



FOR IMMEDIATE RELEASE

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CPACA to Focus on Practice Transformation in 2023-24

Austin, TX June 1, 2023 - 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 in San Juan, Puerto Rico to discuss the continued disruption in accounting and the great opportunity it offers to current and future firm leaders.

2023 Focus: Practice Transformation

The CPACA members' goal is to help accounting and consulting firms navigate the ever-changing climate and abundance of opportunities in their firms. To further this aim in 2023-24, CPACA members will focus on strengthening the collaboration between CPACA member firms, deepening member learning, and enhancing the health and wellness of its membership. By practicing these concepts in their own businesses, CPACA members can in turn bring what they have learned about business model changes and wellness to their accounting and consulting firm clients.

CPACA Past-President/Membership Chair, [Tamera Loerzel](#) shared, "It is reenergizing to spend time with our fellow consultants to the accounting and consulting profession. Universally, we are faced with so many possibilities, which can be overwhelming. We recognize that our clients are in the same position! It's our hope that a focus on strengthening our businesses and ourselves will ensure our capacity to help our clients in 2023 and beyond."

CPACA members focus on where the profession is headed through being in touch with the needs of firms' NextGen talent and clients. Solving the capacity challenge in their own organizations is top of mind, and strategies were explored in depth. These same approaches of business model shifts and alternative staffing options will be critical for CPACA members' clients. In addition, CPACA members renewed their commitment to Diversity, Equity, & Inclusion (DE&I), a strategic business initiative in their own firms and with their accounting and consulting firm clients as well. Rounding out the focus, CPACA members support firm leaders in strategic growth, alternative staff options, continued succession planning, and furthering advisory services to make a bigger difference for clients as they define their own 2023-24 success strategies.

Changing CPACA Leadership

CPACA members also elected the following slate of officers to guide their initiatives and discussions in 2023-24:

- **Adelaide Ness**, Owner and Chief Learning Officer, The Rainmaker Companies –*President*
- **Sarah Elliott**, Co-founder and Principal, Intend2Lead, LLC - *Vice-President/Meetings Chair*
- **Renee Moelders**, Partner, ConvergenceCoaching, LLC – *Secretary/Treasurer*
- **Tamera Loerzel**, Partner, ConvergenceCoaching, LLC – *Past-President/Membership Chair*

“I look forward to a year of growth and renewal,” says [Adelaide Ness](#), CPACA President. “I am always grateful to be reminded that we are not alone in our mission to help CPA and consulting firms achieve their goals and build firms for their next generation. We have great partners in the CPA Consultants’ Alliance who are working towards this same goal. Leveraging each other’s knowledge and strengths will help us provide more to our internal teams, our clients, and the profession.”

About the CPA Consultants’ Alliance

The CPACA was formed in 2012 with the purpose of exploring leadership issues facing the public accounting and consulting profession and developing and sharing solutions that benefit CPA and consulting firm leaders as well as their own businesses. The group’s vision is to inspire positive change in the CPA profession by finding ways to collaborate to bring solutions to the firms they serve 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, talent management, learning and development, coaching, mergers and acquisitions, diversity and inclusion, and more.

Be sure to look for CPACA members at the [2023 AICPA Engage Conference from June 4-8 in Las Vegas!](#)

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

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