



Partnering & Sponsorship Opportunities

THE RADICAL CPA MISSION: To create a community of like-minded individuals, whether practitioner, small business owner, or vendor through conversations and content; to deliver relevant and engaging content and products that are useful to people and make a positive impact on the business world and beyond.

For vendors:

- White papers
- How-to Guides
- E-Books
- Video conversations
- Periscope chats
- Twitter chats
- Consulting
- Event host
- Keynote speeches

For accounting firms/associations:

- Online & in-person CPE courses
- Coaching sessions
- Keynote speeches
- Partner meeting seminars

About The Founder, Jody Padar

Jody Padar is one of the accounting profession's foremost visionaries and pioneers. She is CEO and Principal of the New Vision CPA Group, a public accounting firm based in the Chicago area. Jody is the author of "The Radical CPA: New Rules for the Future-Ready Firm," a book that sparked a movement within the profession.

As an author, lecturer, coach, consultant, and mentor, she advocates for progress and innovation in the business world, heralding a new way of thinking about the practice of accountancy and giving it new purpose. Having successfully transformed her own firm into a technologically advanced and cloud-driven work environment, she is now dedicated to educating her fellow colleagues on how to make the same transition.

Embracing the cloud, social media, and other highly advanced technologies and practices, Jody is out to alter the way CPAs think about firm culture and serve their clients via speaking engagements, podcasts, published articles, and 'screaming it from the rooftop.' A true change agent, Jody continues to initiate conversations and encourage open collaboration between the profession and vendors in order to support the movement toward a newer, better, and more innovative CPA firm culture. As a result, she founded the profession's popular IC Opportunities events in 2012.

Jody is a regular contributor to a number of industry publications, including *CPA Trendlines* and *Accounting Today* where she offers practical tips and advice on running a next-generation firm. Jody has been named by *Accounting Today* as "the Top 100 Most Influential to the Profession" for the last five years and was named as one of 2015's Top 10 Money & Finance Writers on LinkedIn's inaugural Top Voices list. She has written for *Forbes* (where she was named as one of the Top 100 Must-Follow Tax Twitter Feeds), *The Washington Post*, is a regular contributor to Intuit's QuickBooks' Blog, and has been interviewed by *Inc.*, *CNNMoney*, *Entrepreneur*, and *the International Business Times*. In addition, Jody was recently named among Hubdoc's Top 50 Cloud Accountants of 2015. She is also the host of "Let's Get Radical: Business Talk. Unfiltered" a talk radio on VoiceAmerica Talk Radio. She has more than 9,000 followers on her personal Twitter account and a growing LinkedIn following of more than 50,000.

Jody earned her BBA from Saint Mary's College and MST from Northern Illinois University. She is also an adjunct professor at Oakton Community College and a

contributing member of the Intuit Trainer Writer Network. Jody is a member of the American Institute of Certified Public Accountants where she serves on the AICPA Tech + Committee. She is also a member of the Maryland Association of Certified Public Accountants.

The Rundown

Please note, this is not an exhaustive list

Author: The Radical CPA: New Rules for the Future-Ready Firm, Publisher CPA Trendlines, ISBN 978-0991266296

Areas of Expertise:

- The “New Firm” business model
- Best practices for cloud, social, pricing, process
- Social media/social business
- Succession from a small firm prospective
- The talent crunch
- Managing a virtual office
- How to Become a thought leader
- Personal accounts from being an industry disrupter
- Cash flow consulting/payroll/tax planning for small businesses
- Workflow

Extreme Media Events (to shake up the profession)

- *Sage Listens* RV Tour and Parking Lot Party—An offbeat, progressive event where accounting professionals define and share what makes up the “NEW Firm. Jody describes the event as a “where the Travel Channel meets new thought leadership.” The Parking Lot Party engages next-gen CPA leaders about what’s important to the future-minded firm.
- Extreme CPA Glow Party, AICPA Practitioners and TECH+ Conference, 2015.
- Extreme CPA Pool Party, AICPA Practitioners and TECH+ Conference, 2014.

- Extreme CPA Offsite500 (Go Kart Race), AICPA Practitioners and TECH+ Conference, 2013.
- Extreme CPA Trampoline Dodge Ball, AICPA Practitioners and TECH+ Conference, 2012.

Media Mentions/Published Articles

- Regular blogger and contributing columnist, [Accounting Today](#), December 2009–Present.
- [Is Your Tax Identity Safe?](#), *Epic Times*, January 2016.
- [Get a Bigger Tax Refund in 2016 By Claiming These Credits and Deductions](#), *International Business Times*, December 2015.
- [How to Choose the Best Accountant for Your Business](#), *Intuit QuickBooks blog*, November 2015.
- [The Last 10 Things I Bought](#), *Forbes*, November 2015
- [3 Things you need to know about the TurboTax Shutdown](#), *Inc.*, February 2015.
- [13 Crazy Tax Deductions](#), *CNN Money*, April 2014.
- [11 Deductions That Can Get You in Trouble](#), *Inc.*, March 2014.
- [Getting to Know You Tuesday](#), Tax Girl blog, *Forbes*, July 2012.
- **More on request.**

Speaking Engagements, Webcasts & Webinars:

- [IC Opportunities](#) Founder and facilitator, 2012 – present.
- Feature speaker, CCH User Conference, 2015.
- Feature speaker, Sage Summit, 2015, 2014.
- Feature speaker, AICPA Practitioners and TECH+ Conference, 2015, 2013, and 2012.
- Feature speaker, Maryland Association of CPAs Beach Retreat, Innovation Track, 2014, 2013, and 2012.
- Thriveal.com, Online Conference, Pioneering the New Firm, 2011.
- December/January Intuit Product Tour, Taught workflow best practices to over 1,000 CPA's via multiple webinars, 2010.
- Contributing member, Business Learning Institute, and affiliate of MACPA.

- **More on request.**

Awards & Recognitions:

- Top 100 Most Influential People, *Accounting Today*, 2011-present.
- Top 10 Money & Finance Writers on LinkedIn's Inaugural Top Voices list, December 2015.
- Top 100 Must-Follow Tax Twitter Feeds, *Forbes*, December 2015.
- Hubdoc's Top 50 Cloud Accountants of 2015 and 2014.
- Woman to Watch, Emerging Leader Award, Illinois CPA Society, November 2011.
- 40 under 40 Award recipient, *CPA Practice Advisor*, 2009 and 2010.
- 10 Women Worth Watching list, *Accounting Today*, November 2010.

Professional Associations & Offices:

- AICPA Tech+ Steering Committee member, select and coordinate speakers for the largest AICPA conference, 2011-2015.
- Chicago Area QuickBooks Proadvisor User Group, 2010-2015; Founder and past president, 2007-2009.
- AICPA and MACPA member.

Contact Jody

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[The Radical CPA Blog](#)

Twitter: [@JodyPadarCPA](#) and [@theradicalCPA](#)

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