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FOR MORE INFO:  
Sarah Elliott  
[sarah@intend2lead.com](mailto:sarah@intend2lead.com)

## CPACA Holds 10<sup>th</sup> Annual Meeting 2022-23 Focus on Member Transformation

**Austin, TX June 2022** - The CPA Consultants' Alliance (CPACA), a working group of CPA profession influencers and consultants united to further leadership within the CPA profession, recently held their annual meeting to discuss challenges and opportunities facing the accounting profession and their individual organizations.

### **2022 Focus: Member Transformation**

After reflecting on the dynamic market conditions and the impact that demographics, automation, and the pandemic have had on the CPA profession and CPACA members' organizations, the group chose to focus its 2022-23 priorities on strengthening the collaboration between CPACA member firms, deepening member learning, and enhancing the health and wellness of its membership.

"This year, the CPACA will invest in strengthening the consultants and consulting firms that make up our group, so that the results of our increased collaboration, learning and well-being can benefit our client firms," said Tamera Loerzel, newly-elected CPACA President. "Instead of tackling a survey, white paper or podcast deliverable this year, we'll better ourselves, because we are the deliverable driving change in CPA firms across the country," continued Loerzel.

### **Changing Leadership**

During their recent meeting, CPACA members also elected the following slate of officers to guide their initiatives in the coming year:

- **Tamera Loerzel**, Partner, ConvergenceCoaching, LLC – *President*
- **Adelaide Ness**, Owner and Chief Learning Officer, The Rainmaker Companies – *Vice President/Meetings Chair*
- **Terry Putney**, Partner, Whitman Transition Advisors, LLC – *Secretary/Treasurer*
- **Angie Grissom**, Owner and Chief Relationship Officer, The Rainmaker Companies – *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 [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, learning and development, and more.

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

Email us at: [info@cpaconsultantsalliance.com](mailto:info@cpaconsultantsalliance.com)

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