CPAPractice **Advisor**

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Kari Hipsak, CPA, CGMA – 2020 40 Under 40 Honoree

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and the value that brings to the profession during this digital revolution.

Another career highlight is the involvement I've been able to have with the Paycheck Protection Program (PPP) in 2020. This has been a program which has had a tremendous impact on businesses. It was launched quickly by a responsive Congress and provoked a number of questions. Being able to collaborate across my organization as well as with CPA.com and other third parties has been an honor. I may not always have an answer, but I value being able to discuss questions with small businesses and firms across the country.

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

I've been a huge advocate of the CPA profession since college thanks to an influential professor. Being involved in the profession via the NC Association of CPAs has been extremely important to me in making a local impact. In addition to that, my younger brother lives with autism and I try to find ways to give back to that community since it's had a huge impact on my family. Stressing the importance of mental health and opening conversations regarding well-being are also of great significance to me. "You can't pour from an empty cup."

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

There are too many to count! I love being a sponge for new material. "Quiet" by Susan Cain is a favorite along with "Rise and Grind" by Daymond John and Daniel Paisner. Anything by Brené Brown is a must-read for me. I also love Audible because I stay current on news with the Wall Street Journal and New York Times digests. I also think it's important to engage the mind in fiction from time to time. My most recent favorite fiction books are "Code Name Hélène" by Ariel Lawhon and "Paris Never Leaves You" by Ellen Feldman. Regardless of what I read or listen to, I think it's

important to always consider broadening my horizons. There are things I've read

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