



Baltimore & Washington DC Chapters

Mentoring Matters!

By Rita Keller of Keller Advisors, LLC

- **Does your firm have an established, well-documented program?**
- **Is it alive and healthy?**
- **Is it done informally but more structure is needed?**

A mentoring program is key in attracting, hiring and developing future leaders of the CPA profession. The Millennial generation has grown up in a culture of mentoring, coaching and positive reinforcement. Their parents have been involved in their development every step of the way. They will be looking to your firm to provide the focused attention that they have received throughout their formative years. But, it is not a program just for new college graduates. Mentoring is beneficial at every stage in your accounting career – even for Baby Boomers! **Almost every firm is hiring. What are you doing to keep your best performers?**



Rita Keller is an award-winning and widely respected advisor to CPA firm management. She is nationally known as a CPA firm management consultant, speaker and author. She has over 30 years' hands-on experience in the management, marketing, technology and administration of a successful, multi-office firm. She works with firms nationwide on strategic, management and operational issues. As an author, her articles appear in numerous CPA publications and her popular, award-winning daily blog has become a resource for many in the CPA profession. She has been repeatedly named to Accounting Today's Top 100 Most Influential People in Accounting.

Thursday November 20th

9:30 Registration

10:00–3:30 Lunch and 4 hours CPE

Kaplan University
1390 Piccard Drive
Suite 100
Rockville, MD 20850

Who Should Attend?
Firm Administrators
Human Resources
Managing Partners

REGISTER NOW!

Only \$79 if you register by Oct 31 (\$89 after Nov 1)
Deadline for registration is Nov 14.

Registration can be completed through AAA
www.cpaadmin.org/washingtondc/events.php

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