

# Network News

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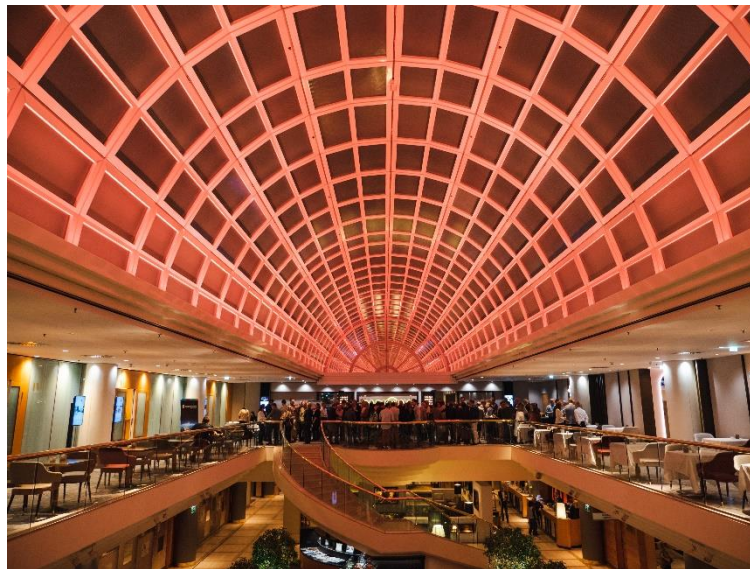
## Russell Bedford Members Gather In Vienna For The 39th Annual Global Conference

Almost 200 guests descended on the majestic city of Vienna, Austria for the 39th Russell Bedford Annual Global Conference which took place at the Vienna Marriott Hotel on 19 -23 October, located in the heart of this historic city.



The first conference of its kind since 2019, it cannot be understated how wonderful it was to resume this flagship event as an in-person conference, which has featured in Russell Bedford's annual programme of events for almost 40 years. Vienna's breath-taking architecture and most impressive scenery and parks put a grand stamp on proceedings, adding to an already exciting and hotly anticipated conference.

The meeting opened with pre-dinner drinks and a welcome dinner at the conference hotel, where members had the opportunity to reconnect with friends and colleagues, while welcoming new firms to the network.



Day one of the conference opened with pre-conference networking and for the first time, the network engaged an official host of the conference, presenter and facilitator, Rob Brown. Rob opened the first day of sessions, leading the Executive Session: An interview with Russell Bedford Chair, Bruce Saward, and CEO, Stephen Hamlet.

Up next was Johanna Krumin & quintTTonic Brass Ensemble, with a fascinating and highly entertaining lesson on Leadership Orchestra.



After a 30-minute networking break, delegates had a choice of three workshops to choose from including, Marketing strategies that really work by Bruno Celidonio and Simone Wesiak, Business valuation: techniques, trends and technology by Paul Resch (Valutico) and Leadership Orchestra workshop with Johanna Krumin & quinTTonic Brass Ensemble.

After the workshop sessions, delegates broke for a networking lunch and to continue their discussions with colleagues.

The afternoon programme had another set of workshop sessions to choose from including, New international quality management standards: Are we ready? led by Jim Sylph, Soft Landing: Attracting business from inward investors by Roberto Cruz and colleagues and a Roundtable discussion for German speaking members.

Following another opportunity to network, rebuild relationships and establish new ones, the first day's sessions concluded with updates from some of the network's newest firms in Amman, Bangkok, Bern, Dallas, Frankfurt, Graz, Malta and Zagreb.

In the evening, delegates gathered, together with their non-delegate guests, for the evening programme which took place at the spectacular 57 Restaurant at Meliá Vienna. Guests enjoyed drinks, dinner and music in Austria's tallest building, with stunning night city views.

Day two of the conference commenced with pre-conference networking, followed by opening remarks from Rob Brown.

The opening session was led by guest speaker, Hélio Vogas, with a highly entertaining, interactive session, Safe Danger: taking risk doesn't need to be dangerous.

Next, delegates heard from Angus Farr, director of training provider, Training Counts, who explored The 5 emerging challenges of managing hybrid accountants.



After a networking break, delegates chose from another selection of workshops including, Finding the One: recruitment and selection skills by Angus Farr, Practice management systems: compare and contrast led by Eser Amorim and Peter Shields and Cyber Security for you and your clients by Alon Amit.

After an excellent morning programme, delegates broke for a networking lunch.

The afternoon sessions began with a very interesting panel discussion on Sustainability – the business case. Panellists included Michael Sweeney, new APAC Board Director from Russell Bedford's Adelaide member firm, Lina Lemessiou, Russell Bedford's incoming Director of Professional Standards and Deanna Salo, North America Board Director from the Russell Bedford's Chicago member.

After the ever-important networking break, Lina Lemessiou took to the stage once more to close the meeting with her session, An update on changing regulations affecting accounting and auditing.

French-speaking members came together following the main meeting to discuss opportunities for collaboration between their firms.

Delegates and their guests joined once more in the evening for drinks and dinner at a traditional wine tavern, Mayer am Pfarrplatz. Guests enjoyed an evening of traditional Austrian cuisine and music, amongst authentic traditional Viennese surroundings.



The final day of the conference commenced with pre-conference networking and opening remarks by Stephen Hamlet.

In his farewell session, outgoing Audit Quality Consultant, Jim Sylph, delivered his final update to delegates in his Quality Management Report. Delegates expressed their gratitude to Jim and his many years of dedication to the network with a standing ovation.

Next, Peter Allwright (Suntera Forensics) took delegates on a fascinating journey to learn about the enthralling world of forensic accountancy, in his session Following the money: the role of the forensic accountant.

Delegates reconnected over the final networking break of the conference before a Feedback Session and the Annual General Meeting.



Looking ahead to the location for Annual Global Conference 2023, Marcel Bergeron, partner at FBL, Russell Bedford's Montreal member firm, joined to share An Introduction to Montreal, in anticipation of next year's event.

Before delegates dispersed, Daniel Ryba, Russell Bedford Argentina, stepped up as new Russell Bedford International Chair, replacing Bruce Saward, Saward Dawson, Melbourne.

The network bid farewell to Bruce -and Klaus-Peter Hillebrand, Global Board Director of EMEA, for some 12 years, and partner at Domus, Berlin and took a trip down memory lane, in an emotional video recap of their time as Board Directors and Bruce as Chair. Another round of applause and standing ovation were extended for two huge contributors to the network.

Following the close of the day programme, delegates enjoyed lunch with their colleagues and had the opportunity to explore the many sights and treasures of Vienna for the afternoon.



In the evening, delegates and their guests rejoined for the grand finale of this year's conference, with a drinks reception and Gala Dinner at the spectacular Palais Ferstel, a venue steeped in history. Guests enjoyed the majestic palace surroundings among the sound of a string quartet, adding to the grandeur of the evening and later, a party band. A most fitting end to a wonderful conference.



CEO, Stephen Hamlet, added: "After a long three years of being apart for the global meeting, it has been absolutely fantastic to be back together, in our forces, for this truly memorable event. This conference has been bursting with so much positivity and energy from our members. We've had a top-class programme of speakers, incredible collaboration and a great deal of sentiment and appreciation for what we have been through, where we now are, and looking forward to even greater things to come."

He added: "The stunning, historic city of Vienna was truly a sight to behold, putting the icing on the cake of an already exhilarating event. This year's Gala Dinner at the majestic Palais Ferstel, was the ultimate crescendo to the most incredible four days spent in Vienna. A huge thank you to our guest speakers, delegates and their guests who made this conference one that will be difficult to forget."

## CPA Firm DPB Joins Russell Bedford In Florida



Global professional services network, Russell Bedford International, has announced the appointment of De La Hoz, Perez & Barbeito, PLLC (DPB) as its new member firm in Miami, USA.

Founded in 1994 by Jorge De La Hoz, who was with a Big-4 firm before establishing his own practice; the current managing partner, David Barbeito, joined from what was Florida's largest independent CPA firm at the time.

Having added more partners, the firm adopted its current name in 2015. The firm has continued to expand in recent years and now has six partners and more than 30 professional and support staff.

A full-service CPA firm, DPB performs domestic and international accounting, tax and consulting services for entrepreneurs, family businesses, and high net worth individuals.

The firm's expertise ranges from tax management and accounting services to more in-depth services such as audits of financial statements, financial planning, tax planning and consulting.

DPB has more than 1500 clients and has experience serving wholesalers and distributors, hotels and restaurants, health care providers, construction and equipment sales companies, real estate investors, finance companies, and international businesses.

The firm's partners are bilingual in English and Spanish, offering a distinct advantage to its international clients, many of whom are from Latin America.

Speaking about the appointment, Russell Bedford CEO, Stephen Hamlet, said: "The addition of DPB in Miami is an exciting development for our North American network. The firm's breadth of services and experience in a wide range of industries brings a substantial lift to the network's capabilities in the region and an advantage to clients of members who need support in the USA."

David Barbeito, managing partner of DPB, added: "We are delighted to join Russell Bedford International. As the managing partner of our ambitious and growing team, joining an international network of professionals with similar values and ambition is an exciting prospect for us all and one that we embark on with great optimism. It is undoubtedly the start of a very exciting new chapter for our firm."

Deanna Salo, Russell Bedford global board director for North America, added: "It is with great pleasure that I welcome DPB to our growing North American network. I look forward to connecting with our new colleagues in Miami and supporting them as they discover the many benefits of international network membership."

## Zenith Audit Joins Russell Bedford As New Member In Azerbaijan



Global professional services network, Russell Bedford International, has announced the appointment of Zenith Audit as its member firm in Baku, Azerbaijan.

Previously the member of another Top-20 international network, Zenith Audit is ranked as one of the leading and most successful audit practices in the country. The firm's offices are located in a modern business centre in the capital.

It is the firm's intention to rebrand as Russell Bedford Audit Azerbaijan in the near future.

Led by Ziya Husseinzadeh, a Big-Four trained audit partner who founded the firm in 2016, Zenith Audit has 20 personnel and focuses on audits of state-owned entities, subsidiaries of multinational companies and projects funded by international financing institutions.

Zenith Audit also offers tax consulting, investment advisory services, due diligence, valuations and IT consulting. Some of the firm's client companies have international operations in Europe and the Middle East.

Speaking about the appointment, Russell Bedford CEO, Stephen Hamlet, said: "The addition of Zenith Audit is a fantastic development for our EMEA region, our fourth new addition in the region this year. The firm's breadth of experience in the field of audit is another significant gain for the network. I look forward to meeting the team in due course and welcome them to reach out to their global counterparts on client matters."

Ziya Husseinzadeh, managing partner of Zenith Audit, added: "We are delighted to join Russell Bedford International. We are excited to begin exploring the opportunities available to us as new members of a large international network of professionals and look forward to meeting our new colleagues at future network conferences."

## Russell Bedford Announces New Appointments To The Global Board

Global professional services network, Russell Bedford International, has announced a new global Chair and board directors, following recent elections which were confirmed at the network's Annual General Meeting on Saturday, 22 October 2022.

Daniel Ryba, partner at Russell Bedford Argentina, succeeds Bruce Saward, partner at Saward Dawson, Melbourne, as the network's new Chair.

The network has also appointed two new Global Board Directors, Michael Sweeney, principal at Lee Green, Adelaide to represent the APAC region and Emmanuel Dupeux, partner at Saint-Honoré Partenaires, Paris, to represent EMEA.

Bruce Saward, Klaus-Peter Hillebrand, global board director of EMEA and partner at Domus, Berlin, and Armando Iannuzzi, co-managing partner at KRP, Toronto, global board director representing North America, were all recognised for their contribution to the network at the Russell Bedford Annual Global Conference, as they stepped down from the board.

Speaking about the changes, Russell Bedford CEO, Stephen Hamlet, said: "It's never easy saying goodbye to colleagues who have made such a significant contribution to our network. Bruce has become a great support during my time as CEO, in his capacity as both global Chair and, prior to that, as global board director, and provided trusted counsel that will be sorely missed. Klaus-Peter steps down after twelve years of loyalty and service on the board, for which we are most grateful, and Armando always provided sound wisdom and advice during his three years."

He added: "Yet, with change comes new opportunity and this is something for which I will forever strive. Daniel brings to the role of Chair a new energy and enthusiasm that's hard to beat. I'm excited to begin working together on executing the network's future strategy. It is also a great pleasure to welcome a fresh injection of ideas from Mike and Emmanuel as they join the board as regional directors."

Chair of Russell Bedford, Daniel Ryba, said: "This new stage represents a challenge, a privilege and an honour. In addition, it occurs at a time of great changes and growth in our organisation."



## Webinar: Relationship Skills - Building Trust And Empathy



In the fourth of this quarterly series of professional and personal development webinars, Michael Quigley, director at Kataholos, business training and coaching group, joins us for a 90-minute session on [Relationship Skills: Building Trust And Empathy](#).

The webinar takes place on Tuesday, 6 December at 15:00 GMT and is exclusive to Russell Bedford members only.

[Register for this webinar here](#)

## Hinge Research Institute's 2023 High Growth Study



For the eight consecutive year, the Hinge Research Institute – led by Dr Lee Frederiksen, a frequent guest speaker at our events – is conducting the High Growth Study, the largest research study of its kind. Through this study Hinge Research Institute aims to discover what drives some accounting firms to sustained success.

The Hinge Research Institute aims to help professionals like you understand how firms approach marketing today—and how some professional services firms are able to grow faster, generate more leads, and reap higher profits than their average peers.

By completing the study, you'll receive the following benefits:

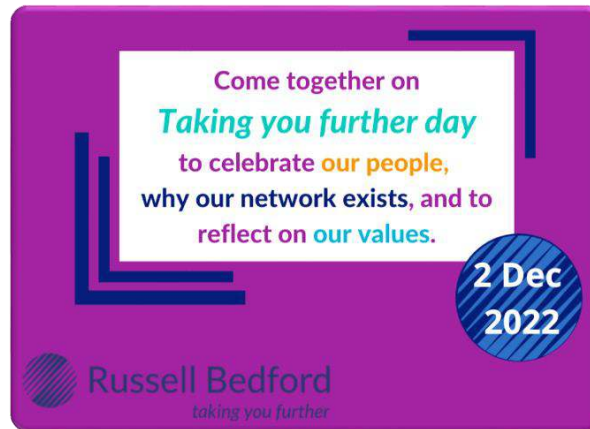
1. Get early access to the study's executive summary
2. Receive an exclusive code to download your full industry report for free (retails for \$799)\*

\*As soon as it is ready in early 2023

Please follow the link to complete the survey: [https://info.hingemarketing.com/e/508011/d227xOREjuj370-Collector-Email/7z3srn/516506776?h=lvJ6sMLe8DOQPqqCsB7W6Vh4nrbltsXLn\\_DFU4ZB1AM](https://info.hingemarketing.com/e/508011/d227xOREjuj370-Collector-Email/7z3srn/516506776?h=lvJ6sMLe8DOQPqqCsB7W6Vh4nrbltsXLn_DFU4ZB1AM)



## Russell Bedford's taking you further day 2022



In celebration of our network's shared values, this year's taking you further day will take place on Friday, 2 December 2022. Created to help our members take action and engage with the Russell Bedford brand, taking you further day was established to bring our firms together while celebrating our essential values.

On our fourth ever taking your further day, we want to hear about the REAL personalities behind our brand, while celebrating our people, why our network exists, and reflecting on our values.

For some inspiration on how you could get involved in this year's celebrations, take a look at the [Social Responsibility](#) page of our website where you'll learn about all of the wonderful activities that our members around the world are doing.

Find out more about *taking you further* day on the Events page here: <https://www.russellbedford.com/intranet/portal-events/russell-bedford-taking-you-further-day-4/>

## Boon Accountants celebrate 100 years!

The network's member firm in Apeldoorn, Netherlands, Boon Accountants, is celebrating 100 years in business!



What started out in 1922 around the kitchen table of after-hours accountant Jacob Boon has evolved over the past 100 years into an independent and dynamic accounting firm with some seventy employees. The generation that began with Jacob Boon has long since departed but the current seven-member executive board, characterized by its diversity and its engagement, is committed to the same sustainable and independent business practices for which Boon Accountants Belastingadviseurs has been known for 100 years.

“We don’t know exactly when Boon launched his accounting business,” says Accounting Director Jan van der Put (58). “Contrary to present-day practices, back then you didn’t have to register your accountancy with the Chamber of Commerce.” From surviving documents, it is possible to deduce that Jacob Boon set up his accounting practice for Apeldoorn businesses on Textielweg sometime in the early twenties of the twentieth century. Such firms as Huisman Laundry, Van Son Butcher Shop and E. Katz Antique Bookseller appear in handwritten entries in the sales ledgers.

## **An Apeldoorn institution**

Over the years, many more local businesses found their way to Boon. Soon enough, the business outgrew the kitchen table and had to relocate several times. With stops along the way on Bas Backerlaan and the Jachtlaan, in 1979 Boon ended up in the familiar red brick corner edifice at Christiaan Geurtsweg 1 – in Apeldoorn, of course. The life blood of the company. “Apeldoorn is in our DNA”, says Auditing Director Robin van der Horst (36). “Boon provides financial support and advice to an enormous number of Apeldoorn businesses. But businesses active throughout the region also seek us out.

## **AFM license**

That is largely due to the fact that Boon is in possession of a license issued by the Dutch Authority for the Financial Markets (AFM). “The standards, laws and regulations have changed and improved enormously over the years,” says Van der Put. “An accountancy with handwritten ledgers and loose notes and receipts is a thing of the past.” At Boon, all operations have been digitized for considerably greater ease and clarity for all involved. Often, the law requires that the financial results of larger businesses be audited. That is a task that not just any accounting firm is authorized to carry out. That’s why Boon is so proud that it is now AFM certified. “We’ve been tested on our expertise, our reliability and our integrity and with the AFM license we are now authorised – as the only independent accounting firm in Apeldoorn – to carry out the financial audits that are required by law for certain businesses.

## **Social engagement**

Beyond those activities, at Boon social engagement is of the utmost importance. In his auditing activities, Van der Horst has responsibility for numerous foundations and non-profit organisations. “Because many of these organisations receive financial support from the Municipality of Apeldoorn, they are required to include an auditor’s report in their annual report,” explains Van der Horst. “Boon helps these organisations to meet their obligations and for good measure, it offers them tailor-made advice and special rates.

## **Sustainable future**

With a view towards the future, the Apeldoorn premises were extensively renovated in 2018. The red brick on the exterior was replaced with stately grey, solar panels were installed on the roof, and Boon ended its use of gas to heat the building. The interior got a refreshing “Veluwe” look as well as new furniture and furnishings. “Our office is our calling card,” says Van der Horst. “People know where to find us and they feel comfortable when they come to see us.” And that’s the case not only for the clients, but also for all of Boon’s employees. “We work with the entire staff out of the one building which results in short lines of communication,” explains Van der Put. “And we pay great attention to the balance between private life and work,” adds van der Horst. “That’s a high priority for us.” To back that up, for example, Boon organises a ski trip every year, and Boon’s Tuesday Meatballs is a well-established tradition within the company. And of course the company organised a proper celebration for its 100th anniversary. The entire team – including partners – was treated to a long weekend in sunny Malta.

## **Independent**

“We are very happy with the dynamism share by everyone on our team,” says Van der Horst. “The enthusiasm and diversity allows us to align ourselves well with clients in various sectors. Because, after all, it’s not reporting the results that makes our work so enjoyable – it’s the people we work with.” Van der Put adds, “The accounting has to be done of course. But over the years our role as advisors has grown enormously. That is how you build a long-term relationship with your clients and their companies. In the meantime, Boon has become the “go-to” financial sparring partner for many entrepreneurs in the Apeldoorn area. And because we’ve changed with the times and invested in the future by, for example, adding younger members to our leadership team, we should be able to continue to maintain our independence as we fill this role for many years to come. And that’s something to be very proud of.”

## The Central Office team is expanding



Lina Lemessiou joined the Central Office team in November 2022 as Director of Professional Standards after working at EFRAG (European Financial Reporting Advisory Group), initially involved in the launch of projects to stimulate innovation and best practices in the field of corporate reporting in Europe, and then moving to central management in the development of draft European sustainability reporting standards.

Prior to that, her diverse professional experience included working on assurance in public practice with PricewaterhouseCoopers, internal audit in the financial services industry, audit oversight and regulatory compliance at international level for ACCA (Association of Chartered Certified Accountants), as a technical expert on corporate reporting, audit, ethics, public policy and regulation for the Institute of Certified Public Accountants of Cyprus, and as an adjunct professor for the University of Cyprus lecturing on auditing, financial reporting, ethics and corporate governance. For several years, she also acted as Counsellor on Company Law for the Government of Cyprus, with direct involvement in legislative developments at national and EU level on audit, accounting and non-financial information.

Lina holds a degree in computer science from the University of Manchester. She is also a Fellow member of the Institute of Chartered Accountants in England and Wales.



Kathryn Davis joined the Central Office team in October 2022 as Events and Member Relations Manager, with 11 years' experience working in the accountancy sector, most recently in the position of Head of Marketing and Communications.

She has excellent skills in communication and relationship-building, along with a passion for languages and appreciation of other cultures, making her well placed to connect and assist members wherever possible. This, combined with a good understanding of the internal systems and working processes within accountancy, makes her ideally positioned to enhance all facets of operations. She will also focus on event management and ensuring that our members receive the most value from Russell Bedford conferences around the world.

Kathryn has a first-class honours degree in modern languages with interpreting (French, Spanish), achieving a distinction in spoken French. She also has a professional qualification with the Chartered Institute of Marketing.

## Member News

Members are reminded to share any relevant or interesting news or updates related to your firm with the Central Office team for adding to Network News. Please send news and updates to [susan.barron@russellbedford.com](mailto:susan.barron@russellbedford.com).

## Global Accounting Update

A round-up of updates and commentary on new standards, regulations and ethical issues

### [Pro-forma toolkit: Audit quality management](#)

Recommended by Justin Woods, partner at Camphin Boston, Sydney, the purpose of this toolkit is to provide a suite of illustrative documentation (i.e. policies, checklists, sample letters and forms) to assist non-network audit and assurance firms when implementing responses to address and mitigate quality risks identified, as required by “The firm’s risk assessment process” component of ASQM 1/PES 3. This toolkit can be used in conjunction with the First-time Implementation Guide prepared by the International Auditing and Assurance Standard Board (IAASB) to obtain a better understanding of the Quality Management Standards and their requirements. This toolkit is not a substitute for reading the Quality Management Standards.

### [Quality Management Series: Small Firm Implementation, Installment One](#)

This is the first installment in a three-part publication series to help small- and medium-sized practices implement the International Auditing and Assurance Standards Board’s new quality management standards. The IAASB’s suite of quality management standards were issued in December 2020 and come into effect on December 15, 2022.

### [Progress in Times of Uncertainty: G20 Call to Action 2022](#)

Read IFAC’s recommendations with respect to their goal to focus on working together to deliver a sustainable economy and society supported by transparent and accountable governments.

### [Challenges, Initial Steps and Key Resources for Small Firm Digitalization](#)

IFAC’s Small and Medium Practices Advisory Group (SMPAG) met recently and discussed challenges for small firms embracing digitalization, recent trends and tools that are being used in practice, digital marketing strategies, and the opportunities available for small firms to flourish. The SMPAG considered digitalization from a broad perspective, including the challenges to digital adoption, how SMPs can implement new software, how digitization may provide new services to clients, and how to leverage technology to make processes more efficient. Christopher Arnold, director and head of SME/SMP and Research at IFAC and Johnson Kong, member of the Small and Medium Practices Advisory Group, discuss.

## Forthcoming conferences:

### Young Partners & Managers Meeting 2022

Registration is open for the Russell Bedford Young Partners & Managers Meeting 2022 will be held in Valencia, Spain from 28 - 30 November 2022. Please ensure that you register by the deadline of **Friday, 4 November 2022**.

For further details about upcoming Russell Bedford meetings and to register, please visit the [Events](#) page on the Intranet for the most up to date schedule of events.

## Russell Bedford - key facts and figures 2022

- More than **35 years** of global service
- **Top 20** global accounting network
- **USD 690 million** global fee income
- **1000 partners** and over **8,000 staff**
- Some **350 offices** in more than **100 countries**

For previous editions of Network News, visit our [Network News](#) webpage.