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SUCCESSION PLANNING TOPS THE AGENDA AT BKR INTERNATIONAL AMERICAS REGIONAL MEETING

Louisville, KY (June 5, 2014) – Seven Directors from DMLO CPAs joined the 60 firms represented at BKR International’s Americas Regional Meeting in Denver, Colorado, from May 30 to June 3, 2014. DMLO is an independent member of BKR International, a leading global association of accounting and business advisory firms.

The meeting focused on the steps accounting firms need to take to ensure that succession planning becomes a successful reality — including the importance of investing in people and utilizing the latest technology. Speakers presented macro and micro trends and offered practical advice, ranging from how global markets exert local influence to how an accounting firm’s online reputation directly affects its bottom line results.

Succession and Growth Guru Bill Reeb, CPA, of the Succession Institute, LLC, in Austin, Texas, presented his 15 ways to create a robust succession plan, and also facilitated a succession planning boot camp. Renowned economist, author, and “father of supply-side economics,” Dr. Arthur Laffer, gave a rousing review on all of the big ideas both Democrats and Republicans have championed to increase employment and growth, and how they conflict with current fiscal policies and real prosperity. And, Wendy Nemitz, founder of Ingenuity Marketing Group, LLC, in St. Paul, Minnesota, discussed techniques to engage and attract prospects throughout the buying cycle by strengthening a firm’s online reputation. She was joined by Irene Valverde, marketing director for BKR member, Gumbiner Savett in Los Angeles, who gave examples from her own in-house experiences.

“By attending BKR’s Americas Regional Meeting, we’ve learned how to leverage our collective ideas to improve our services to clients and grow our firms,” said DMLO President Jennifer Hughes. “This will ultimately lead to a successful transfer of leadership and expanded client relationships in the future.”

About DMLO CPAs

With 90+ employees, Deming, Malone, Livesay & Ostroff has been a ‘Louisville original’ since 1975, providing a full range of financial and advisory services to businesses, individuals, high net worth families, entrepreneurs, and not-for-profit organizations. What makes us stand out? How much we care about the ultimate impact of what we do every day – about *more* than the numbers. Engage with us online at dmlo.com.

About BKR International

BKR International is a leading global association of independent accounting and business advisory firms representing the expertise of more than 150 member firms with over 300 offices in over 75 countries around the world. For more information, visit: www.bkr.com.

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