

February 2018



Newsletter for members of the Russell Bedford International network

## 2018 conference season kicks off in Houston

### *Americas Conference and COIBE Meeting 2018*



Described as the 'culinary and cultural capital of the south', Houston, Texas, widely recognised as one of the most diverse cities in the US, was the perfect setting for this year's Americas Conference which was hosted by local member firm, PMB Helin Donovan. The conference took place on 25-28 of January at the Houstonian Hotel, Club and Spa, located in the Galleria Area, a short distance from downtown Houston.

#### **COIBE Meeting**

The event began with the COIBE (Ibero-American Committee) Meeting, delivered in Spanish, starting with lunch and concluding after a day and a half of sessions. After the initial welcome from Daniel Ryba and Jorge Jimenez, the meeting commenced with a discussion on the regionalization of RBI, board responsibilities and the formation of the committees

and regional managers, led by Daniel Ryba. Jorge Jimenez followed Daniel's presentation with a discussion on the overall global vision of RBI and in particular, Latin America. In his presentation, Jorge analysed RBI's rankings and development in relation to our current competitors. The first day concluded with a final presentation by Jorge on the influences and areas of opportunity for RBI Latin America.

On day two of the COIBE meeting, sales director for ManpowerGroup, Mexico, Fidel Arroyo Hernández, delivered a session on the challenges surrounding Millennials and led an interactive roundtable discussion afterwards. The COIBE programme concluded with a discussion on strategic planning for members in Latin America.



## Americas Conference

As is customary, the Americas Conference sessions took place in English covering an extensive range of topics. After a welcome and introduction from Russell Bedford Chairman, Bill Rucci, the conference commenced with a presentation from managing Tom Donovan, partner in the host firm.

Writer, speaker, influencer and coach, Tommy Breedlove from Choose Goodness, discussed leadership and culture in CPA firms in his presentation entitled 'Participate in your own rescue'. Marcial Nava (BBVA Compass) followed with an in depth analysis of the economic outlook for Latin America. The first day of the Americas Conference concluded with new firm presentations from new members in Cartagena and Medellin, Colombia who introduced their firms to the network and their goals for joining the network.

Russell Bedford CEO, Stephen Hamlet, launched day three of the conference with an update on network developments, including network growth plans and the impending Russell Bedford new brand launch and website, as well as a fresh new marketing strategy that aims to improve RBI's overall brand exposure. Managing partner of Hinge Marketing, Lee Frederiksen, followed with his session on the '*Secrets of High-Growth Financial Services*'.



Day two of the conference provided delegates with an opportunity to choose from a series of interactive workshop discussions including, '*Marketing techniques for high-growth firms*' by Lee Frederiksen and '*US tax reform: the international considerations*' by Kenneth Rivera (FPV & Galindez).

After a buffet lunch, delegates chose from two further workshop sessions including '*Panel discussion on the future of accounting firms*' and '*Effective strategies for talent recruitment and retention*' by Javier Basilio Vargas & Carlos Eduardo Escalante (ManpowerGroup).

Arcie Jordan (Gardere Wynne Sewell LLP) delivered an interesting session on the '*Future of free trade in the Americas: What impact on businesses?*' and the delegate programme concluded with a re-introduction from Russell Bedford Peru who updated delegates on the reorganisation and future of the firm.

## Enjoying the culinary and cultural capital of the South



Delegates enjoyed a fantastic social programme over the course of the conference. Following day one of the COIBE meeting, delegates enjoyed cocktails and dinner at the conference hotel, providing members with the typical networking opportunity that members are accustomed to.

On the final evening of the conference, delegates were treated to some of Houston's well renowned eclectic cuisine, with dinner and entertainment at the Batanga 1880's saloon and tapas restaurant, specialising in a fabulous array of Latin American dishes and accompanied by a superb performance of live Latin music – a great evening was had by all!



We would like to offer thanks and appreciation to Don McPhee, Tom Donovan and their team from PMB Helin Donovan, LLP for being excellent and very warm hosts.

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# Russell Bedford gains six new members in under a month



## ***Massive network growth for professional services group in final quarter of 2017***

Global tax and accounting network Russell Bedford International has announced considerable growth with the appointment of six new firms in December 2017.

As completion of the recruitment of a further three new firms took place over the holiday season, following quickly on from the appointment of three other firms earlier in December (Read more about the earlier appointments [HERE](#)), the announcement demonstrates the ambitious

growth pursued by the global network.

The new members, Jerroms in Solihull, UK, DSA in Cartagena, Colombia and GCT & Asociados in Medellín, Colombia add to the already steady growth seen within the network in 2017.

Jerroms is a multi-discipline service provider that specialises in accounting, tax, audit and legal services. The group is based in Solihull in the UK's West Midlands and has six principals and over 100 employees.

Founded in 1972, the practice expanded in 2014 by merging with two well-respected local firms – now Jerroms (Bromsgrove) Ltd and Jerroms Trafalgars Ltd – providing additional offices in Bromsgrove, Worcestershire and Kings Heath, Birmingham.

Jerroms' services include business advice, corporate and personal tax consultancy, corporate finance, accounting and tax compliance, audit, payroll, and company secretarial assistance. Their clients range from local businesses to large national groups across a variety of sectors, including manufacturing, construction, engineering, education and healthcare.

DSA is a three-principal firm led by managing partner, Didier Sánchez Reinoso, founded in 1990 and based in Colombia's fifth city, Cartagena.

The firm has 67 personnel in total and provides a broad range of services including audit, business accounting, non-profit accounting, administration, legal and tax. DSA has around 400 clients in total including five transnational audit clients.

GCT & Asociados is a group of companies comprising of an audit practice GCT & Asociados S.A.S. and two other specialist practices, Profit Inteligencia Financiera S.A.S. (IFRS services, financial analysis and planning) and GLT Gestión Legal & Tributaria (legal, tax and accounting services).

Located in Colombia's second city, Medellín, this two-partner firm employs 44 personnel in total and has around 200 clients, including several transnational audit clients. They also have clients with overseas subsidiaries, mainly in Latin America, which need multinational audits.

Stephen Hamlet, Russell Bedford CEO, said of the new appointments: "I am absolutely thrilled with the appointment of these three fine new member firms. The introduction of such wide-ranging firms, both in terms of services and locations, will no doubt continue to energise the network and gives us the perfect launching pad for pursuing even more new members in all regions throughout 2018. It is my pleasure to welcome Jerroms, DSA and GCT to Russell Bedford."

Stephen continued, "It is fantastic to see the network expand in the UK and, having visited Jerroms' offices towards the end of 2017, it was evident that they are a forward-thinking firm demonstrated not only by their impressive use of technology, but also by their dedication to continuous growth and development. To also further enhance our Latin America region with DSA and GCT, immediately following our recent expansion

announced last year in Central and Eastern Europe, as well as in North Africa, is an absolutely incredible start to 2018.”

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## A glowing start to 2018 for Russell Bedford



which is available [HERE](#).

As we enter this New Year, we do so with a feeling of satisfaction and accomplishment following a most successful year that saw Russell Bedford International appoint a new CEO, deliver record-breaking conferences across Europe and Asia, and appoint several new members in cities from all over the world.

As we reflect on our achievements, we are reminded of a most successful Managers & Young Partners Meeting in Budapest in December 2017, where all four regions of the network were represented. A review of the feedback tells us that 94% of all attendees rated the conference as excellent or very good. To view the summary of the feedback click [HERE](#).

We have also been busy over the holiday period creating a highlights video of the meeting, giving you a flavour of the event,

Russell Bedford CEO, Stephen Hamlet, said of the results: “I am delighted to receive such positivity from our members as we begin this New Year. Myself and my team are excited to get started with our many new projects for 2018, and results like these motivate us even more to continue in our efforts towards delivering the best network services and meetings for our members.”

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## Russell Bedford announces new programme of webinars



For Russell Bedford International a brand new year means a brand new set of initiatives for its members. The first of which is a series of international webinars designed to keep members up to date on international tax, accounting and practice management issues.

The programme will consist of 25 webinars (two per month and three in January) and will cover a wide range of subjects including strategy, IFRS, tax, law, technology, marketing and ethical standards. Members will be able to tune in to the live broadcast of each webinar or conveniently download the webinar after the event.

Stephen Hamlet, Russell Bedford CEO, said of the new initiative: "Adding value for our members is key to maintaining engagement and ensuring that members are satisfied with their membership. As a network of professionals who are always keen to improve their skills and keep abreast of industry developments, this new initiative remains true to Russell Bedford's core values while delivering upon our promise of offering members new and exciting opportunities that keep our network fresh and interesting."

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# Global Accounting Update

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

### [International Standards: 2017 Global Status Report Launched](#)

The 2017 Global Status Report—the first status report to be publically available—is the culmination of the data collected by the IFAC Member Compliance Program. The report provides an analysis of the status of adoption of international standards and best practices, the role of IFAC member organizations in the adoption process, and their fulfilment of IFAC requirements.

### [New Publication Emphasizes Good Governance for PAO Success](#)

The International Federation of Accountants (IFAC) has released a new publication, Focusing on Performance, which is designed to raise awareness of the importance among Professional Accountancy Organisations (PAOs) to consider the suggested best governance practices and principles while reflecting on their current governance arrangements. The publication also features a self-assessment tool that PAOs can repeatedly utilize when reviewing the principles and their governance framework.

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#### **More news:**

##### **Russell Bedford Boston firm announces name change and rebrand**

Rucci Bardaro & Falzone, PC has launched its new brand and announces a change of its company name to RBF. [Read more...](#)

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#### **Forthcoming conferences:**

##### **Marketing Meeting, Amsterdam, 9 March 2018**

Registration is open. Please ensure that you register for the conference and reserve your hotel room separately, using the links provided in the invitation email.

##### **International Tax & European Conference, Munich, 18-19 May 2018**

Registration will open soon. In the meantime, visit the conference and events pages below for further details.

Conference information is accessible, as usual, via the [Conference](#) page or the [Events](#) section of the Global Intranet. Please ensure that you have logged into the intranet before clicking on the 'Events' link. Please contact Central Office for a reminder of your username and password if necessary.

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## Russell Bedford - key facts and figures 2018:

- **More than 35 years of global service**
- **Top 20 global accounting network**
- **Approaching USD 500 million global fee income**
- **700 partners and over 6,000 staff**
- **Some 300 offices in almost 100 countries**



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