

in our industry. Turnover is costly and not uncommon in public accounting, and the demand for accountants continues to outpace the supply. I have always believed that treating people as your greatest asset is essential to any company's success, and particularly [at] MCM. With that in mind, our 2016-2017 strategic plan will focus a lot of energy on formalizing work-life integration expectations, innovating our feedback processes and mechanisms and building stronger conversations around what our staff needs at all levels to make MCM a place where careers can develop over the long term.



**Anthony J. Caleca**, managing partner, **Brown Smith Wallace/St. Louis** (FY15 net revenue: \$39.7 million; 30 partners, 280 total staff; three offices):

I took over as managing partner of Brown Smith Wallace in January, charged with numerous opportunities of leading 280 professionals into a new chapter of our firm's history. From developing new niches and service offerings to recruiting and retaining talent, our firm tackles the same challenges and opportunities the accounting industry is experiencing. My top priority is to assist everyone (our staff and our clients) in achieving their potential through firm growth and expanded service opportunities. We've learned that we don't have to own the entire relationship at a company in order to offer our services—we can go into organizations and offer them something specific that they need. This has opened the door to additional industries for us, such as healthcare and construction, and services, including cybersecurity and insurance consulting. At the end of the day, to grow our firm, we must continuously recruit and retain talented profes-

sionals. We routinely review benefits for our employees and implemented several changes this year that are designed to respond to the needs of our millennials. We're proud of our low turnover rate and the best workplace awards that recognize our emphasis on work-life balance.



**Edward W. Monborne**, CEO, **Reinsel Kuntz Leshner/Lancaster, Pa.** (FY15 net revenue: \$56.9 million; 39 partners; 343 total staff; five offices):

What is interesting about RKL is that we stopped being an accounting firm a long time ago. In order to remain competitive, we needed to evolve into a professional services firm to meet the needs of our diverse client base. Our service offerings go well beyond the traditional tax and accounting. We are continually evaluating new service offerings as the needs of our clients change and expand. During the past year, we expanded our business risk services and state and local tax practices and created an investment banking entity in response to the needs of our clients and marketplace. It's an exciting time to be at RKL, so I don't see it as "what keeps me up at night." Instead, I can't wait to wake up and get into the office again the next morning. The opportunities within our profession are everywhere. These are the good old days.

[**Editor's Note:** RKL has seven IT offices and one investment banking office.]

*Would you like to participate in Executive Forum? Is there a question you wish PAR would ask in Executive Forum? If so, contact Editor Julie Lindy at [Julie.Lindy@wolterskluwer.com](mailto:Julie.Lindy@wolterskluwer.com).* ■

## PEOPLE, FIRMS AND PROMOTIONS

**Berdon LLP**, based in New York, named four new principals. They are **Michael Garcia** (litigation, valuation and dispute resolution services); **Thea Kruger** (tax

attorney); **Jon Scalzitti** (audit), and **Smit Shah** (audit).

**Lorraine Lang** was named partner at **Bernicker, Eiger & Co.**, based in

Hazlet, N.J., and the firm has changed its name to **Bernicker, Eiger & Lang**.

**Steve Schueppert** was named partner-in-charge of audit and attest