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Amy Vetter, CPA, CITP, CGMA, MBA – 2017 Most Powerful Women in Accounting Honoree

Membership Organizations: American Institute of Certified Public Accountants (AICPA) IMTA Executive Committee Member, CALCPA MAP State Committee member, Ohio State Certified Public Accountants (OSCPA) member, Maryland Association of CPAs (MACPA) member, Data Coalition Board Member

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What opportunities do you feel women in accounting have now that they didn't have when you started in the profession?

Today, there is more awareness than ever when it comes to ensuring there are more women in leadership positions in the profession. When women are in leadership positions, they actively seek to open the door for other women to step into similar roles, making things better for future generations. Female leaders are more in-tune with the need to have a better quality of life and more meaty opportunities available, whether they are part-time or full-time. Women who want to lead need to look for growth opportunities and go for it—the worst that can happen is that it doesn't happen and you'll learn from the experience for next time.

How important is work/life balance and what suggestions do you have for those who are struggling to attain this?

Often, the term work-life balance in itself can cause stress as it can denote enforcing strict boundaries between the two facets of our life. While it is important to make time for both, I believe it's healthier and more realistic to strive for work-life harmony. In my book, [Business, Balance and Bliss](#), I detail how it's possible to have our business and personal lives coexist. By making time for yourself outside of work, be it through physical activity or something that uses the right side of the brain, you not only get the opportunity to disconnect, but you can also plug into this creative side in order to be more innovative at work.

What is the most difficult part about being a women in the accounting profession?

There are not enough women networking with each other so that they can better support other women in the workplace. Often times women are so busy trying to

meet the demands of family and work that they forget to build relationships with the

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from an accountant and client relationship. It has created the opportunity to become a connected advisor and perform work from anywhere, anytime. As the technology has changed, this has opened up more doors for women because most women are naturally talented at advisory. Women tend to be better listeners and employ a more nurturing method when it comes to relationship building. To be an advisor, these skills are key to being successful. Additionally, with new technology like the cloud, women are able to work more flexible hours, work remotely, and even start their own practices without having to step out of their career because of family demands.

How do you see yourself participating in shaping the future of the accounting profession?

I do my best to be a voice of the woman's experience in the accounting profession when speaking at industry events or writing articles for various publications including [CPA Practice Advisor](#). There are many issues that women face as far as preconceived notions about what they can "handle" as a working mother, or even the bias we sometimes face among ourselves that gets in the way of helping more women succeed. I try to use my voice by keeping the conversation open, being supportive and highlighting some of the gender diversity initiatives that I see working in accounting firms. Additionally, I look for opportunities to help with my female colleagues' professional development so they are ready to take the next step in their careers and are able to attain the skills they need to achieve their goals.

Looking back at your career, what would you do differently given the knowledge you have today and how can women who are entering the benefit from that knowledge?

I have made many mistakes along the way in my career. No one is perfect and we don't know what we don't know. However, I have always tried to learn from each experience and adjust for the next one. There is nothing I regret, even at tougher

times in my career. The reason being that, if I didn't have that experience, I wouldn't

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I never set out to be a leader in the profession, more to fulfill a purpose of helping small business owners achieve their dreams. Organically, my career has changed and pivoted along the way as new opportunities arose. I have always loved teaching and seeing the light bulb go on for people as new concepts are presented or a new way of thinking is exposed. Coming from a family of entrepreneurs, and being one myself, I know how hard it is to keep a business open, make everyone happy and make money at the end of the day. My purpose in what I do has always been to provide the lessons that I have learned along the way and share that with others to hopefully help others as well. I am honored to be seen as a leader, but if I didn't love what I do every day, being a leader alone wouldn't fulfill me. I am fortunate for all the people that have supported what I have had to say all these years and who still do so today, so that I am able to do what I love. I could not continue to do what I do today without that support network. My most important piece of advice because of this is to take advantage of the opportunities that are presented to you and give back to the people that support you along the way. No one can do it alone.

[Learn more about the 2017 Most Powerful Women in Accounting.](#)

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