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The Best Accounting Firms for Women in 2015

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There's No Accounting for the Hybrid Cloud

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CPE Webcast: Automating Tax Office Management

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How to Establish an Executive Committee at an Accounting Firm

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National Society of Accountants Offers CPE Webcast Series

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Fraud Can Be Funny - Comedy Show Offers CPE Credit



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In its sixth year, the [2015 Accounting MOVE Project](#) reports a significant boost in the proportion of women partners and principals at the 47 CPA firms participating in the project—an average of 22%, up from 17% five years ago.

That means the bar is rising for candidates for the annual MOVE Project Best Public Accounting Firms for Women list, released by the [Accounting & Financial Women's Alliance \(AFWA\)](#) and [American Women's Society of CPAs \(AWSCPA\)](#).

“The emerging generation of partners has grown up with Forum W, so they’ve seen the benefits and they know the difference it makes,” said Jen Wyne, director of human resources at [Moss Adams](#), where women now comprise 26% of partners. [Forum W](#) is the firm’s seven-year effort to align its culture with the advancement of women.

“Women’s initiatives can have a permeating effect on a firm’s culture, leadership pipeline and overall growth, and we’ve seen that impact with our own [WomenCAN](#) initiative,” said Risa Lavine, a [CohnReznick](#) principal and the firm’s chief of staff. “We are proud to sponsor the MOVE Project as it continues to highlight not only the best firms, but also best practices that inspire and help move the needle.”

“The MOVE Project continues to report improvement for women in the accounting field, but we still have much more work to do as an industry,” said Ericka Harney, executive director of the AFWA. “AFWA and the MOVE Project are dedicated to efforts that empower women in the industry and assist in advancing women to senior roles with equal pay.”

Top Trends From the 2015 Accounting MOVE Project

- Pay equity is the topic that won’t go away. Celebrities and politicians are advocating for pay equity transparency and accountability. Firms have a chance to make pay equity a point of strength and trust.
- Networking and business development training is becoming more democratic at CPA firms as firms include millennials and senior staff earlier in their careers with scaled training and networking opportunities.
- Firms that have gained momentum in their advancement of women use their women’s initiatives as strategic growth drivers.

“Women are a differentiating factor for firms competing intensely for new clients,” said Joanne Cleaver, president of [Wilson-Taylor Associates, Inc.](#), the content and communications firm that manages the Accounting MOVE Project. “Most employers are concerned with advancing women, and they want to do business with CPA firms that share those values.”

2015 BEST CPA FIRMS FOR WOMEN

The 10 firms named to the Best CPA Firms for Women list demonstrate three characteristics:

- Consistent, measurable progress in advancing women.
- Proven and continually evolving programs that retain and advance women.
- Evidence that the firm’s advancement of women is intrinsic to its growth and succession goals.

Burr Pilger Mayer, San Francisco

Young staff get a fast start with [the firm’s](#) new skills development program. The firm’s partner-track women accelerate progress with training and individual coaching that wraps presentation skills with personal brand strategy.

CohnReznick, New York

Office and managing partners are using the [CohnReznick](#) women’s initiative for finding and developing rising talent, integrating the initiative with the firm’s client service goals. The firm has gained a bird’s-eye view of culture change by asking about the perception and results of women’s development programs via a firm-wide culture survey and ongoing dialogue with key stakeholders.

Lurie Besikof Lapidus, Minneapolis

Managing partner Beth Kieffer Leonard detects a tipping point: “There’s such a shortage that firms are getting much more realistic about what it takes to invest in millennials and women,” she says. [LBL](#) has a very high retention rate with its innovative “futurecasting” program for promising associates.

Mahoney Ulbrich Christiansen Russ PA, Minneapolis

Newly appointed managing partner Roz Allyson recently merged back into a full-time schedule after years of flexible hours and alternative schedules, illustrating that the firm offers numerous success tracks. [The firm’s](#) default work arrangement is flexible, with each staffer deciding annually on his or her custom plan for the next 12 months.

Moss Adams, Seattle

With women comprising 26% of its partners, [Moss Adams](#) is reaping the benefits of its seven-year investment in Forum W, its firmwide initiative to advance women at all levels. Recent innovations include integrating accountability into partners’ goals by specifically asking partners whom they will sponsor. This demonstrates a deeper investment in Forum W and the firm’s overall diversity and inclusion efforts.

OUM & Co., San Francisco

About 10 years ago, [OUM & Co.](#) partners made three changes that resulted in its achievement of 30% women partners and principals: talent development was counted in compensation calculations; each partner was required to develop an operational expertise that supported firm sustainability; and the firm created two tracks to partnership—equity and income—allowing for expedited promotion to partner, with business development skills cultivated accordingly.

Plante Moran, Southfield, Michigan

[Plante Moran’s](#) firmwide strategy includes a local component that ensures that every Plante Moran office has a champion for its women, and that women across the firm network internally and externally.

Rehmann, Troy, Michigan

Rehmann is not the only firm where women comprise over half of senior managers, but it's one of the few that propels many of them to partnership thanks to an intensive, one-year development program. Firm leaders ensure that women with alternative arrangements have scaled opportunities for advancement.

The Bonadio Group, Pittsford, New York

Alternative work arrangement? That's no barrier to the partner track at The Bonadio Group. Women on part-time schedules and nontraditional career paths aren't precluded from participating in firm leadership, and some have achieved partner level. In fact, women comprise 31% of the firm's partners and principals.

Yeo & Yeo CPAs & Business Consultants, Saginaw, Michigan

Career paths are not do-it-yourself at Yeo & Yeo, thanks to maps and structures that show employees multiple proven routes to success. Yeo & Yeo's Career Advocacy Team and mentor program provide robust career coaching to help employees grow as future leaders.

2015 ACCOUNTING MOVE PROJECT EQUITY LEADERSHIP FIRMS

The Accounting MOVE Project also recognizes 14 firms on its Equity Leadership list—firms with at least 50 employees and a minimum of 32% female partners and principals.

- RoseRyan; Newark, California; 100%; www.roseryan.com
- Kerkering, Barberio & Co.; Sarasota, Florida; 58%; www.kbgrp.com
- Kositzka, Wicks & Company; Alexandria, Virginia; 54%; www.kwccpa.com
- HBE Becker Meyer Love LLP; Lincoln, Nebraska; 50%; www.hbecpa.com
- LGC&D; Providence, Rhode Island; 47%; www.lgcd.com
- Henry & Horne; Tempe, Arizona; 46.7%; www.hhcpa.com
- Abbott, Stringham & Lynch; San Jose, California; 46%; www.aslcpa.com
- Johanson & Yau; San Jose, California; 45%; www.jyac.com
- Hood & Strong; San Francisco, 43%; www.hoodstrong.com
- NSBN LLP; Beverly Hills, California; 42%; www.nsb.com
- Windham Brannon; Atlanta, 42%; www.windhambrannon.com
- MCM; Louisville, Kentucky; 38%; www.mcmcpa.com
- Clark Nuber; Bellevue, Washington; 35%; www.clarknuber.com
- BeachFleischman PC; Tucson, Arizona; 32%; www.beachfleischman.com

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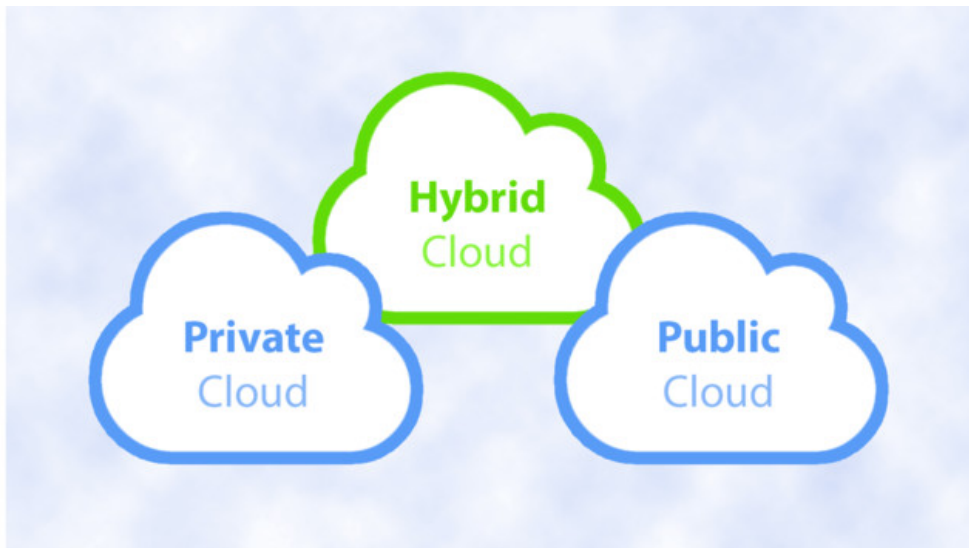
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NEWS



National Society of Accountants Offers CPE Webcast Series

August 18, 2015

The National Society of Accountants (NSA) has announced the latest programs in its series of ConnectED Webinars, which are approved for continuing professional education by the IRS, National Association of State Boards of Accountancy, ACAT and ...

NEWS



How to Establish an Executive Committee at an Accounting Firm

August 18, 2015

What is the best way to establish and select members of an accounting firm's executive committee? Elected by the partners or appointed by the managing partner?

NEWS



Fraud Can Be Funny - Comedy Show Offers CPE Credit

August 17, 2015

Comedian and CPA Greg Kyte is taking Comedy CPE to Seattle. The two-hour fraud class, titled "Holy Mother of Fraud" will be held downtown at Comedy Underground, Seattle's oldest comedy club.

ARTICLE

ARTICLE



Apps We Love – Mobile Career Tools for Accountants

We are covering career-related apps this month. Whether you're planning on furthering your own career, working with others as a mentor, or in a position to do some hiring, our CPA Practice Advisor community has some recommendations that will surely help...

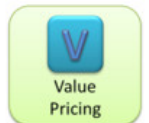
MEDIA CENTER

The banner for the 'AUTOMATING TAX Office Management' webcast features the CPA Practice Advisor logo on the left and the OfficeTools logo on the right. The central text reads 'AUTOMATING TAX Office Management' with a 'CLICK HERE' button. Below the banner, it states '+ FREE CPE CREDIT' and provides the date and time: 'September 22, 2015 | 2:00pm EST / 1:00pm CST'.

CPE Webcast: Automating Tax Office Management



Introducing AICPA CIMA Professional Development



Free CPE Webcast: Pricing on Purpose -- Creating and Capturing Value



Ensuring Success 2014 - Session 10: Taking Control of Your Practice in the 21st Century



Ensuring Success 2014 - Session 9: Marketing and Networking for the Modern Accountant

ARTICLE



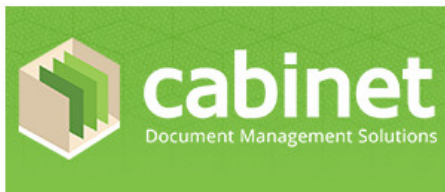
Reducing Staff Turnover: How to Recognize and Respond to Retention Red Flags



How to Retain Your Firm's IT Superstars

Retention is a huge challenge for CPA firms across the country and most of the focus and discussion is on accounting staff. What isn't addressed nearly enough is retaining talent in important functional areas such as IT, HR, Marketing and Training.

REVIEW



2015 Review of Cabinet SAFE Cloud

Originally designed for accounting firms, Cabinet SAFE Cloud is designed to provide flexible, robust document management capability with documents stored safely in the cloud. Cabinet SAFE is also available for those that need an on-premise product ...

REVIEW



2015 Review of Thomson Reuters FileCabinet CS

FileCabinet CS from Thomson Reuters is the document storage application that is included in Thomas Reuters CS Professional Suite of applications. Available in two versions, the base version is ideal for smaller firms, while a Microsoft SQL version is ...

REVIEW



Accounting in 2025: Three Undeniable Trends and How They Will Affect Accounting Firms

Omnipresent mobility isn't about having a smartphone or tablet. It is the ubiquitous expectation that you can do whatever you need

REVIEW



2015 Review of CCH Access Document and ProSystem fx Document

CCH Access Document and CCH ProSystem fx Document are the two document management products offered by Wolters Kluwer Tax & Accounting US. CCH ProSystem fx Document offers the on premise version of the product, while CCH Access Document is deployed in ...

REVIEW

2015 Review of Conarc iChannel

iChannel is a web based document management solution suitable for mid-to large size businesses. Originally designed for CPA firms, iChannel is well-suited to a variety of industries including legal, real estate, healthcare, and even schools and...

REVIEW



Accounting and finance professionals with in-demand skills are finding they have many options when it comes to job offers. This is great news for candidates. However, as a manager, you recognize a rosier hiring environment means you have to work...

REVIEW



2015 Review of Office Tools Pro - Practice Management Workspace

Completely revamped in 2013, the product offers a newly designed user interface designed to make system navigation easier. The product also syncs with Microsoft Office 2007, 2010, and 2013, making it easy to manage email documents as well.



2015 Review of GoFileRoom

Designed for accounting and tax professionals, GoFileRoom is built to be used exclusively with the Internet Explorer web browser. Cloud-based, GoFileRoom offers solid document

REVIEW



2015 Review of SmartVault

SmartVault offers users both document management capabilities, as well as a portal for sharing files. What makes SmartVault different from similar products is the built-in interface to QuickBooks, QuickBooks Online, and Microsoft Outlook.

REVIEW



2015 Review of Build Your Firm Websites for Accountants

Build Your Firm Websites for Accountants (BYF) is part of the Build Your Firm brand that provides accountants with a variety of tools that help build their practice. BYF offers two types of websites: Premier, which is designed for generalist firms ...

REVIEW

2015 Review of AccountantsWorld Cloud Cabinet

Both a document sharing portal and a document management system, Cloud Cabinet is one of the tools offered in AccountantsWorld Power Practice suite of products. Completely cloud-based, Cloud Cabinet uses Amazon.com's secure data center to safely and...

REVIEW



2015 Review of eFileCabinet

eFileCabinet offers a long list of product tools including the ability to backup files to the cloud while still using the on-premise version. Users can easily check-in and check-out documents as needed, and the product offers version control, so users...

REVIEW



2015 Review of Doc.It Suite

Cloud-enabled, Doc.It offers a comprehensive suite of features designed to manage data, documents, projects and workflow. The product offers three different versions, including On-Premise Cloud, designed for those with a dedicated IT staff.

REVIEW



2015 Review of CCH Site

REVIEW



2015 Review of Drake Software - Drake Document Manager

Drake Document Management is a full-function document organization and storage tool that is included in the Drake Unlimited suite of applications. Drake Document Management fully integrates with Drake Software products. Users can choose to use Drake ...

ARTICLE



2015 Review of Document Management And Document Storage Systems for Accounting Firms

Whether your firm is in the market for a document management system or a document storage system depends on a number of things, including workflow levels, current tax software utilized, and even future needs. Cost may play a role as well, although ...



2015 Review of CPASites.com

CPAsites was founded in 1997, and bills itself as

REVIEW



2015 Review of GetNetSet Websites for Accounting Firms

GetSetNet (GNS) offers websites designed specifically for accounting firms. GNS offers a somewhat unique approach to website building, assigning each new user what is called a Guardian Webmaster – a GNS employee that handles all website ...

Builder

Good as a stand-alone product, CCH Site Builder's integration with CCH Access Portal provides users with additional accounting and financial management tools such as the ability to exchange confidential files and other documents.

REVIEW



2015 Review of Thomson Reuters Web Builder CS

Web Builder CS was formerly known as eMochila, which is known as one of the pioneers in web site building products when it came to market in 2003. eMochila was acquired by Thomson Reuters in 2011, and is now known as Web Builder CS. All of the ...

REVIEW



2015 Review of CPA Site Solutions

CPA Site Solutions has plenty of experience providing professionally designed websites that are geared towards accounting professionals. CPA Site Solutions is available in three versions; Silver, Gold, and Platinum. There are no set-up or design fees ...

Loading



