary Committee; senior member, Budget Committee; Agriculture Committee; elected, 1980 ... U.S. House of Representatives, 1974-1980 ... Assembly line worker, 1961-1971 ... Sheet metal shearer, 1959-1961 ... Iowa Legislature, 1958-1975.

Other Affiliations: Farm Bureau ... International Association of Machinists, 1962-1971 ... International Parliamentary Group for Human Rights ... Butler County and State of Iowa Historical Societies ... Masons ... Eagles ... Baptist Church ... 4-H Caucus.

Education: University of Iowa, Ph.D. work ... University of Northern Iowa, 1956, MA Political Science; 1955, BA Political Science.

Personal: Born 1933, New Hartford, Iowa ... Married to Barbara ... Five children, nine grandchildren.



Larry Gray
Government liaison,
NATP

If you've got a question about taxes or tax administration, why not ask Gray? After all, that's what

many tax practitioners do — to say nothing of the many regulators, legislators and IRS officials who seek his opinions.

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 Committee, IRS Electronic Tax Administration Advisory Committee; past 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.

Twitter: @agccpa



Angie Grissom
President,
The Rainmaker
Companies

With her new role at Rainmaker and her ever-growing roster of very happy

clients, Grissom is emerging as a leader among those teaching accounting firms how to be more successful.

Career Highlights: President, The Rainmaker Companies, 2013; executive vice president, chief operating officer and owner, The Rainmaker Consulting Group, 2010-2012; vice president and director of consulting, Rainmaker Consulting, 2004-2010; trainer and facilitator, Rainmaker Academy, 2004-present; senior consultant, Enterprise Network, 2001-2004.

Other Affiliations: Immediate past president, AFWA Music City Chapter ... National Speaker's Association ... Original member, CPA Consultants' Alliance; Institute of Management Consultants ... Growth Strategies Committee, AAM ... FCA Falcon Parent Association.

Education: Middle Tennessee State University, 2014, MBA (in process); 2000, BBA.

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

Blog/Twitter: www.therainmakercompanies.com/blog / @atgrissom



Gaylen Hansen
Chairman, NASBA

With a passion for the professional mission of accounting, Hansen is proving to be an outspo-

ken chair on a range of issues, including private company standards and the role of both NASBA and its state board members.

Career Highlights: Chairman, Board of Directors, NASBA, 2012-present ... Partner, director of quality assurance, EKS&H; joined, 2006 ... Senior manager, PwC, 1984-1987 ... Assistant controller, Celestial Seasonings, 1983 ... Staff manager, Arthur Andersen & Co., 1975-1982.

Other Affiliations: Member, U.S. Treasury's Advisory Committee on the Auditing Profession, 2007-2009 ... Member, PCAOB's Standing Advisory Group, 2006-present ... IFAC Consultative Advisory Groups, audit and ethics boards, 2010-present ... Member, Professional Ethics Executive Committee, AICPA, 2006-2012 ... Chair, Colorado State Board of Accountancy, 2002-2010 ... Chair, Colorado State Securities Board.

Education: California State Polytechnic University, 1975, BS ... California State University, 1978, MBA.

Personal: Born 1950, Morganfield, Ky. ... Married to Colleen ... Eight children, 12 grandchildren.



Roger Harris
President and COO,
Padgett Business
Services

This seasoned tax policy advisor to the IRS and Congress is frequently

called on by both organizations for his practical wisdom on tax matters.

Career Highlights: President and chief operating officer, Padgett Business Services, 1992-present; franchise president and chairman, 1982-1992; staff accountant: 1972-1982.

Other Affiliations: Past chair, Federal Tax Committee, National Society of Accountants ... Past chair, Internal Revenue Service Advisory Council ... Chair, Legislative Affairs Subcommittee, National Association of Enrolled Agents ... President, Padgett Foundation ... Treasurer, Padgett Business Services PAC ... Past president, University of Georgia Tip-Off Club.

Education: University of Georgia Terry College of Business, 1973, BBA Acctg.

Personal: Born 1950, Athens, Ga. ... Two children, two grandchildren.



Sen. Orrin Hatch R-Utah

Should we see any kind of tax reform this year (and we're not saying that we will), expect Hatch to play

a major role. In fact, he already has, with the "blank slate" approach he launched with his cohort on the Senate Finance Committee, Max Baucus.

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, 23 grandchildren, 10 great-grandchildren.



Marie Hollein President and CEO, FEI

Hollein and the FEI are like a digital dashboard for the profession (particularly that part of it

that works in industry), producing a regular stream of comprehensive reports, surveys and hard data on everything from hiring outlooks to audit fees.

Career Highlights: President and CEO, Financial Executives International, 2009-present ... Managing director of financial risk management, KPMG, 2005-2009 ... Vice president and regional director, Ruesch International, 2002-2005 ... Senior vice president and head of foreign exchange sales, ABN Amro Bank, 1997-2001 ... Senior vice president and regional head of foreign exchange sales, Citibank, 1993-1997 ... Assistant treasurer, Westinghouse Electric Corp., 1974-1993.

Other Affiliations: Board member, COSO ... Steering Committee Member, Anti-Fraud Collaboration ... Financial Accounting Standards Advisory Council ... Dean's Advisory Council, Baruch College, Zicklin School of Business ... U.S. Chamber of Commerce - Center for Women in Business ... Advisory Board,

Comeback America Initiative ... Past certification chair, Association for Financial Professionals; past chair, National Education Committee ... Advisory Board, *Journal of Treasury Management*; *International Finance & Treasury* ... New York Treasurers' Group ... International Corporate Treasurers' Group.

Education: Carnegie Mellon University, Master of Finance and Management ... LaRoche College, Pittsburgh, BS.

Personal: Born in Pittsburgh ... Married to David ... Two children.

Twitter: @FELnews



Tom Hood CEO and executive director, MACPA

From his Innovation Summit to his many speaking engagements, from his prolific tweets to his range

of alliances with vendors, other professional organizations, and thought leaders and influencers at all levels, Hood is doing as much as anyone — and more than most — to lead public accounting forward.

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 Acctg.

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

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



Hans Hoogervorst Chairman, IASB

With the convergence process that drove so much of the standard-setting agenda drawing to a

close, many will be looking to see where and how Hoogervorst and the IASB focus their efforts going forward.

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 for social affairs and employment, 1998-2002 ... Member of Parlia-

ment, 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 IASB ... 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

Houillon has helped his company weather economic challenges, executive turnovers, restructuring, product

sell-offs, and a massive (and ongoing) rebranding effort, all while doing his best to help Sage remain relevant to the accountants and CPAs who serve its primary customer base of small to midsized businesses.

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 ... Systems analyst, UAP Insurance, 1986-1987.

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

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

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

Twitter: @pa_hou



Sarah Johnson Founder and chief growth strategist, Inovautus Consulting

Since founding her own consulting firm two years ago, Johnson has been

making the case for the need for strong marketing with her full schedule of speaking gigs at professional meetings and conferences, sharing her invaluable guidance.

Career Highlights: Founder and chief growth strategist of inovautus Consulting, 2011-present ... Director of marketing consulting, PDI Global Inc., 2008-2011 ... Marketing and HR director, John R. Waters & Co., 2002-2008.

Other Affiliations: Board, AAM; member-at-large and content strategy chair; past Web site chair and education chair; president, AAM Chicago ... Marketing chair, founder, executive committee member, CPA Consultants' Alliance.

Education: Purdue University, 2003, Business, Marketing and International Business.

Personal: Born 1981, Dallas ... Engaged to David.

Blog/Twitter: "Practical Ideas for Growth" www.inovautus.com/blog / @Sara_johnson28

OTW

100 is never enough

As always with our Top 100 People report, there are more influential people than there are spots on the list. It's a problem that's gotten worse as the years go by, since the profession keeps expanding into new areas and tackling new issues.

So, as always, we're using this space to draw your attention to a number of individuals whose names are worth knowing, either for their accomplishments and the issues they represent this year, or for what we expect from them in the future — or, in some cases, both.

We'll start with some representatives from accounting's many professional organizations. As chair of the Personal Financial Planning Executive Committee of the American Institute of CPAs, Lyle Benson played a major role in its release this year of proposed standards for financial planners, while the institute's director of private company financial reporting, Robert Durak, was instrumental in the release of its much-talked about Financial Reporting Framework for Small and Medium-Sized Enterprises.

In the U.S., we'd also draw your attention to Michael Colgan, who's working hard to keep the Pennsylvania Institute of CPAs on the cutting edge as its president and chief executive officer. And globally, there's Helen Brand, head of the Association of Chartered Certified Accountants, who has been strengthening her group's influence around the world — and beefing up its presence here in the U.S.

Finally, we'd note Stan Mork, the McGladrey veteran who recently took over as president of the Information Technology Alliance. Expect a higher profile for the group in the future, and more of a focus on younger members.

Among firm leaders, Steve Howe has been influential within Ernst & Young for some years as Americas managing partner, but with the elevation this year of Mark Weinberger to global chair of the Big Four firm, Howe will be taking on an even higher profile as managing partner of the U.S. firm.

And while Krista McMasters may have left her co-chief executive officer position at CliftonLarsonAllen earlier this year, she's already working to set up a consulting firm, and we expect to see her putting her depth of experience and expertise to work somewhere in the profession soon.

We also continue to watch Michael Hsu of DeepSky, whose experiments with modern firm structure and management are a lesson for the whole profession.

Next up are the government and regulatory figures, where we'll start with the interestingly titled Principal Deputy Commissioner of the Internal Revenue Service, Danny Werfel. The former Office of Management and Budget official has basically been serving as acting commissioner, working heroically to keep the service from imploding under the weight of its own mismanagement, and to hold the ring until President Barack Obama's nominee for commissioner, former Freddie Mac chair John Koskinen, can be confirmed.

We're also keeping an eye on Rep. Darrell Issa, R-Calif., who has been keeping an eye on the IRS and everything to do with the agency's targeting of conservative groups.

And over at the Public Company Accounting Oversight Board, member Lewis Ferguson will be particularly worth watching now that he has been elected chair of the International Forum of Independent Audit Regulators.

Moving on, there are a number of consultants and others working to educate the profession who we think are having an impact. Start with Joe Tarasco, president of Accountants Advisory Group, and Sandi Smith Levy, president of Sandra L Leyva Inc., both CPAs who devote their time to showing other CPAs how to be more successful. Meanwhile, Gary Adamson, CEO of Adamson Advisory, is another CPA-turned-consultant — in his case, using his experience as a managing partner to help other firms manage themselves better.

Finally, we're happy to make mention of a long-time veteran of our Top 100 lists, former Financial Accounting Standards Board Chairman Robert Herz, who released an excellent accounting memoir this year that cast a fascinating light on the last decade in standard-setting, and who has also been very active in setting sustainability standards.

On a side note, Herz is also a perfect example of an important facet of the Top 100: People often move on and off the list, and not being on it in any particular year doesn't necessarily mean that an individual is any less influential — or that they won't return in future years!



Randy Johnston Executive VP and partner, K2 Enterprises

Through his interactions with vendors, Johnston spends half his time shaping the technology that the profession uses, and the other half explaining to them how to use it.

Career Highlights: Executive vice president and shareholder, K2 Enterprises, 1990-present ... 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 chairman, AICPA Technology Conference ... Author, *Basic Using Micros; Business Computing Systems; Computers: An Introduction; Technology Best Practices; Accounting Software Solutions; Paperless Office* ... Optimist International ... Past member, USD308 School Board.

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, four grandchildren.

Blog/Twitter: "Randy's Ramblings" <http://rpjohnston.wordpress.com/> / @RPJohnston



Edward Karl Vice president of taxation, AICPA

With so much going on in tax — from serious attempts at reform and major upheavals at the IRS,

to skyrocketing rates of ID theft, and more — expect the institute's point man to be busy educating members and communicating their concerns to regulators and legislators.

Career Highlights: Vice president of taxation, American Institute of CPAs, 2010-present; director, Tax Division, 1989-2010; technical manager, 1983-1989 ... Accounting positions, various CPA firms, 1975-1983.

Other Affiliations: Greater Washington Society of CPAs ... Maryland Association of CPAs ... American Society of Association Executives.

Education: University of Maryland, 1975, BS Acctg.

Personal: Born 1954, Washington, D.C. ... Married to Martha ... Three children, five grandchildren.

Blog: <http://blog.aicpa.org/>



Jennifer Katrulya Founder and managing partner, BMRG Advisory Services

When people talk about the firm of the future, they're often refer-

encing Katrulya's BMRG — in no small part because she's often to be found on the road teaching other accountants how to create a firm just like it.

Career Highlights: Founder, managing partner, BMRG Advisory Services, 2004-present ... President and CEO, Jennifer L. Katrulya CPA, 2004-present ... CPA, Walter J. McKeever & Co., 2000-2004 ... Controller, Advantage Staffing Services, 1998-2000 ... Financial reporting accountant, TIG Reinsurance, 1997-1998 ... Staff accountant, Johnson Lambert & Co., 1995-1997.

Other Affiliations: AICPA ... Connecticut Society of CPAs ... The Sleeter Group ... National Advisor Network ... Director of business development, Cloud9 Real Time ... Advanced Certified QuickBooks ProAdvisor ... Certified Intacct Solution Provider ... Certified Xero Consultant ... Home Builders and Remodelers Association of Fairfield County, Conn.

Education: SUNY Oswego, 1995, BS in Acctg.

Personal: Born 1973, Poughkeepsie, N.Y. ... Married to husband Tracy Waldron.

Twitter: @JenKatrulyaCPA



Rita Keller President, Keller Advisors

Having been a firm administrator from way back, Keller brings a unique, hands-on perspective to

showing firms how to manage themselves better, and this year she co-founded a new human capital survey tool to help them do it even more efficiently.

Career Highlights: President and founder, Keller Advisors, 2008-present ... Co-founder, SurveyCPA, 2012-present ... Shareholder and chief operating officer, Brady Ware CPAs, 1978-2008.

Other Affiliations: Planning Committee, AICPA Practitioners' Symposium & Tech+ ... Member Services Council, Ohio CPA Society ... Women's Initiative Committee, 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* ... Columnist, *CPA Practice Management Forum* ... Contributor, AICPA PCPS Human Capital Center; contributing author, *AICPA MAP Handbook* ... Founding member, CPA Consultants' Alliance.

Education: St. Mary of the Woods College.

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

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



Roman Kepczyk Director of consulting, Xcentric

A prolific speaker and author, Kepczyk is at the vanguard of convincing accounting firms to embrace and profit from the tremendous technological changes that are engulfing them.

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

Other Affiliations: Advisory Board, AAA, 1994-present ... Past chair, IT Executive Committee, Top Technologies, AICPA ... Past board member, Arizona Society of CPAs ... Author, *A Quantum of Paperless* ... Columnist, *CPA Technology/Practice Management Advisor; CCH Journal of Practice Management; PPC Audit and Accounting Update*.

Education: Arizona State University, 1994, BS Acctg.

Personal: Born 1961, Berlin, Germany ... Married ... Three children ... Ironman triathlete.

Blog/Twitter: www.Xcentric.com/Blog/

@RomanCITP



Allan Koltin CEO, Koltin Consulting Group

We don't know if *Crain's* was right when it called him "The most interesting man in accounting," but

Koltin is certainly one of the most influential, whether it's in his roles as deal-broker, retreat-facilitator and general *consigliere* to a large number of firms, or as keynote speaker, article author and frequent source of the insightful quote.

Career Highlights: CEO, Koltin Consulting Group Inc., 2011-present ... President and CEO, PDI Global, 1986-2011 ... Partner, FERS CPAs, 1986-1998 ... 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 Acctg. and Marketing

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



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

With responsibilities that cover both services for ac-

counting firms and the institute's international relations, Koziel is a major player in two of its most active areas, to say nothing of being one of its best-known public faces.

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, 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 Acctg.

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

Twitter: @markkoziel



Greg Kyte Comedian and accountant

While Kyte may have recently indulged his other passion by competing in a New York City comedy festival, he's already won over the accounting crowd by channeling his humor into popular blog posts and semi-ironic videos. He also spreads the wit, instructing fellow CPAs on the art of the short-form video parody which, behind bad wigs and accents, conveys critical, change-oriented information.

Career Highlights: Controller, Utah Valley Medical Offices, 2009-present ... Staff accountant, Squire & Co. PC, 2008-2009 ... Middle school math teacher, Provo School District, 1999-2008.

Other Affiliations: Comedian, writer, speaker and short-form mockumentary filmmaker, Greg Kyte Comedy Business ... Senior supplemental disclosure correspondent, *Going Concern* ... Robert G. Newhart Non-Value-Added Fellow, VeraSage Institute ... Co-host, ThriveCast ... Blogger, Thriveal CPA Network.

Education: Utah State University, 2010, MBA ... Utah Valley University, 2008, BS Acctg. ... University of Washington, 1995, BA Mathematics.

Personal: Born 1972, Akron, Ohio ... Married to Laura ... Two children.

Blog/Twitter: The Accounting Update (video blog) www.gregkyte.com/Videos.html / <http://thriveal.com/author/gregkyte> / @gregkyte / Accumulated Depreciation (Going Concern) <http://goingconcern.com/user/32>



Rene Lacerte Founder and CEO, Bill.com

Serial entrepreneur Lacerte continues to make a splash by making work easier for accountants,

these days by extending the already-impressive capabilities of his Bill.com platform and integrating them with many of the other tools that businesses use.

Career Highlights: Founder and CEO, Bill.com 2006-present ... Co-founder, board member and CEO/CFO, PayCycle (acquired by Intuit in 2009), 1999-2009 ... Senior product manager/group product manager, Intuit, 1994-1999 ... Vice president of operations and development, CertiData, 1992-1993 ... Senior consultant, Price Waterhouse, 1989-1992.

Other Affiliations: Board member, Kent School ... Columnist, *CPA Technology Advisor*.

Education: Stanford University, 1989, MS Industrial Engineering; 1989, BA Economics and Quantitative Economics.

Personal: Born 1967, Virginia ... Married to Joyce ... Two children.

Blog/Twitter: blog.bill.com / @rlacerte



Taylor Macdonald Vice president of channels, Intacct

An experienced hand at reselling accounting technology himself, Macdonald has revived many a firm's waning interest in the area, and given Intacct a major boost in the process. He's also a regular presence at many influential accounting and technology-related events.

Career Highlights: Vice president of channels, Intacct, 2010-present ... Vice president of channels, Promethean, 2008-2009 ... Vice president of worldwide channels and sales alliances, Deltek 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



Teresa Mackintosh President, U.S. Software, CCH

Given the influence she wielded in previous positions at a rival, we fully expected Mackintosh to be an important figure after she made the jump to CCH — even before she got her brand-new title of president of U.S. software.

Career Highlights: President, U.S. Software, CCH, a part of Wolters Kluwer, 2013-present; executive vice president and general manager of tax, 2012-2013 ... General manager and senior vice president, Indirect, Property and Trust, Tax & Accounting business of Thomson Reuters, 2011-2012; general manager and senior vice president, Workflow & Service Solutions, Americas — Professional, 2010-2011; senior vice president, Core Market, 2008-2009; vice president of strategic marketing, Thomson Tax & Accounting, 2006-2008; director of product management, Creative Solutions, 2001-2003; UltraTax CS development manager, Creative Solutions, 1997-2001 ... Tax consultant, Price Waterhouse, 1994-1996.

Other Affiliations: AICPA ... American Marketing Association.

Education: University of Michigan, 2001, MBA;

1994, BBA.

Personal: Born 1972, Owosso, Mich ... Married to Craig ... One daughter and one son.

Twitter: @tmackintosh



Jason Marx President, CCH Small Firm Services

The new head of CCH SFS will be working particularly hard to please the company's small-practitioner customers in the coming year, but he brings a reputation for innovation — and a brand-new portal offering — to the task.

Career Highlights: President, CCH Small Firm Services, 2013-present; vice president and general manager, 2007-2013 ... Executive vice president, FMF Capital, 2004-2007 ... Vice president of operations, Kaufman Financial Group, 2000-2003 ... Managing director, AMRESO Residential Credit Corp., 1995-1999 ... Vice president, director of acquisitions, Household Finance Corp., 1988-1995.

Other Affiliations: Past board member, National Flood Determination Association ... American Financial Services Association ... Association for Financial Technology ... Mortgage Bankers Association ... American Bankers Association

Education: DePaul University, 1992, MBA ... University of Michigan, 1988, BA.

Personal: Born 1966, Michigan.



Chuck McCabe Founder, president and CEO, The Income Tax School Inc.

As a veteran in the tax preparation industry, McCabe had the vision to offer support to other tax business owners who opt to remain independent by providing them with tax education and business skills so they can be successful on their own.

Career Highlights: Founder, president and chief executive officer, The Income Tax School Inc., 1989-present ... Founder, president and CEO, Peoples Income Tax Inc., 1987-present ... COO, Bay Colony Ltd., 1983-1986 ... Tax preparer, assistant district manager, district manager, regional director, H&R Block Inc., 1968-1983.

Other Affiliations: Past conference presenter, NATP; NSA ... IRS Electronic Tax Advisory Committee ... Founding chair, Virginia Council of CEOs ... Board chair, Better Business Bureau of Central Virginia ... Director, Greater Richmond Chamber ... Dean's Advisory Board, University of Richmond ... Executive Committee, Advisory Board, State Council of Higher Education of Virginia College ... Leadership Metro Richmond.

Education: Pace University, 1983, MBA (ABD); 1981, Executive MBA ... Adelphi University, 1979, BS.

Personal: Born 1944, New York City ... Married to Marilyn ... Two children.

Blog/Twitter: [@PeoplesTax](http://www.theincometaxschool.com/blog), @TaxSchool



Barry Melancon President and CEO, AICPA

As he approaches two decades of leading the institute, Melancon shows

no signs of slowing down, as proved by the ongoing growth of the CGMA, the release of FRF for SMEs, and a relentless schedule of speeches and presentations aimed at moving the profession into the future.

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.

Blog/Twitter: "AICPA Insights" <http://blog.aicpa.org/> / @barrymelancon



James Metzler Vice president of small firm interests, AICPA

Metzler may be due to retire in January, but his influence will live on, in a

higher profile for the small-firm issues that he championed, and in the minds and hearts of the many people who benefited from his teaching, mentoring and all-around professional wisdom.

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

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 Acctg.

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

Blog: "AICPA Insights" <http://blog.aicpa.org/>



Robert Moritz Chairman and senior partner, PwC

Moritz spent most of his fifth year at the head of his Big Four firm focused on attracting and retaining

diverse talent, and proving its relevance to its clients' needs — but he also took a short break on Oscar Night to head down to the White House and hand the First Lady an awards envelope on national TV.

Career Highlights: U.S. chair and senior partner, PwC, 2009-present; U.S. assurance leader, 2006-2009; New York office and Metro Region MP, 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

Cloud accounting pioneer Nelson is carving out a place for NetSuite that includes both a network of

strong partners and powerful international capabilities in the product itself.

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

We're sure that Newquist haunts the dreams of many a large-firm MP,

who know that their staff regularly share inside information with him for publishing on the profession's biggest water cooler.

Career Highlights: Founding editor, *Going Concern*, Sift Media, 2010-present; founding editor, *Going Concern*, Breaking Media, 2009-2010 ... 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> / @goingconcern and @cnewquist



Jay Nisberg
President, Jay
Nisberg &
Associates

Few people have a better understanding of the critical issues that are affecting

accounting firms than Nisberg — and few are doing as much to help firms deal with

them, whether it's educating them on succession planning, teaching them the secrets of growth, or brokering the deals that help them reach their goals.

Career Highlights: President and management consultant, Jay Nisberg & Associates Ltd., 1972-present.

Other Affiliations: Founder and past member, The Advisory Board ... Trustee, National Parks Trust ... Co-founder, Professional Alliance Group ... Author, *How to Manage Your Accounting Practice*; *From Chaos to Order*; *The Random House Dictionary of Business Terms*.

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

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



Barack Obama
President of the
United States

From the ongoing rollout of his signature health care reform to his proposals for changing the Tax

Code, the president is setting much of the agenda that's keeping the profession busy.

Career Highlights: President of the United States, 2009-present ... U.S. Senator, 2005-2008 ... Illinois Senator, 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.

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.

Twitter: @BarackObama



Nina Olson
National Taxpayer
Advocate, IRS

This independent voice within the IRS supports both practitioners and taxpayers. She keeps Con-

gress up to date on important issues affecting taxpayers, and provides insight to both the IRS and Congress on running a fairer and more efficient tax administration.

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: Administrative Conference of the U.S. ... Griswold Lecturer, College of Tax Counsel, 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.

Blog/Twitter: www.taxpayeradvocate.irs.gov/blog/@YourVoiceAtIRS



Jody Padar
CEO and principal,
New Vision CPA
Group

From trampoline dodgeball to extreme go-karting, Padar will do whatever it takes to show the profession what the "new firm" looks like — as well as why it works and why firms need to get changing.

Career Highlights: CEO and principal, New Vision CPA Group, 2006-present ... Associate, Tax Technology Group, Price Waterhouse, 1994-1995.

Other Affiliations: AICPA Practitioners and Tech+ Steering Committee, AICPA ... Maryland Association of CPAs ... Adjunct professor, Oakton Community College ... Founder and past president, Chicago QuickBooks Pro Advisor User Group.

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

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

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



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

Even as he keeps Thomson Reuters on track in terms

of serving accountants' needs, Peccarelli is also leveraging the company's enormous worldwide footprint to help professionals in public practice and industry function better in an era of rapid globalization.

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 Association ... Texas State Board of Public Accountancy.

Education: Southern Methodist University, MBA ... Hamline University School of Law, JD ... Carthage College, BA Acctg. and Business Administration.

Personal: Born 1960, Wisconsin ... Married to Jane ... Two children.

Blog: Internal



Karen Pincus
Immediate past
president, AAA

Long respected as an innovator in the teaching of accounting, Pincus has lately been focusing

on the many challenges facing accounting academia, from financial issues and the impact of technology, to the most disturbing issue of all — the dwindling pipeline of new entrants to the profession.

Career Highlights: Doyle Z. and Maynette Derr Williams Professor of Professional Accounting, Sam M. Walton College of Business, University of Arkansas, 1995-present ... University of Southern California, 1983-1985 ... Coopers & Lybrand.

Other Affiliations: Immediate past president, American Accounting Association; past president, Auditing Section ... Past member, Editorial Boards, *Auditing: A Journal of Practice and Theory*, *Behavioral Research in Accounting*; *Issues in Accounting Education* ... Board of Directors, AICPA, 2008-2011 ... Past president, Beta Alpha Psi ... U.S. member, International Accounting Education Standards Board, 2006-2011; deputy chair, 2010-2011.

Education: University of Maryland, 1984, Ph.D; MBA; BS.

Personal: Born 1948, Washington, D.C. ... Married to David ... Four children, two grandchildren.



Terri Polley
President and CEO,
FAF

Having successfully managed the launch of the Private Company Council, Polley could be forgiven

for expecting a break, but this year she found herself overseeing major leadership transitions at both of the standard-setters that the FAF supervises.

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 Acctg. and French.

Personal: Born 1960, Brooklyn, N.Y. ... Married ... One son.

Blog/Twitter: "From the President's Desk" / @FAFNorwalk



James Ratley
President and CEO,
ACFE

A quick scan of the headlines reveals that fraud isn't going away. If anything, it's on the rise

— and that means that the education and

information Ratley and the ACFE provide the public and the professionals who root out fraud will be in more demand than ever.

Career Highlights: President and CEO, Association of Certified Fraud Examiners, 2006-present; program director, 1988 ... Manager of fraud investigations, Wells & Associates, 1986-1988 ... Corporal/investigator, Dallas Police Department, 1971-1986.

Other Affiliations: Board of Advisors, Bank Directors Education ... Past visiting scholar, University of Nebraska.

Education: University of Texas at Dallas, 1985, BS BA.

Personal: Born 1949, Albuquerque, N.M. ... Married to Gloria ... Three daughters, one son.

Blog/Twitter: www.acfeinsights.com/ /@JimRatley



Marc Rosenberg President, The Rosenberg Associates

Through his articles and his growing list of books,

his research, and his consulting gigs, Rosenberg is a tireless advocate of better firm management who actually knows how to help firms get there.

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* ... Author, *The Rosenberg Practice Management Monograph Series* (10 volumes); *The Rosenberg Blog* ... AICPA ... ICPAS ... Founding member, The New Horizons Group ... Leader of three managing partner roundtable groups ... Fundraiser, Ron Santo Walk for the Cure for Diabetes ... Chicago Board member, Jewish Student Connection.

Education: University of Illinois, 1970, BS Acctg.

Personal: Born 1948, Chicago ... Married to Ellen ... Two children ... Chicago Cubs fan fanatic (still).

Blog/Twitter: <http://blog.rosenbergassoc.com/> /@mrosbergcpa



Bonnie Buol Ruszczyk President, BBR Marketing

Ruszczyk's clients are as likely to follow her savvy online marketing advice

as they are her LinkedIn updates, which are only outnumbered by her legion of followers on the career network. Known for the customized online development of her clients' audiences, she has recently been speaking to more audiences of her own, bringing her expertise to high-profile events and training sessions.

Career Highlights: President, BBR Marketing, 2009-present ... Marketing director, Windham Brannon, 2007-2009 ... Product marketing manager, QAD, 2005-2007 ... Client service director, Function:De-

sign, 2003-2005 ... Writer, Knock Out Communications, 2001-2003 ... PR director, SportBrain, 2000-2001 ... Client service director, WordOne, 1996-2000 ... Client service manager, Deeley Trimble, 1995-1996 ... International marketing manager, Turner Broadcasting, 1993-1995 ... Marketing assistant, Mighty Distributing System, 1991-1993.

Other Affiliations: President, Atlanta Chapter, AAM ... Founding member, Atlanta Independent Women's Network ... National Association of Women Business Owners.

Education: Georgia State University, 2001, MBA ... Troy State University, 1991, BA Journalism, Public Relations & French

Personal: Born 1969, Lakeland, Fla. ... Married to Paul.

Blog/Twitter: www.bbrmarketing.com/blog/ /@bbrmarketing



Donny Shimamoto Managing director, Intrprise TechKnowlogies

There must be more than 24 hours in Shimamoto's day; how else would he find time for all the entrepreneurship, volunteering, thought leadership and professional advocacy that have made his one of the most recognized faces of the rising generation?

Career Highlights: Managing director, Intrprise TechKnowlogies, 2001-present ... Principal consultant, Data House, 2001 ... Senior consultant, PwC LLP, 1997-2001

Other Affiliations: AICPA ... Hawaii Society of CPAs ... ISACA Hawaii Chapter ... Aloha Society of Association Executives.

Education: University of Hawaii, 1997, BBA in Accounting & Management Information Systems.

Personal: Born 1975, Honolulu, Hawaii

Blog/Twitter: www.donnyitk.com/ /@donnyitk



Joel Sinkin President, Transition Advisors

Besides working with his partner at Transition Advisors, Terry Putney, to broker countless accounting firm mergers, Sinkin is one of the foremost experts out there at teaching firms

how to value themselves, how to manage the merger process both before and after the deal is inked, and how to make mergers work — critical skills in this M&A-mad era.

Career Highlights: President, Transition Advisors LLC, 2004-present ... President, J Sinkin Consulting Group, 2003-2004 ... Division manager, GlobalForce International, 1990-2003.

Other Affiliations: Succession advisor, AICPA ... Editorial advisor, *Small Firm Solutions* ... Editorial Review Board, *The CPA Journal* ... Co-author, *Buying, Merging CPA Firms*.

Education: SUNY Brockport, 1981.

Personal: Born 1958, Brooklyn, N.Y. ... Married to Kathy ... One son and one daughter.



Doug Sleeter Founder and president, The Sleeter Group

As accounting technology continually evolves,

so does Sleeter, from a QuickBooks expert and educator to a thought leader, technology expert, cloud advocate and all-around advisor on running a tech-savvy practice.

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 Strahl CPA, 1978-1979.

Other Affiliations: Host, The Sleeter Group's Accounting Solutions Conference ... Author, official Quickbooks manual ... Board of Advisors, Bill.com ... Product development consultant, Intuit, 1994-present ... Product development and marketing consultant, Fishbowl Inventory; SmartVault; Bill.com; Xero; MISys; Bankserv; Avalara; ACCTivate; 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.

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

Blog/Twitter: www.sleeter.com/blog/ /@dougslleet-er@sleetergroup



Brad Smith President and CEO, Intuit

Fresh from a corporate reorganization and the strategic divestment of Intuit's financial services and

health units, Smith is aiming to focus even more narrowly on its core services aimed at small businesses worldwide — and the accountants and tax pros who serve them.

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.



Jamie Sutherland President of U.S. operations, Xero

Sutherland is one of the new wave of champions of accounting's move to

the cloud — but he's backed up by Xero's positive track record and strong base in Australia and New Zealand, which give him and his product a great head start in the U.S.

Career Highlights: President of U.S. operations, Xero Inc. ... Vice president and general manager, Sage Software, 2008-2011; senior director and general manager, 2008-2009; director of strategic marketing, 2007-2008 ... International associate, Leadership Rotational Program, Scotiabank, 2007 ... Senior analyst, Investor Economics, 2005-2007 ... Territory manager, Suncor Energy, 2003-2004; marketing specialist, 2001; online marketing analyst, 2000.

Other Affiliations: Board member, Canadian Organization for Development through Education Foundation ... Charter member, C100 ... Co-founder and board director, TaxiNow ... McGill University MBA Mentor Program ... MBA Advisor, Royal Roads University.

Education: York University, Schulich School of Business, MBA, 2007 ... McGill University, 1997, Bachelor of Commerce, Finance & International Business.

Personal: Born 1974, Oakville, Ont. ... Married to Michelle Zatlun.

Blog/Twitter: blog.xero.com/ /@sutherlandjamie



Rick Telberg President and CEO, CPA Trendlines Research

With his finger on the pulses of the hundreds of thousands of account-

ants at small firms and solo practices, Telberg shares the insights he gains from them through research, an influential blog, social media, frequent public appearances, and an expanding series of publications.

Career Highlights: President and CEO, CPA Trendlines Research, 2004-present ... Founder, president and CEO, Bay Street Group LLC, 2004-present ... Editorial director, director of online content, editor-at-large, CPA2Biz, 2001-2011 ... Vice president and senior editorial director, SmartPros, 2000-2001 ... Vice president, group publisher, editorial director, and editor-in-chief, Accountants Media Group (including *Accounting Today*), Thomson Reuters, 1991-2000.

Other Affiliations: Past member, IBM Small Business Advisory Board; Hewlett-Packard Accounting Industry Panel of Influencers.

Education: City University of New York - Baruch, Corporate Finance, 1983 ... New York University, 1978, Bachelor's.

Personal: Born 1956, New York City.

Blog/Twitter: cpatrendlines.com/ /@cpa_trendlines



Arleen Thomas Senior vice president of management accounting and global markets, AICPA

As head of the team that runs the burgeoning CGMA credential, Thomas is out in front of the institute's efforts to both boost its ser-

Q&A

Bazinga!

While the start of the fall season isn't quite the major event it used to be, we thought we'd take advantage of the timing to quiz our Top 100 candidates about their TV viewing and their favorite shows. *The Big Bang Theory* was the runaway favorite, which isn't entirely surprising, since it's an excellent show, and is also on 24 hours a day on every single station everywhere.

Mad Men came in second, with "I don't have a favorite show" coming in third. This was primarily from candidates who simply couldn't pick a favorite; many ended up listing three or four. It's not to be confused with "I don't watch TV," which garnered a decent number of responses, mostly from candidates who claimed to be too busy to watch. We only received two responses from people who thought TV is a waste of time.

Interestingly, very few of our Top 100 were interested in news or finance shows; a larger and more passionate group was interested in sports, with some following a particular team or sport, but most simply devoted to all things sporting.



vices to members in industry and to raise its profile internationally.

Career Highlights: Senior vice president of management accounting and global markets, American Institute of CPAs, 2012-present; senior vice president of member competency and development, 2005-2012; vice president of professional standards and services, 1997-2005; vice president of SEC Practice Section and self-regulation, 1995-1997; director of accounting standards, 1992-1995 ... Senior manager, audit, KPMG, 1983-1992.

Other Affiliations: Chair, XBRL International Inc. ... Consistory of the Reformed Church of Bronxville.

Education: Metropolitan State College, 1983, BA Acctg.

Personal: Born 1960, Denver ... Married to Steven ... Two children.

Twitter: @ArleenCPA



Ralph Thomas CEO and executive director, NJSCPA

Thomas never breaks stride when it comes to keeping his society at the forefront of social media and working to improve the profession's record on diversity — not even when Hurricane Sandy devastated his state.

Career Highlights: CEO and 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: National Commission on Diversity and Inclusion in the Accounting Profession, AICPA; Strategic Planning Committee; past member, Council ... Member, CPA/SEA Board, State Society Network Inc., Shared Services LLC ... Lifetime member and past national president, National Association of Black Accountants; member, president's Advisory Council, Corporate Advisory Board, Finance and Capital Campaign Committees; past president, Washington, D.C. Chapter ... Trustee and chair, Diversity and Inclusion Subcommittee, Lehigh University; member, Academic Affairs, Audit, Campus Planning & Operations, Finance, Student Affairs and Trustee Audit Committees ... Accounting Advisory Board, Rutgers University; Seton Hall University; Montclair State University; Thomas Edison State College ... State Society Relations Committee, NASBA ... Ethics Committee for District VIII, Middlesex County Bar Association, Supreme Court of New Jersey ... 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.



Jeffrey Thomson President and CEO, IMA

It's been a busy year for the IMA's Thomson, be-

tween his constant efforts to build the skills of his members, to create partnerships that strengthen his organization around the world, and to fend off the new competition for his credential.

Career Highlights: President and CEO, Institute of Management Accountants, 2008-present; vice president of research and applications development, 2005-2008 ... Teacher, Mount Olive Township High School, 2002-2005 ... Chief financial officer of business sales, AT&T, 1979-2002.

Other Affiliations: Board member, Committee of Sponsoring Organizations of the Treadway Commission ... County Social Services for the Mentally Challenged.

Education: Executive education programs, Wharton School of Business for Finance and Accounting; Columbia Business School; MIT Sloan School of Business ... Montclair State University, MS Mathematics and Statistics; BS Mathematics.

Personal: Born 1955, Paterson, N.J. ... Married to Harriett ... Three children.

Blog/Twitter: "CEO Blog" <http://linkupima.com/> @IMA_JeffThomson



Katie Tolin President, AAM

A highly respected marketer at her own firm, Tolin is also dedicated to strengthening accounting marketing as a discipline

— and this year she'll no doubt be instrumental in AAM's search for its first-ever full-time CEO.

Career Highlights: Director of practice growth, Rea & Associates, 2007-present; marketing manager, 2003-2007 ... Marketing coordinator, Krugliak, Wilkins, Griffiths & Dougherty Co., 1998-2003.

Other Affiliations: President, board of directors, Association for Accounting Marketing ... Marketing committee member, past marketing committee chair, Moore Stephens North America.

Education: Emerson College, 1996, MA.

Personal: Born 1973, Canton, Ohio.

Twitter: @KatieTolin



David Vaudt Chairman, GASB

Vaudt's decade as Iowa's elected state auditor has given him an in-depth knowledge of government finance and sound political skills.

Both will come in handy as he takes over the standard-setter of the public sector at a time when public finances seem to be in disarray at all levels.

Career Highlights: Chairman, GASB, 2013-present ... State auditor, Iowa, 2003-2013 ... Audit partner, KPMG, 1976-2001.

Other Affiliations: AICPA ... AGA ... GFOA ... Iowa Society of CPAs ... Past chair, National Association of State Boards of Accountancy

Education: Upper Iowa University, 1976, BA Acctg.

Personal: Born 1953, Iowa ... Married.

Twitter: @FAFNorwalk



John Veihmeyer Chairman and CEO, KPMG

Now one of the longer-serving Big Four chiefs, Veihmeyer continues to

build up his firm, with a particular focus on attracting, training and retaining a strong, diverse and highly motivated staff.

Career Highlights: Chairman, KPMG LLP, 2010-present; CEO, KPMG, 2008-present; deputy chairman, 2005-2010; chairman, KPMG Americas, 2007-present; board member, 2003-present; managing partner, 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, CAQ ... Board, Committee Encouraging Corporate Philanthropy; Catalyst; U.S.-India Business Council ... Advisory Council, Notre Dame Mendoza College of Business ... Board, Business-Higher Education Forum; Kennedy Center Corporate Fund ... Business Roundtable ... Partnership for New York City ... British American Business International Advisory Board ... Past member, SEC Advisory Committee on Smaller Public Companies.

Education: University of Notre Dame, 1977, BBA.

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



Jennifer Warawa Vice president of partner programs and channel sales, Sage North America

Warawa takes a very broad

view of her mandate to work with accountants, going beyond serving the Sage channel to help prepare the profession as a whole for the future, as with Sage's recent partnership with Tom Hood's Business Learning Institute to offer critical soft-skills training.

Career Highlights: Vice president of partner programs & channel sales, Sage North America; joined, 2008 ... Owner and operations manager, Dreamscape Business Services Ltd., 1995-2008.

Other Affiliations: Volunteer, Information Technology Alliance ... Youth mentor, Southwest Atlanta Neighboring ... Past board member, Courage for Youth Association ... Founder and past board member, Uptown Rutland Business Association.

Education: Harvard Business School Executive Education, 2012 ... Okanagan University College, 1997.

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

Blog/Twitter: www.jenniferwarawa.com/ @jenniferwarawa



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

Intuit may have reorganized its Accounting Professionals Division this summer, but Ward remains committed to strengthening the company's relationships with the accounting profession.

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, The Rainmaker Companies

In the course of teaching countless accounting firms how to build their businesses, Waugh has

built quite a business himself, one that's a leader in training, consulting and generally transforming the profession.

Career Highlights: Chief executive officer, The Rainmaker Companies 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.therainmakercompanies.com



Mark Weinberger Global chairman and CEO, EY

Weinberger only took up his post as global chief of EY in July, but he had a

year as CEO-elect to prepare him for the post — and more than a decade in various senior positions across the firm before that.

Career Highlights: Global chairman and chief executive officer, Ernst & Young, 2013-present; global chairman and CEO-elect, 2012-2013; global vice chair, tax, 2008-2013; Americas vice chair, tax, 2003-2008; Americas deputy vice chairman, tax, 2002-2003 ... Assistant Secretary of the Treasury, Tax Policy, U.S. Department of Treasury, 2001-2002 ... Partner, Oldaker, Ryan & Leonard, 1995-1996 ... Chief of staff, President Bill Clinton's Bipartisan Commission on Entitlement and Tax Reform, 1994 ... Chief tax and budget counsel, Senator John Danforth, R-Mo., 1991-1994 ... Manager, national tax, Ernst & Young, 1987-1991.

Other Affiliations: Board of directors, Catalyst Inc. ... The Tax Council ... The American Council for Capital Formation ... Bullis School ... IIRC Council ... Washington, D.C., Business Roundtable.

Education: Georgetown University Law Center,

Master's of Law in Taxation, 1991 ... Case Western Reserve University, MBA JD, 1987 ... Emory University, BA, 1983.

Personal: Born 1961, Scranton, Pa. ... Married to Nancy ... Four children.

Twitter: @Mark_Weinberger



Mary Jo White Chair, SEC

While no one can say how White feels about a possible switch to IFRS, it's pretty clear that the former federal prosecu-

tor doesn't like accounting fraud, and she's beefing up the commission's efforts to police and prevent it.

Career Highlights: Chair, Securities and Exchange Commission, 2013-present ... Chair, Litigation Department, Debevoise & Plimpton, 2002-2013; litigation partner, 1983-1990; associate, 1976-1978 ... U.S. Attorney for the Southern District of New York, 1993-2002; acting U.S. attorney for the Eastern District, 1992-1993; first assistant U.S. attorney; chief appellate attorney, Criminal Division; assistant U.S. attorney for the Southern District, 1978-1981.

Other Affiliations: Fellow, American College of Trial Lawyers; International College of Trial Lawyers ... Past board member, Nasdaq ... Council on Foreign Relations.

Education: Columbia Law School, 1974, JD ... New School for Social Research, 1971, MA Psychology ... College of William & Mary, 1970, BA.

Personal: Born 1947, Kansas City, Mo.



Sandra Wiley Shareholder and COO, Boomer Consulting

Wiley's background in HR may have made her a natural to help the profes-

sion tackle the tough talent issues it faces, but it's her energy, insights and vision that have made her a leader.

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

Other Affiliations: Author, *The Journey Ahead: A New Roadmap to Collaboration in Your Firm* (Fall 2013) ... Chair, CPA Consultants' Alliance ... 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 ... Executive board member, Manhattan High School Site Council ... Board member, Manhattan Crisis Center ... Youth director, Trinity Presbyterian Church.

Education: Friends University, Wichita, Kan., 1990, BS Human Resources.

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

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



Jennifer Wilson

Co-founder and owner, Convergence Coaching

Outspoken and compelling, Wilson has been

making a point recently of "taking the gloves off" to speak and write openly about the issues that are driving young professionals away from accounting, even as she works with clients to help them overcome those very issues.

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 ... VP of sales and customer services, State of the Art Inc., 1989-1995 ... Regional sales manager, Pro Systems Inc., 1984-1988.

Other Affiliations: Founding member, CPA Consultants' Alliance ... Advisory Board, Bill.com ... New Horizon Group ... Chair, Education Committee, AAM ... Association for Accounting Administration ... CPA Leadership Panel ... Past chair, Tech Committee, AICPA; Workload Compression Task Force ... American Marketing Association ... Society for Human Resource Management ... AICPA ... Founding member and board member, Information Technology Alliance ... Board 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

The T100 have spoken ...

And what they said, when we asked them to name their own choices for this list, is pretty much the same thing they've said for several years now: The president and chief executive officer of the American Institute of CPAs, Barry Melancon, is by far the most influential person in accounting. And when we say "by far" — well, the graph says it better than we could.

It's been a busy year for Melancon and the institute, with the ongoing growth of their Chartered Global Management Accountant credential and the rollout of the Financial Reporting Framework for Small and Medium-Sized Enterprises, but it's not just initiatives like that that make the Influential think Melancon is influential: Most of those who named him cited his deep knowledge of the where the profession stands now, and his insights into where it's going.

Maryland Association of CPAs chief Tom Hood was the second most frequently named person, for his constant, passionate efforts to lead accountants in new directions. Hood lives in the future, and spends most of his time urging us all to join him there. The usual roster of regulators and standard-setters were also named, along with a brand-new standard-setter of sorts, Billy Atkinson, the head of the brand-new Private Company Council at the Financial Accounting Foundation, with a mandate to lead the charge to make financial reporting easier and more cost-efficient for private companies.

