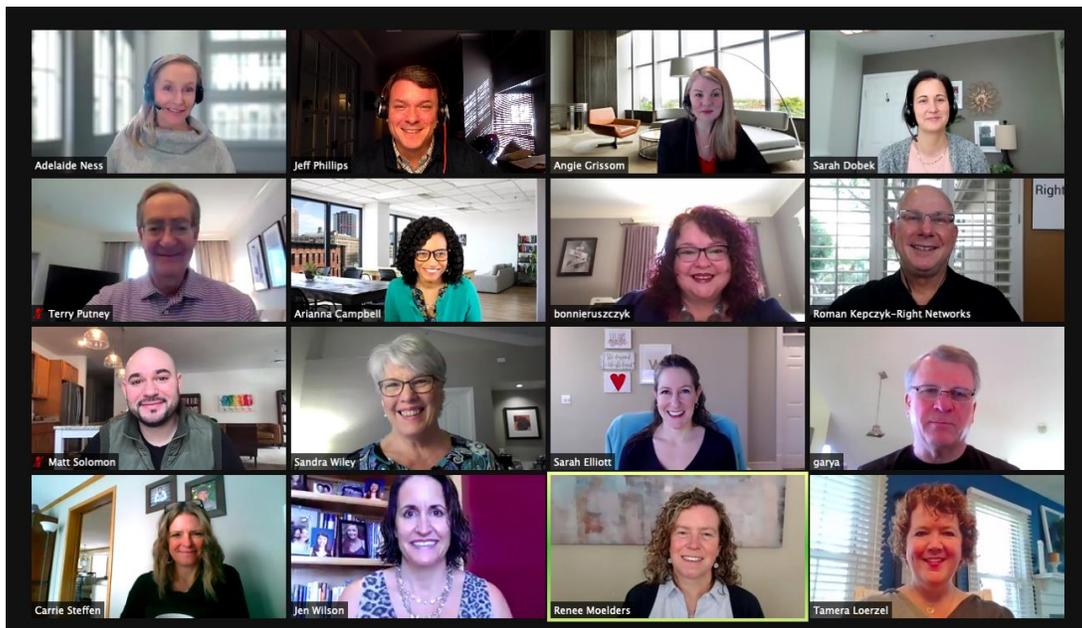




FOR IMMEDIATE RELEASE

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CPACA Holds Annual Meeting and Discusses How CPA Firms Can Transform beyond the Pandemic



Austin, TX February 2021 - The CPA Consultants' Alliance (CPACA), a working group of thought leaders united to further leadership within the CPA profession, recently held their annual meeting online to discuss key challenges facing the public accounting profession, particularly in light of the global pandemic.

Transforming beyond the Pandemic

“The challenges spotlighted by the global pandemic last year are critical issues that are top of mind for firm leaders. Most of these challenges existed before the pandemic and highlight critical opportunities for the accounting profession to embrace change and make necessary adjustments to better meet client and team member needs,” asserts Angie Grissom, Owner and Chief Relationship Officer of the Rainmaker Companies and President of CPACA.

“We are excited to continue sharing our members' ideas to transform the CPA profession with the recent release of season 2 of the [Big Ideas! podcast](#). Firms that capitalize on these

opportunities today will be poised for greater success beyond the pandemic,” says Sarah Elliott, Co-founder and Principal of Intend2Lead LLC and chair of the CPACA marketing committee.

Season 2 of Big Ideas! explores current challenges and opportunities, including remote and flexible work environments, creating coaching cultures, developing business, generating leads and growing revenue during and beyond a pandemic.

Committed to Advancing Justice, Equity, Diversity and Inclusion in the Profession

CPACA formed a new committee to enhance members’ awareness of challenges regarding justice, equity, diversity and inclusion (JEDI) in hopes of serving as allies for underrepresented groups of people in the accounting profession.

“One of the biggest challenges the accounting profession faces is creating a more diverse landscape that includes all people. The JEDI committee’s mission is to enhance our own awareness of these challenges by educating ourselves and encouraging courageous, honest and vulnerable conversations with one another and those we serve,” said Arianna Campbell, Shareholder and Consultant at Boomer Consulting, Inc. and chair of the JEDI committee.

Changing Leadership

During their recent meeting, CPACA members also elected the following slate of officers to guide their thought leadership this coming year:

- **Angie Grissom**, Owner and Chief Relationship Officer, The Rainmaker Companies – *President*
- **Tamera Loerzel**, Partner, ConvergenceCoaching, LLC – *Vice President/Meeting Chair*
- **Terry Putney**, Chief Executive Officer, Transition Advisors – *Secretary/Treasurer*
- **Adelaide Ness**, Owner and Chief Learning Officer, The Rainmaker Companies – *Deliverables Chair*
- **Sarah Elliott**, Co-founder and Principal, Intend2Lead LLC – *Marketing Chair*
- **Arianna Campbell**, Shareholder and Consultant, Boomer Consulting, Inc. – *Justice, Diversity, Equity and Inclusion Chair*
- **Jeff Phillips**, Chief Executive Officer, Padgett Business Services – *Immediate Past President*

About the CPA Consultants’ Alliance

The CPACA was formed in 2012 with the purpose of exploring leadership issues facing the public accounting profession and developing and sharing solutions that benefit practitioners, such as their new [Big Ideas! podcast](#). The group’s vision is to inspire positive change in the CPA profession by collaboratively establishing tools and content that will educate, motivate, and increase the wisdom of current and future leaders.

The CPACA’s [members](#) are successful consultants within the CPA profession. Members’ expertise includes: CPA firm strategic and succession planning, leadership development, practice management, growth, sales and marketing, information technology, human resources, coaching, mergers and acquisitions, diversity and inclusion, and more.

For more information about The CPACA and its members, access to our white papers, tools and podcasts, and to stay connected, please:

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