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## **Cathy Iconis, CPA**

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**Atlanta, GA**

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After gaining experience as a forensic accountant, auditor, and staff accountant, I started my own virtual bookkeeping practice. I have been in practice for over 9 years. I quickly became an expert in QuickBooks Online and being a fan of the software before it was even cool. Then, five years ago, I founded QBOchat and have continued to grow it as one of the best resources for QuickBooks Online Accountants. Within the past year, I have grown QBOchat by adding a private Facebook group, "Build Your Best QBO Practice" and have created specialized training master courses for accountants and bookkeepers.

**What are you doing to make a difference in the profession, your community, the world?**

QBOchat has been my platform to make a difference in the accounting community. It started with weekly twitter chats, where we come together to discuss different topics affecting our lives. Then, I provide a lot of free educational content on QBOchat.com. And, one of my newest ventures, has been creating the free Facebook group, "Build Your Best QBO Practice" to help accountants and bookkeepers lift each other up. A lot of people will tell us what we need to be doing or what kind of firm we need to be, but I wanted to create a place where we can be free to create firms that are best for us.

**Favorite books/websites/speakers?**

I love almost anything David Leary does. He has a great podcast with Blake Oliver. David just knows so much about the accounting and technology space that you would be insane NOT to listen. I've also been inspired by Scott Stratten and his work in social media to make sure I stay authentic and watch out for the next big gimmick that is coming out of the social media world. Finally, I absolutely love following "Power of Positivity" on Facebook to help push out the negativity.

**What do you see yourself doing professionally in 10 years?**

Wow! 10 years?! Technology is changing so quickly that I haven't even thought out

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simple google search email of anything with "QuickBooks" in it.

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