

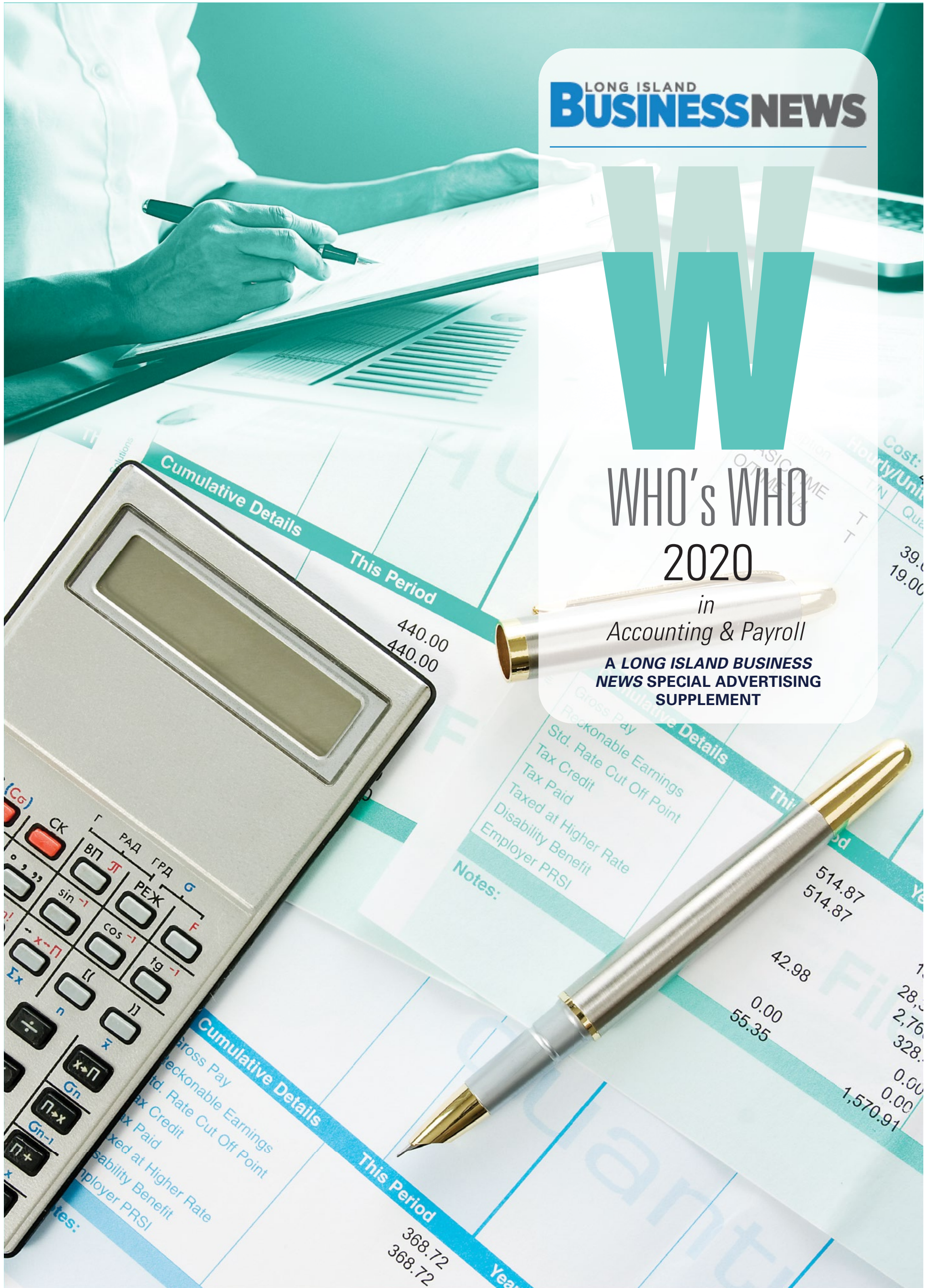
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in Accounting & Payroll

This year has brought unique concerns for industries across the board. In this *Who's Who in Accounting & Payroll* section some of the region's top accountants and payroll advisors discuss how their services have evolved in 2020 as they meet the needs of their clients.

— Lisa Morris Josefak

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in Accounting & Payroll

ROB BASSO
Associated
Human Capital
Management
(Associated HCM)



Rob Basso is CEO of Associated Human Capital Management (Associated HCM) headquartered in Plainview, and in 2018 transitioned ownership of Advantage Payroll Services Long Island, which was among the region's largest independently owned payroll and human resources provider, to a large public company. Basso has grown his organizations into two premier payroll, tax-filing and human resources (HR) firms in the region, serving thousands of businesses in the tri-state area and processing thousands of checks each week.

Basso has been focused on increasing the company's services to better serve clients during these unprecedented times.

"Due to the pandemic, our remote sales and work from home abilities have expanded tremendously in a short period of time to better serve our client base," Basso said. "We have also enhanced our product offerings to ensure that we are meeting the new needs of our clients, such as COVID-19 posters,

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Rob Basso
Associated HCM
Founder and CEO



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in Accounting & Payroll

COVID-19 symptom tracking using our timeclock system and more.”

“Thanks in part to these improvements, I am excited to say our organization has continued to grow this year,” he said.

A respected small business and human resources expert and sought after speaker, Basso is regularly called upon by the regional and national media to comment on small business and HR related issues and trends and is a frequent contributor to multiple news publications. His book, *The Everyday Entrepreneur*, was published in 2011.

Basso is a member of the advisory board of eGifter. He is a partner in an insurance company, Integrated Coverage Group, and a founding investor in Empire National Bank.

Associated HCM is among the region's premier payroll and human capital management firms that provides a range of payroll, HR and workforce management solutions to businesses of all sizes. The firm is the recipient of many awards. Most recently, Associated HCM was named number 204 on Inc. 500's list of America's Fastest Growing Private Companies in 2020.



Michael B. Ceschini, CPA, CCIFF, CM&AA is the managing member of Ceschini CPAs Tax & Advisory, PLLC, a certified public accounting and profitability consulting firm with offices in Miller Place and New York City.

Ceschini's areas of specialization include accounting, profitability consulting, fiscal management, financial statement preparation and tax as it pertains to business in various industries including construction contractors, real estate, distributors, wholesale, retail and service industries. He also advises clients with respect to strategic business planning, tax minimization strategies, succession planning and merger and acquisitions.

With the events that have transpired over the course of 2020, the firm's accounting services continues to evolve, Ceschini said.

“Working remotely was not a new concept to our employees as we already had the technology and resources in place, however, advanced technology capabilities allowed our employees to provide the same excellent level of service to our clients while working remotely,” he said.

“Cloud-based technology, specifically secure encrypted document management and client portals, helped to eliminate the need for manual data entry while also securing the information being transmitted,” Ceschini noted. “Through the use of this technology re-

cords and reports are able to be accessed wherever, whenever.”

A recognized expert, Ceschini has frequently been called upon as a lecturer and business advisor for companies and industry trade organizations. He has also authored articles and has been sought for expert opinion by various publications including *Construction Executive*, *Newsday*, *New York Construction* magazine and the *New York Real Estate Journal*.

He is a member of various trade organizations where he gains a clear understanding of the problems and issues facing his clients.

Ceschini earned a bachelor's degree in accounting from New Paltz College. He has earned the Certified Construction Industry Financial Professional (CCIFP) designation awarded by the Institute of Certified Construction Industry Financial Professionals, Inc. (ICCFIP) and he has earned the Certified Merger & Acquisition Advisor® (CM&AA) designation conferred by the Alliance of Merger & Acquisition Advisors (AM&AA).

Ceschini CPAs Tax & Advisory, PLLC is an entrepreneurial firm of certified public accountants and business advisors serving the construction, real estate, manufacturing, wholesale distribution, insurance, assisted living, professional service providers and a variety of other closely held businesses and industries since 2002 with locations in Manhattan and Long Island.



Jackie Ciulla, CPA is a supervisor at Albrecht, Viggiano, Zureck & Company, P.C. (AVZ). Ciulla provides accounting and auditing services to a variety of industries including real estate, transportation and manufacturing, as well as ERISA employee benefit plan audits.

Ciulla began her career in a mid-size accounting firm on Long Island in 1998. She joined AVZ in 2006 and was promoted to supervisor in 2019.

The ability to be creative, nimble and have a willingness to embrace an evolving workplace have been fundamental elements in providing AVZ's quality services during the pandemic, Ciulla said.

“The key to success in 2020 was the ability to embrace a remote approach to our services in order to help our clients through these unprecedented times,” she said. “While working on compilations and reviews remotely was simple, tax returns on the other hand, proved to be much more difficult. We always looked forward to meeting in person with our clients during tax season. It was a way for us to connect and be available to answer their questions and allay any fears. With the outbreak of

COVID, the isolation and restrictions which were imposed, coupled with the lack of office equipment available at home to many, created a more challenging environment.”

“Zoom meetings and Microsoft teams are invaluable tools we relied upon to ensure our greatest resource, our clients, are well serviced,” Ciulla said. “They know we are here for them regardless of this crazy world, which we are all trying to navigate.”

Ciulla graduated from Long Island University – C.W. Post Campus with a Bachelor of Science Degree in Accounting. Her professional affiliations include the American Institute of Certified Public Accountants (AICPA) and the New York State Society of Certified Public Accountants (NYSSCPA).

AVZ is among the largest certified public accounting firms on Long Island providing a wide range of financial, accounting, auditing, tax and consulting services to a variety of businesses and industries. AVZ serves a myriad of clients primarily on Long Island — and has been doing so for more than 70 years.

With offices in Hauppauge and New York City, AVZ considers itself a partner in growth for privately held businesses, not-for-profit organizations and government agencies. AVZ is an independent member of BKR International, a leading global association of independent accounting and business advisory firms representing the expertise of more than 160 member firms with over 500 offices in over 80 countries around the world.



Michael D'Onofrio is the founder and managing partner at Premier Payroll Solutions, LLC, a boutique payroll service firm in Massapequa.

Being an entrepreneur for nearly 25 years has helped shape D'Onofrio's ability to empathize with business owners, earn their confidence, and has branded him a solutions expert in regard to his clients' payroll and business needs. D'Onofrio works diligently with his partner, Stacey, and their operations team to get the job done.

D'Onofrio focuses on business development working closely with clients and various channel partners. He strives to build relationships around trust, integrity, honesty, communication and being fair to all those around him.

Having hands on experience in the restaurant industry allows D'Onofrio to bring a unique, niche understanding to a marketplace challenged by ongoing compliance changes. Clients feel comfortable that D'Onofrio understands their needs and will deliver what they

need to be competitive and successful.

D'Onofrio earned a bachelor's degree in business management from Hofstra University.

He supports various organizations including Pink Tie, Toys for Tots, Long Island Hospitality Ball and the Guardian Brain Foundation.

Premier Payroll Solutions, LLC provides payroll management services, expert full-tax filing solutions, robust and user-friendly ACA administration, as well as industry-specific Workforce Management capabilities and integrated solutions for Workers Compensation Pay-As-You-Go.

Premier Payroll's goal is to always treat clients like family and become an extension of their business.

D'Onofrio and his team put forth effort to ensure a simple and streamlined payroll process. Clients as well as referral partners, see him and his team as an invaluable resource whose hard work and devotion helps deliver a superior end service. D'Onofrio has built a work environment that consistently values each staff members' contributions and fosters a culture where everyone strives to be the best. This type of environment is one of the many things Premier Payroll Solutions prides itself on.

Giving back to those less fortunate is a motivating factor at Premier Payroll Solutions. Through D'Onofrio's continuous strides to build a sound, philanthropic organization, an invariable part of what he — and Premier Payroll Solutions — does will always be about helping others achieve their goals.



Jerry Eitel, CPA is a partner in the Tax and Audit Departments of Prager Metis, a member of Prager Metis International Group. Eitel also serves as the office managing partner for the Woodbury office and leads the firm's Real Estate practice group. He has been in the accounting profession for more than 35 years.

Eitel possesses a collection of experience in diverse industries that encompass both large and small closely held businesses. His real estate clients are foreign and domestic investors and developers of U.S. real estate and business.

Among his service specialties include dispute advisory services, tax for business, corporate tax strategies, tax for individuals and international private client tax services.

Prior to joining Prager Metis, Eitel ran a private practice in New York. In 1997, he and his partners combined with another firm to become Prager Metis's predecessor firm Metis Group.

Eitel is a member of the American

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Institute of Certified Public Accountants and the New York State Society of Certified Public Accountants, Real Estate Committee.

He earned an MBA from Long Island University, a bachelor's degree in English from Brooklyn College and earned Series 7 and Series 63 broker licenses.

Prager Metis is a top international advisory and accounting firm. Prager Metis has become its clients' "go to" advisor for a full range of accounting, audit, tax, advisory and international services. The firm has a level of expertise and a global presence that is unique and serves a diverse domestic and international clientele in a wide range of industries. Its Prager Metis affiliates and alliances provide the highest level of services to its clients. Prager Metis has cultivated these relationships to help provide its clients with solutions and enhance international partnerships.



Kadia John, CPA is director of operations at Mazars USA LLP in Woodbury. John joined the firm in 2015 and has 15 years of public and private tax and accounting experience. Most recently, John has transitioned from her role with Mazars' finance team into an operations role in which she is working alongside the leadership in the firm to drive impactful and strategic change.

John's career in public accounting has been spent specializing partnership taxation, family offices services, high net worth individuals and their closely held businesses.

Leveraging her partnership expertise, John has spent her career in private at Kaye Scholer (now Arnold Porter) as an assistant controller and at Mazars USA LLP in a variety of roles such as, tax manager, director of FP&A and tax, and director of operations.

During her time at Mazars, she has

been making her mark by being responsible for leading the following projects including automating the expense report process via SAP Concur Expense; adopting a Travel Program using TL Corporate and Concur Travel; automating the Accounts Payable approval process with Concur Invoices; creating a web-based Partner Projection Model for Production and Billings via Anaplan; and implementing Paperless Billing and Expert Billing via Aderant along with tools to manage the paperless workflow such as WIP Aware and Expert Assistant Professional.

Accounting and payroll services are evolving in 2020, John noted.

"Accountants with internal roles such as myself are leading as change agents, as well as, in some cases a solution(s) architect," she said. "As a professional with experience in accounting, finance and most recently operations, I've found the need for cloud based, interconnected accounting/payroll software services to be of the greatest paramount in 2020. This has been a hot topic for the last few years, but now has been exacerbated by COVID."

"Connected, timely and accessible data lead to invaluable efficiencies, improved forecasting, transparency, and timely reporting," John said. "When reporting is used as a proactive utility as opposed to taking the historical 'tell me what happened last month' approach, the executive management team is better equipped to react to the uncertain times ahead."

John is a graduate of the firm's transformational leadership program and has since participated in the Women@Mazars Be Visible Campaign.

John is a CPA with a master's degree in corporate finance from Dowling College. She also earned a bachelor's degree in accounting from St. John's University.

Mazars USA LLP is a high-performing accounting, tax and consulting firm with national presence in strategic U.S. geographies. Since 1921, its professionals have leveraged technical industry expertise to develop customized solutions for clients, create value and optimize their performance. The firm offers an array of industry specialists providing services to growth-oriented

enterprises and individuals. As the independent U.S. member firm of Mazars Group, Mazars USA LLP delivers seamless access to the expertise of 24,000 professionals in 90+ countries.



Dan Jones, CPA is a principal at UHY LLC, which provides a full range of accounting, audit, consulting and tax services to public and private companies. Jones has 10 years of accounting and consulting experience in the public and private sectors, ranging from venture backed start-ups to Fortune 500 companies in domestic and international markets. Jones also serves as a key member of the Commercial Industry group at UHY providing expertise within the technology, telecom and media, manufacturing, distribution, consumer products, food and beverage and retail industry sub segments.

Jones is experienced in SEC reporting requirements for companies ranging from small reporting companies to large accelerated filers. He helps private equity firms with investments by providing financial due diligence, quality of earnings analysis and operational improvement insights before investments are made. He also has extensive experience delivering quantifiable benefits to "buy-side" clients, including adjustments to reported EBITDA and net assets.

He is also experienced in providing clients with consultation over key technical accounting guidance, revenue recognition, leases, valuations, internal control processes, Sarbanes-Oxley reporting requirements and various other consulting engagements.

The COVID-19 pandemic created urgent needs for UHY's clients, Jones said.

"This required an immediate pivot from our typical assurance and tax services to consulting as advisors to help our clients get access to relief programs such as the CARES Act and the Paycheck Protection Program," he said. "In addition, we assisted our clients in reviewing cash flow forecasts to meet their operating cash flow needs and advised in business transition models that would help their businesses shift to an e-commerce and cloud-based delivery model where applicable."

"The pandemic has also brought about the need to evolve technologically as a service provider," Jones said. "We now consistently utilize visual communication systems to connect with our clients and complete our projects remotely."

Jones is a licensed CPA in the state of New York. He earned a bachelor's degree from Monmouth University.

His professional memberships include the American Institute of Certified Public Accountants and New York State

Society of Certified Public Accountants.

UHY LLP is a U.S.-based accounting firm with about 900 employees throughout 21 offices in the United States, including Melville and New York City. UHY is registered with the Public Company Accounting Oversight Board (PCAOB) and provides a full range of accounting, audit, consulting, and tax services to both public traded companies and privately held companies.

The firm is a member of UHY International (UHYI), a global organization ranked among the largest international accounting and consultancy networks with more than 8,500 professionals in 330 cities across 101 countries.



Amy Joyce, CPA is a tax partner at Berdon LLP and a member of the firm's Trusts and Estate Practice. With more than 25 years of professional experience, Joyce specializes in advising high net worth individuals with tax mitigation and wealth preservation strategies. She has extensive experience in fiduciary, estate, gift, and generation-skipping transfer taxes.

Leveraging her deep understanding of evolving tax law, Joyce advises individuals, trusts, estates, private foundations and investment partnerships on approaches to stay ahead of change, take advantage of tax planning opportunities, and initiate tax-advantaged asset transfers.

Joyce's expertise extends including crafting tax-effective gift programs using family limited partnerships, charitable trusts, generation skipping trusts, and other wealth-building strategies; planning for and preparing federal and state estate tax returns, as well as handling estate tax controversy matters; preparing fiduciary income tax returns and the decedent's final tax returns, including identification of planning opportunities during the compliance process; and introducing sophisticated approaches to minimize taxes — sales to grantor trusts, preferred partnership freezes, charitable trusts, grantor retained annuity trusts (GRATs) and family limited partnerships.

She is also proficient at reviewing wills, estate plans and trust instruments to identify areas that need updating, estimating potential tax consequences, and devising alternative strategies; evaluating potential liquidity issues, particularly when impacting funds needed to continue operating a closely held business; and consulting with trustees on techniques and planning opportunities to minimize income tax exposure.

The year 2020 is a year like no other, Joyce said.

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pliance and planning, there are far more factors which are out of our control compared to prior years," she said. "For instance, The Tax Cuts and Jobs Act brought about massive tax law changes for businesses and individuals starting in 2018. Then, many of those changes were rolled back as Congress attempted to provide financial relief from the economic turmoil ignited by the COVID-19 pandemic."

"To exacerbate our clients' concerns, there is great uncertainty over the outcome of the November presidential election and both candidates have wildly disparate views about tax policy," Joyce said. "As a tax professional, I have become far more proactive in 2020 than in any other time during my entire career."

Joyce earned a bachelor's degree in accounting from Long Island University and juris doctor from St. John's University. She is licensed in New York as a certified public accountant and attorney.

She is a member of the American Institute of Certified Public Accountants, American Academy of Attorney-Certified Public Accountants and the New York State Bar Association, Trusts and Estates Section.

Berdon LLP, a CPA and advisory firm with offices in Jericho and New York City, is consistently ranked among the nation's top CPA and advisory firms.

With over 400 professionals and staff clients can access a comprehensive array of accounting, tax, financial, and management advisory services. Through its specialized expertise and dedicated service teams, Berdon advises on almost every aspect of a business at any stage of development — from startup through growth, diversification and succession.

Berdon is a recognized leader in advising the real estate industry and works with numerous businesses in the manufacturing, retail and professional services sectors as well as high net worth individuals and labor unions. If needs cross international borders, Berdon service extends worldwide through membership in TIAG, a global alliance of more than 115 independent accounting firms in over 65 countries.



James J. LaRocca, CPA is an assurance partner in Marcum LLP's Long

Island office and a member of its SEC Practice group and its Life Sciences & Biotechnology Industry Group.

LaRocca has more than 25 years of experience in audit and business consulting engagements for both closely-held companies and publicly-traded companies, for which he provides financial audits and quarterly review services. Additionally, LaRocca has assisted his clients in going public through IPOs or reverse capitalization transactions.

LaRocca's area of expertise includes SEC reporting and mergers & acquisitions. He is focused on a variety of industries including biotechnology, software development, securities broker/dealers, Special Purpose Acquisition Companies (SPACs) and telecommunications.

He is a graduate of Widener University and a member of the American Institute of Certified Public Accountants (AICPA) and the New York State Society of Certified Public Accountants (NYSSCPA).

Marcum LLP is one of the largest independent public accounting and advisory services firms in the nation, with offices in major business markets throughout the U.S., as well as Grand Cayman, China and Ireland. Among the largest accounting firms on Long Island, Marcum provides a full spectrum of traditional tax, accounting, and assurance services; advisory, valuation, and litigation support; managed accounting services; and an extensive portfolio of specialty and niche industry practices.

ance services; advisory, valuation, and litigation support; managed accounting services; and an extensive portfolio of specialty and niche industry practices.



Stephen J. Mannhaupt, CPA is the partner-in-charge of Accounting and Attest Services at Grassi. Mannhaupt specializes in public accounting, forensic accounting, auditing, and management consulting for clients in the not-for-profit, architecture and engineering, professional service, construction, and real estate industries.

Since beginning his career in 1990, he has provided expert guidance to clients in specialized areas such as sustainability, internal control assessment, fraud prevention and investigation, and corporate operational efficiency, in addition to traditional accounting, tax, and audit support.

Mannhaupt has been a part of the Grassi team for more than 25 years, and is a member of the firm's Executive Com-

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mittee. He also serves as the chair of the firm's Internal Accounting and Auditing Committee. In this role, Mannhaupt is responsible for ensuring the firm is in compliance with professional standards and that the staff is current with the ever changing accounting and auditing guidance. Additionally, he frequently provides formal continuing education (CPE) training programs for all levels of Grassi's staff.

Mannhaupt and his team generate customized and efficient strategies as they serve each client.

"The accounting field has accelerated its evolution toward automation, data-driven decisions and advanced technologies that make us better able to advise our clients and streamline operations," Mannhaupt said. "Now more than ever, artificial intelligence is transforming our ability to deliver services more efficiently and accurately and reducing the error, risk and redundancy in human performance."

"Data analytics has strengthened our foundation for making strategic recommendations customized to each client," he said. "Robotic process automation is also becoming more popular to eliminate the mundane tasks that used to keep our people from peak performance. And the best part is, we can help many of our clients adopt these same technologies for their own operations and cost savings, now that off-the-shelf solutions

and user-friendly platforms are widely available and affordable."

To keep abreast of the issues facing clients, Mannhaupt stays active in industry trade associations and the New York Building Congress (NYBC). He is an active presenter at the New York State Society of CPAs (NYSSCPA) – Foundation of Accounting Education (FAE) and the American Institute of Certified Public Accountants (AICPA). He has written articles on a variety of accounting topics and has conducted educational seminars for clients, accounting societies, and other professionals in banking, surety and law.

As part of his charitable endeavors, Mannhaupt serves on the board of directors of the ACE Mentor Foundation, where he holds the officer role of treasurer. He is a graduate of Queens College and is a member of the NYSSCPA and the AICPA.

Grassi is a leading provider of advisory, tax and accounting services for businesses and individuals. Grassi advisors specialize in providing industry-specific business consulting, audit, tax and technology services to key market sectors, including construction, architecture and engineering, not-for-profit, healthcare, manufacturing and distribution, financial services, real estate, cannabis and more. With offices Jericho, Ronkonkoma, New York City, White Plains, New Jersey and Massachusetts, the firm advises clients across the Northeast re-

gion, throughout the United States and internationally through its membership in Moore Global.



Steve Shouler is the owner and founder of PayNortheast in Smithtown, a leading provider of payroll, time & attendance, and human resources (HR) services for businesses of all sizes. After spending years working for payroll providers, learning the strengths and weaknesses of each, Shouler set out to create PayNortheast, a payroll company that provides industry-leading solutions and customer support. PayNortheast's complete platform of cloud-based payroll and HR tools and resources allow businesses to gain access to the same technology as Fortune 500 companies, providing them with the ability to be more efficient and adapt to the ever-changing work environment.

When COVID struck in early 2020, Shouler was there to assist businesses by suspending billing for companies severely impacted by the pandemic. With

the need for businesses to rapidly transition to managing a remote workforce, he led the charge by showing companies how to leverage PayNortheast's cloud-based platform to easily onboard, track, pay and manage remote employees.

"2020 brought great challenges to businesses of all sizes as a result of COVID," Shouler said. "Companies were forced to adapt to rapidly changing regulations, transitioning to a remote work environment, and face financial hardship." "PayNortheast cloud-based platform has allowed our workforce to be 100 percent remote since 2018," he said. "Our innovative technology and decision to transition to a remote workforce has inadvertently made us experts with assisting business during these unprecedented times. Our passion and dedication to assisting businesses drove us to intentionally cut our revenue so struggling businesses could allocate the funds elsewhere." "In 2020, PayNortheast evolved as human beings, by choosing to put people before profits," Shouler said.

By putting the needs of their clients' above all else, PayNortheast has earned the reputation as a trusted member of their clients' team. The company's industry know-how, technical prowess, customer service, and ability to streamline and automate processes has helped them earn a 5 star rating on Google along with countless recommendations from their clients.





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THOMAS P.
TERRY, CPA
Friedman LLP



Thomas P. Terry, CPA is a partner at Friedman LLP. Terry has more than 25 years of experience specializing in trust and estate planning for high-net-worth individuals and families managing multigenerational wealth. In addition to his services for individuals, Terry offers businesses forward-looking guidance, often with a sale or succession strategy in mind. He often works with owners of marinas, real estate and construction companies, retailers, and professional services firms.

Terry is comfortable analyzing and valuing a range of assets — from investment portfolios to property — and coordinating with his clients' other advisors to deliver advice that holds their comprehensive financial picture in mind.

His expertise includes advising clients on trusts and estates issued at every stage, from the design of plans, through their upkeep and as they are implemented; consulting with businesses to reach desired milestones, or in preparation for transactions and transitions; and assessing the worth of various assets for a variety of purposes, including integrating asset values into estate and trust plans.

Terry is a member of the American Institute of Certified Public Accountants and the New York State Society of Certified Public Accountants. Terry is also vice president of Business Owners Advisory Council of Long Island and a member of the Estate Planning Council of Suffolk County.

Among his recognitions, Terry was honored with the Community Impact Award from East End Arts and Humanities Council.

Friedman LLP, headquartered in Manhattan's financial district and with locations in New Jersey, Long Island, Philadelphia, and China has been serving the accounting, tax and business consulting needs of public and private companies since 1924. With approximately 600 financial professionals, the firm provides a full suite of accounting, auditing and consulting services to clients in virtually every industry.

LUIS A. TORRES,
CPA
BDO



Luis A. Torres, CPA is a partner in BDO's Assurance Practice and he served for several years as an assistant region-

al technical director for the firm's New York Metro offices.

Torres has more than 20 years of experience providing audit and consulting services to public and private companies at all stages of growth. He has worked with public companies for most of his career and assisted those companies with IPO's, secondary offerings and private placements in addition to their periodic filings. His background includes audits of financial statements, business advisory consulting and examinations of special reports. He also has been involved in several mergers and acquisitions, including evaluating purchase transactions, as well as the due diligence process.

Torres has traveled internationally to service clients and has extensive experience working with BDO International offices. He has been involved with recruiting initiatives and teaches various BDO Continuing Professional Education classes.

Working from the firm's Melville office, Torres has wide-ranging experience working with development stage/start-up companies and assisting them with various accounting issues like complex equity transactions and stock-based compensation.

Keeping a solid connection with clients and his team remains a top priority for Torres during today's virtual work climate.

"Communicating regularly with my clients and engagement teams has always been an important requirement for success, but with the move to a virtual environment this has become more challenging," he said. "Before, I was on site with my team and spent part of the day visiting management and other personnel at the client, which allowed me to learn real-time updates about the engagement and the current directions of the client's business. Now, I must be more thoughtful about scheduling time with the client and more vigilant about following up with my teams." "I also find I must be more prepared for conversations with the client because I don't know when I will be able to speak with them again," Torres said.

Torres has served as the firm's representative on the AICPA Construction Contractors Revenue Recognition Task Force. He is a member of the American Institute of Certified Public Accountants and the New York State Society of Certified Public Accountants.

Torres earned a bachelor's degree from the University of Notre Dame.

BDO is the brand name for BDO USA, LLP, a U.S. professional services firm providing assurance, tax, and advisory services to a wide range of publicly traded and privately held companies. For more than 100 years, BDO has provided quality service through the active involvement of experienced and committed professionals.

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DEANA L. WETZEL, CPA
Marks Paneth LLP



Deana L. Wetzel, CPA is a partner in the Real Estate Group at Marks Paneth LLP. Wetzel has more than 25 years of experience in public accounting. She specializes in audit and consulting engagements for commercial and residential real estate clients as well as co-ops and condominiums and is involved with several high-profile real estate clients. In addition to advising her clients on all facets of accounting and tax issues, she assists with many different types of real estate transactions, including acquisitions, dispositions and debt restructurings.

The year 2020 and the impact of the COVID-19 pandemic has created a new level of demand for consulting services, Wetzel said.

"Many of my clients in the real estate industry sought timely guidance and insight as they grappled with de-

cisions such as whether to accept SBA loans through the Paycheck Protection Program, or how and where they could apply Payroll Tax Credits," she said. "My staff and I were committed to serving as a resource and helping them fully understand each new development. Our goal is always to help them make educated and strategic decisions, especially in today's environment."

Marks Paneth LLP is a premier accounting firm with origins dating back to 1907. With a team of nearly 700 professionals, the firm provides a full range of audit, accounting, tax and consulting services, with specialties in international tax, forensic accounting, litigation support, family office, technology and digital services and financial advisory services.

Marks Paneth professionals deliver expert knowledge in a wide range of industries, including real estate, hospitality and restaurants; nonprofit, government and healthcare; manufacturing, wholesale and distribution; theater, media and entertainment; high-net-worth; and financial and professional services. The firm offers expanded resources through its membership in Morison KSi Ltd., a global association of professional service firms serving clients' cross-border accounting, tax and consulting needs.

Headquartered in New York City, with offices in Woodbury, NY and oth-

er major markets throughout the East Coast, Marks Paneth is ranked by Accounting Today among the 50 largest accounting firms in the nation and the top 10 in the Mid-Atlantic Region.

SANAA ZAIDI
DSJCPA



Sanaa Zaidi is a senior associate at DSJCPA, a full-service accounting firm in Westbury. Zaidi is skilled in the areas of tax, auditing, financial accounting, QuickBooks and income tax.

Zaidi graduated with an accounting and business management degree from Queens College. In the 10 years since, she has dedicated herself to stay on top of the game. The challenge of remaining current with constantly evolving tax laws and changes in the field keeps her inspired.

Frequent interaction with clients and getting to know them outside of their tax needs gives Zaidi the most job satisfaction. She appreciates that every day is different in "such a client-intensive role."

DSJCPA has maintained its leadership role in providing clients specialized services during the pandemic, Zaidi said.

"Our firm has been able to continue to provide high quality and timely service to our clients throughout the COVID-19 pandemic largely thanks to our investment in technology and our close knit culture," she said. "Various firm software such as Microsoft TEAMS has allowed us to communicate internally with our colleagues regardless of our working location. Additionally, we have been able to virtually meet with our clients to help them with their accounting needs and more during these unprecedented times."

"Finally, we continue to work hard for both our clients and for each other to ensure every member of the DSJCPA team is doing their best to support others at the firm," Zaidi said.

Operating since 1972, DSJCPA is a full-service accounting firm with expertise in not-for-profits, healthcare and the food & beverage industry. DSJCPA provides accounting and bookkeeping services including budgeting, cash flow analysis and regulatory compliance to myriad businesses on Long Island and in the tristate region. The firm's core values of leadership, knowledge, service and integrity serve as its foundation.

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Donna Zincone is a director in EisnerAmper's Cloud Accounting Services Group, which is part of the firm's Outsourced Finance and Accounting Practice. The cloud accounting team provides outsourced accounting services utilizing cloud-based accounting solutions for small to mid-sized companies, startups and family offices.

Zincone, based in the firm's Syosset office, is also a member of the firm's Private Business Services Group. With more than 25 years of experience, Zincone has a diverse background with a particular expertise in the area of accounting services, tax return preparation and planning, including business (S corp, C corp and partnership), individual, and trust work, assisting clients with federal and state tax audits, employee benefit plan audits, payroll and sales tax reporting, insurance analysis, and preparation and review of financial

statements. Zincone serves clients in the health care, hospitality, education, financial services, real estate, and e-commerce industries, among others.

She manages both defined contribution and defined benefit plans. She consults with clients and is responsible for the supervision and review of staff and work product, including detailed testing. Zincone also provides accounting and fund administration services to clients managing hedge funds, private equity and endowment funds. She provides portfolio accounting, investor accounting, books and records, performance analysis and meets recordkeeping requirements of the investment funds.

Throughout the pandemic, Zincone has helped many businesses thrive using customized cloud-based accounting technology.

"The pandemic and the subsequent economic downturn have had a huge impact – think 'work from home' and 'virtual office,'" she said. "One of the approaches we've had a lot of success with for start-ups, small and medium-sized businesses, and even family offices is moving them to a customized cloud-based accounting technology. This enables us to streamline payroll and accounting processes, making them more cost-effective and efficient."

"Everything is data-driven — bookkeeping, bill pay, reporting analytics, multi-currency, financial statement consolidation, strategic planning, forecasting — so it makes it easier for clients to actually run their businesses," Zincone said. "They can access a project manager and virtual controller and make smart short- and long-term decisions based on accurate data in real time. They can even access their data from their phones."

Earlier in her career, Zincone served as a controller and an IT manager. Her IT management capabilities encompass all computer software and hardware, user training, implementing and maintaining client portals, proficiency in industry-specific software. Certified for Novell Netware 3.11 through 5.1, she has worked extensively with Microsoft and Citrix platforms and operating systems.

Zincone is a member of Women Economic Developers of Long Island and the Moxie Network.

EisnerAmper LLP has led the way in building a highly trained cloud accounting team, the professionals of which are focused on two primary objectives: collecting and sharing accurate transactional data, and providing advice and guidance to help clients make optimal business decisions.

EisnerAmper has had a significant presence on Long Island for many years, serving clients through all stages of their financial, business, and corporate growth. The firm's practice is based on deploying the strengths of more than 200 partners and 1,900 professionals across the disciplines of tax, audit, and business advisory services as well as advisory services in family wealth; succession planning; process, risk and technology; forensic, litigation, and valuation; corporate finance; regulatory compliance; internal audit and risk management; royalty audit and contract compliance; information technology; and other professional services.

EisnerAmper offers responsive services with an entrepreneurial focus, providing clients with smart, analytical insights delivered in an approachable style. Firm professionals build strong client relationships based on open communication, and believe the trust clients put in them is paramount. The accounting firm works with clients as diverse as individuals and family offices; start-ups and mature, sophisticated financial institutions; small, middle-market, and global public companies; entrepreneurial ventures across a variety of industries; and not-for-profit organizations.

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