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From the Sacramento Business Journal:

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## ED GOLDMAN: This CPA can be 'a bit preposterous'

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Katie McConnell is the director of recruitment and development for the ever-expanding Gallina accounting firm (nine offices and counting). She's also a CPA who began her career working for the state Franchise Tax Board while still a student at Sacramento State.

She became a vice president at the area's largest local accounting firm, Perry-Smith (which was acquired by national giant Crowe Horwath LLP a little more than two years ago), and formed an audit firm of her own with a few colleagues, which lasted two years. She also worked in the recruiting division of the Robert Half staffing firm and somewhere along the line picked up Gallina as a client. Gallina was impressed enough to not only turn around and hire her when she became available but also to let her create her own job and niche.

More on that in a moment.

First I need to reveal that McConnell is 29 years old — and is a talented impressionist painter and accomplished poet. She's also, she admits, "kind of an incurable prankster" who's given to shouting "Dance off!" to a fellow Gallina employee at the other end of a hall before the two spontaneously dance their way toward each other.

"Oh, I'm a CPA through and through," she says when I catch up with her at a Panera in Roseville, "but I also tend to be a bit preposterous at times." It's a lovely word choice — her poetry prepares you for that — and catches me off-guard. People her age don't tend to be this self-deprecating; they're not comfortable enough with themselves yet to kid their own image.

McConnell appears to be, however. "It's very important for me to be authentic in business," she says, "but I also love to do things when I'm not working. I love to travel." I ask if she exercises. "I wine-taste," she says with a sly grin. Do you play golf? "Yes," she says, "though I use the term loosely."

Tomorrow: Things get a little more serious. Just a little.

### Ed Goldman

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