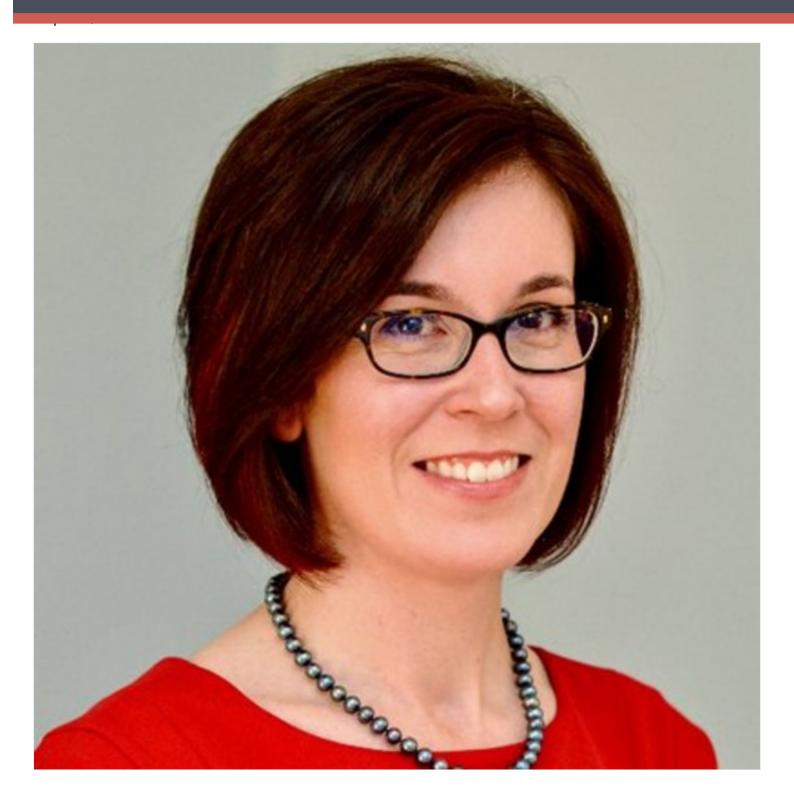
## **CPA**Practice **Advisor**

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Sarah G. Bradley, CPA

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- Financial Planning Services to provide an authoritative framework for consistency and ethical responsibility in the delivery of these services by CPAs and members
- Implementing personal financial planning in graduate-level accounting programs, promoting CPA financial planning and the PFS credential across the country
- Contributing to the exponential growth of our young adviser community and our AICPA PFP Section podcast community
- Developing practical resources to help members embrace and integrate financial planning services in their practices

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

I am passionate about cultivating a kind, caring, and compassionate community, including my husband, kids, dear friends, neighbors, and work family. I enjoy engaging in servant leadership, positively impacting on the lives of others. As a working mother of two kids, three cats, three dogs, and a bird, I strive daily to be a positive role model for my children to be kind and compassionate humans who make a difference in the lives of others. I enjoy giving back to children in our community through coaching soccer and volunteering at school.

### Favorite books/websites/speakers that you find influential

"Connection" is my one-word theme for 2019, inspired by two books in particular that I came across almost a year ago. The first is a book called *Love Does* by Bob Goff. What I carry with me from that book is the impact that just four small words can have on another person by saying to them, "I am with you." I am so grateful to have witnessed the incredible ripple effect of sharing this book over the last year, the

positive impact it has had on others, and the strengthened connections that came

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them.

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

In 10 years, I see myself making a positive impact on the CPA financial planning profession and serving others.

#### What accounting conferences do you normally attend?

My go-to conference is the Advanced Personal Financial Planning conference at AICPA ENGAGE, which combines the most brilliant minds and cutting-edge content from technical to practice management topics with a focus on personal financial planning, tax strategies, and estate planning, as well as career and practice development. I might be biased, but I get to see first-hand how hard our volunteers, speakers, and staff work to make this event come together and am grateful to all of them for creating this professional education experience where I have built many valuable relationships over the years.

# What websites/magazines do you use to keep up on news of the accounting profession?

I subscribe to CPA Letter Daily and Financial Planning Digest along with the *Journal of Accountancy* because they aggregate the most timely and relevant news in a streamlined way. These key media relay what's happening in the profession and require just a few minutes for review. The information provides a purposeful start to my day or week.

See all of the "40 Under 40" honorees for 2019.

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