

Experts Share Their Insights

Full Stories in September at www.bizvoicemagazine.com



Charles Johnson III
Engaging Solutions, LLC
Indiana CPA Society

Encouraging CPA Diversity

Attracting, Retaining a Minority Workforce

Diversity in the certified public accounting (CPA) profession over the last 25 years has not kept up with the demographics of the general population. Demographic shifts have resulted in more minority-owned businesses. As a result, there is a greater need for CPAs of diverse backgrounds.

Becoming the first minority chair of the Indiana CPA Society in 96 years is both a personal achievement and an organizational milestone. The fact that this prestigious organization is committed to advancing the CPA profession in Indiana by embracing diversity is gratifying.

A personal goal during my term as chair is to create awareness within the CPA profession that there is still a lot of work to do to increase diversity. I also plan to ensure all of our current programming is making progress toward that effort.

We won't be able to recruit all of the best and brightest diverse talent, but we hope to get our share. We will be successful if we achieve that goal, as well as encourage others to go to college and pursue their chosen careers, whatever those may be.

Read the full story at www.bizvoicemagazine.com on September 6



Kimberly Bremer
Alliance Home Health Care/
Alliance Care Advisors

Navigating Aging Challenges

Role Grows for Geriatric Care Managers

The aging population is growing at an increased rate. According to the Administration on Aging, seniors (people 65 years or older) numbered 39.6 million in 2009 and represented 12.9% of the U.S. population – about one in every eight Americans. By 2030, there will be about 72.1 million older people, more than twice the number from 2000.

With the increases come difficult challenges and complexities to deal with as a family member or trusted caretaker of an elder adult. These include physical and mental health decline, safety concerns, protection of financial resources and saving valuable time. Dealing with possible residential transitions and managing crisis situations also must be taken into account when offering senior care.

Seniors can safeguard themselves against a major incident by getting outside support and care earlier, whether that care is in a facility or through an in-home care program. The management of health issues is also easier and more cost-effective in the long term when care is more accessible. Care professionals, such as geriatric care managers (GCM), are advocates for each senior client through facilitating care, keeping track of meal times and the scheduling of medications and doctor visits.

Read the full story at www.bizvoicemagazine.com on September 14

BizVoice® Adds to Awards Total With APEX Honors

Chalk up a couple more honors for BizVoice® for work completed in 2010. Of four entrants in APEX 2011, two earned the Award of Excellence in their category. Taking the honors were:



- July-August 2010 edition, **Painting Indiana Green**, in the Green Magazines & Journals category. The issue profiled numerous green initiatives and programs, in addition to offering analysis.



- Editor Tom Schuman earned the award in news writing for "**Breaking Down Walls: Columbus, Richmond Show the Way.**" The story features higher education collaborations in the two communities.

More than 3,300 entries were submitted in a variety of categories. Fewer than 30% earned the Award of Excellence. BizVoice® has received 52 national and state honors for editorial and design excellence over the past 12 years.