

The Michigan Chapter of the Association for Accounting Administration is proud to be partnering with the MiCPA to present: Rita Keller

Rita Keller from Keller Advisors, LLC will be presenting THE KEYS TO SUCCESS IN SUCCESSION.

Register at the MiCPA website now!

<http://www.micpa.org/Aptify/Meetings/Meeting.aspx?ID=35870>

The fee for members is \$125 and \$190 for non-members. If you are a member of MiCPA or MAAA/AAA, enter "MAAA" in the Promotion Code field to get the discount.

We will be meeting on Thursday, October 16th at Laurel Manor, 39000 Schoolcraft St., Livonia, MI, Noon to 4:20 pm.



Rita will be presenting The Keys to Success in Succession:

Succession planning is one of the hottest topics in the world of CPA firm management. Surveys disclose that it is on the minds of firm leaders nationwide. Yet, it still seems to be a mystery inside many accounting firms.

Succession planning enables your organization to identify talented employees and provide education to develop them for future, higher level and broader responsibilities. An important part of those broader responsibilities is the ability to market, sell and bring new business into the firm. Succession and practice growth go hand-in-hand.

Join Rita Keller and your peers to explore the important and critical role that you, as a firm leader, play in solving this succession mystery.

Meet Rita Keller:

Rita Keller is a nationally known CPA firm management consultant, speaker and author. She is a former shareholder and Chief Operating Officer of a successful, regional CPA firm and has over 30 years' hands-on experience in the management, marketing, technology and administration of a successful firm.

Rita has frequently been named one of the **Top 100 Most Influential People in Accounting**.

She recently received the **Everest Award** from Management Summit, established to recognize major/ongoing contributions to the CPA profession and the Association for Accounting Administration **ACE Award** for achievement, commitment and excellence in CPA firm management and administration.

Visit <http://www.ritakeller.com> for more information about Rita.