

# cpas care

## about their communities

THE WICPA IS ABOUT TO REVEAL THE BEST-KEPT SECRET IN WISCONSIN: THOUSANDS OF CPAS ACROSS THE STATE DONATE THEIR TIME AND TALENT TO THEIR COMMUNITIES. WHILE SOME CPAS SERVE TRADITIONAL ROLES ON NONPROFIT BOARDS, OTHERS ARE MAKING A DIFFERENCE IN NONTRADITIONAL WAYS. THEY ARE HELPING PEOPLE IN NEED AND MAKING THEIR COMMUNITIES BETTER PLACES TO LIVE.



**W**ith the new 2008 CPAs Care Campaign, we will highlight the exceptional things that CPAs are doing in their communities. This spring and fall, the WICPA is running lively new print ads in business-related publications. The ads feature seven CPAs who perform extraordinary deeds:

- **Steve Bien, CPA**, managing partner, LarsonAllen in Eau Claire, helps put smiles on the faces of local children by creating Children's Museum of Eau Claire.
- **Rhiannon Blawat, CPA**, accounting manager at Kahler Slater Architects in Milwaukee, shares her time and talent with residents at Hebron House, a homeless shelter in Waukesha.
- **Barry Borchert, CPA**, managing partner of Moy, Borchert, Erbs & Associates, Reedsburg, has volunteered as a firefighter in Reedsburg for 22 years.
- **Matt Cody**, staff accountant, Ritz, Holman, Butala, Fine in Milwaukee, runs Bingo Night at the Knights of Columbus in Greenfield to raise funds for My Good Mourning Place, an organization that provides grief support to kids

- who've lost a close family member.
- **Randy Dummer, CPA**, partner, Virchow, Krause & Co., Appleton, helps grow the Gardens of the Fox Cities, an organization dedicated to educating adults and youth about gardening.
- **Julie Kaiserling, CPA**, accounting manager, SC Johnson & Son in Racine, promotes breast cancer awareness as chair for the 2007 Susan G. Komen Race for the Cure in downtown Milwaukee.
- **Adam Mueller, CPA**, manager, Wipfli in Wausau, volunteers in association and management for the Wisconsin Quarter Horse Association and serves on the Amateur Committee for the National Quarter Horse Association.

These members graciously took time to do interviews and pose for photo shoots for development of the campaign. The results are amazing! The campaign conveys that the CPA is a multi-faceted professional who is actively involved and cares about his or her community.

Advertising space for the CPAs Care Campaign has been reserved January through April and September through November in the following publications:

*The Business Journal* in greater Milwaukee, *The Business News*, Northeastern Wisconsin, *The Business News* in North Central Wisconsin, *Corporate Report Wisconsin*, *In Business* in Dane County, *Marketplace Magazine* in the Fox Valley, *MyMidwest Magazine* (formerly *Midwest Airlines Magazine*) and the *Small Business Times* in greater Milwaukee.

Also during 2008, we will run feature stories in *On Balance* highlighting the CPAs profiled in the campaign. On page 8, we profile Barry Borchert, a hometown hero who has saved hundreds of lives as a volunteer firefighter in Reedsburg.

In addition, we've added a CPAs Care column to the magazine. We invite you to share the great things that you're doing in your community. Send your volunteer news to *On Balance* Editor Cynthia Hodnett at [cynthia@wicpa.org](mailto:cynthia@wicpa.org).

Please include a brief description of the organization for which you currently volunteer; the city or town of the organization; volunteer title, if applicable; how long you've volunteered for this organization; and what activities you do for this organization.