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CPACA Announces 2017 Video Series Addressing Top Leadership Issues Facing the CPA Profession *Group Also Announces New Leadership*

Phoenix, AZ, August 2017 – The CPA Consultants' Alliance (CPACA), a working group of thought leaders united in their efforts to further leadership within the CPA profession, met recently to discuss the key issues facing the public accounting profession. The group expressed an urgent need for firms to drive meaningful change to address the rapidly shifting landscape.

“Now is the time for firms to engage their future leaders to drive significant product/service, business model and cultural changes needed to sustain their firms,” said Dustin Hostetler, Shareholder at Boomer Consulting and current president of the CPACA.

“Our group believes there are changes afoot that require immediate attention,” said Hostetler. “For instance, there’s never been a more pressing time to address technology innovation. Firms must invest in new technology to improve efficiency, deliver deeper insights and personalize the client experience.”

In response to this need, the group recently released [a series of video discussions called *Issues and Answers: Insightful Solutions to Today's Biggest Challenges*](#). The series will include examples and perspectives from CPACA members. The series will focus on the four key priorities identified by the group:

- Technology trends
- The changing landscape of M&A
- The rise of flexible workplaces and remote teams
- Growth of consulting as a profitable practice offering

During their recent meeting, members also approved the following slate of new officers to guide their thought leadership:

- **Dustin Hostetler**, Shareholder, Boomer Consulting – *President of CPACA*
 - **Carrie Steffen**, President, The Whetstone Group – *Vice President/Meeting Chair of CPACA*
 - **Gary Adamson**, President, Adamson Advisory – *Secretary/Treasurer of CPACA*
 - **Angie Grissom**, President, The Rainmaker Companies – *Membership Chair of CPACA*
 - **Jeff Phillips**, CEO of Accountingfly and GoingConcern – *Deliverables Chair of CPACA*
 - **Bonnie Buol Ruszczyk**, President, bbr marketing – *Marketing Chair of CPACA*
 - **Sarah Johnson Dobek**, Founder and President of Inovautus Consulting – *Immediate Past-President of CPACA*
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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. Other insights from the group include the article *What Drives Happiness at CPA Firms* and the whitepaper *CPA Firm Leadership: Communication Drives New Possibilities*. 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 and management, growth, sales and marketing, information technology, human resources, coaching, mergers and acquisitions, diversity, leadership development and more.

For more information about The CPACA, its members and to stay connected, please:

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