



FOR IMMEDIATE RELEASE

FOR MORE INFO:

Tamera Loerzel

952.226.1780

tamera@convergencecoaching.com

Carrie Steffen

319.447.6402

carrie@thewhetstonegroup.com

CPACA Announces New Members

Overland Park, KS, November 3, 2014 – The CPA Consultants’ Alliance (CPACA), a working group of thought leaders united in their efforts to further leadership within the CPA profession, is pleased to announce two new members.

Gary Adamson, CPA, is CEO of [Adamson Advisory](#), a CPA practice management consulting firm specializing in succession strategies, practice growth, practice structure and management and cohesive partner teams. He is an experienced retreat and strategic planning facilitator, merger and acquisition negotiator and partner performance coach. Gary also brings more than 20 years of experience as a managing partner of a top 200 accounting firm to the CPACA’s knowledge base.

Bonnie Buol Ruszczyk is President of [bbr marketing](#). She has been a member of the creative and marketing services community for more than 20 years. Her firm provides marketing and strategy services for professionals services – helping them reach their audiences and grow their firms. Bonnie offers a unique perspective to the CPACA based on a diverse background of having also worked for a health and fitness startup, Turner Broadcasting and various software and financial services firms.

“We’re really excited about the points of view Gary and Bonnie will contribute to the CPACA,” said Tamera Loerzel, Partner at ConvergenceCoaching and current President of the CPACA.

“As the CPACA continues its mission of addressing common leadership challenges in the CPA profession, we challenge ourselves to look at issues from different angles,” said Loerzel. “It’s important that new members have unique experience that will benefit our constituents. With Gary’s in-firm leadership experience and Bonnie’s strategic marketing orientation, their addition to our group will add tremendous value.”

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. Our 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.

Our [members](#) are successful consultants within the CPA profession. The expertise of its members 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 with us, please:

Contact us at: info@cpaconsultantsalliance.com

Visit our [Website](#)

Follow us on [LinkedIn](#)

Follow us on [Twitter](#)

Connect with us on [iShade](#)

###