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## ED GOLDMAN: She specializes in finding good talent

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Shortly after joining Gallina, the 42-year-old accounting firm -- it has offices in Rancho Cordova, Roseville, San Jose, Reno, Las Vegas and the state of Washington -- Katie McConnell, whom we met in yesterday's column, formed her own fiefdom. It's an outsourcing recruitment service to help Gallina's clients hire controllers, chief financial officers, accountants and bookkeepers.

"Finding good talent is one of the greatest challenges facing small businesses today," she says. "Our service allows our clients to get customized hiring services from a licensed CPA, me, and experienced recruiter, which is me again."

She laughs as she clarifies. "I don't mean to say I do all of this alone -- the firm surrounds me with positivity and we have hundreds of specialists on staff -- but I'm passionate about both of these fields, and it seemed like a good service to introduce as firms recover from the recession."

Instead of charging a contingency fee for placement, which is standard for a headhunting firm (and can run from \$40,000-100,000 per high-end employee, McConnell says), "We charge a per-hour fee, liked a business consultant. I mean, a small construction firm doesn't usually need a CFO as much as it needs a reliable bookkeeper. Since the firm's already a client of Gallina's, why shouldn't we also help them with their hiring, when we can?"

McConnell, was born and raised in Quincy, the Plumas County seat roughly three hours from Sacramento. Her dad's a retired plumber "with a great mustache," she says, and her mom still works in advertising at the town's newspaper. McConnell holds a bachelor's of science degree in accountancy from California State University Sacramento.

She doesn't call it a bucket list, thank goodness, but she says she definitely has a few things she wants to do before she turns 30 in August. "I want to milk a cow, I want to do hot yoga, I want to read 30 books this year and I want to have someone else pay for it when I go to Ella (the downtown Sacramento restaurant and bar)."

We learned yesterday that McConnell also loves to dance. "Oh, yes," she says. "If I had it my way, I'd go around crashing weddings. Everyone loves to dance at weddings." It's one activity this talented, charming young entrepreneur has no plans to outsource.

Ed Goldman



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Katie McConnell is a recruiter and CPA at Gallina.

Columnist

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