

# THE IMPACTFUL ADVISOR



*An update  
from Geni*



## **Filled with Gratitude**

Dear Friends,

I just returned from two live tech conferences: NetSuite's Suite World conference in Las Vegas, Nevada and Scaling New Heights in Fort Worth, Texas. It was such a treat to be around people again! Zoom calls are great, but it is so much better to connect in person – to see their eyes, to hug them when appropriate. What fun to geek out about vendor technologies (and get all of those killer T-Shirts, Beverage Holders, Pens, oh my!) How wonderful to learn from others about their Covid experiences and how they responded. I especially loved hearing stories from business owners who successfully pivoted by applying technology to their unique business challenges. And then there was the food, y'all. Grits made an appearance at each event!

The event vacuum that was Covid really helped me appreciate the little things that go into creating events like these:

- The hundreds of people who work behind the scenes.

- The people who plan and market months before the event even happens.
- The smiling folks who get the doors open on time, who make the audiovisuals work, who upload the PowerPoint decks for our presentations.
- And then there are the food preparers, the ushers who guide us to our seats in the dark auditorium, and lately, the Covid temperature checkers.

What a miracle it is that we can have **live** events at all!

**These events also helped me fully appreciate how lucky I am to be part of the accounting and tech community:** to have so many wonderful friends, to be able to do work that I truly love, and to have access to constant learning about tools and technology. I can't say enough about the great vendors I get to work with - people like [Netsuite](#), [Liscio](#), and [Veem](#), and special people like Ben Stein from [Keeper.app](#), who helped fund training for my scholarship applicants. And thank you to all of the students who have invested in my training programs. It is my honor to work with each of you.

What a great time to be an accountant!

*With gratitude for you and the difference you make every single day,*

Geni

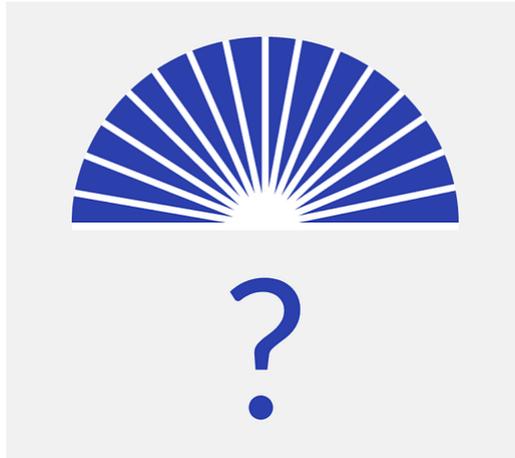


**Congratulations to our Two Advisory Training Scholarship Winners:**

Tina Wu  
and

Liscio contest winner:

Cathy Pedroncelli



## Question of the month:

**What aspects of your work make you grateful each day?**

What do you appreciate about your interactions with clients? With technology? How might you show your appreciation?



## Upcoming speaking events:

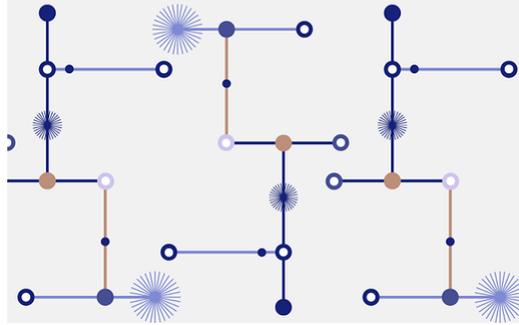
11/23: Online [Get Your Shift Together In Your Accounting Firm](#)

11/30: Online [How To Stop The Tyranny of Email In Your Accounting Firm](#)

12/7-12/8: Online [Accounting & Finance Show USA 2021](#)

12/9: Online [Ensuring Success 2021 Sessions by CPA Practice Advisor](#)

# Grits challenge



## Holiday Gift Idea: Glorious Grits

You can never have enough grits or ways to cook them, so I have just ordered this cookbook, [Glorious Grits](#). If you are a close friend of mine, you may be receiving a copy for the holidays ;) In fact, it may be a holiday gift idea for someone special in your life? What do you think? I have to keep 'em interesting y'all.



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