

meet members



David Rogers

Job: Tax partner, Carney, Alexander, Marold & Co., LLP in Waterloo

Hometown: Brandon

Alma mater: University of Northern Iowa

Professional/community activities: ISCPA Taxation Committee, Waterloo Jaycees (until the calendar told me I was no longer eligible), Waterloo Open Treasurer, Black Hawk Estate Planning Council

I was inspired to be a CPA: Because I enjoyed working with numbers.

If I weren't a CPA, you might find me: Figuring out how to work with a sports team.

People don't know this about me, but: I have continued singing in choirs and small groups after high school.

What message do you have for young people about a career as a CPA? The work can be challenging, but it is very rewarding to be able to help a client reach their goals.

How has being a member of ISCPA helped you? It's allowed me to make connections with other accountants. Membership has also enabled me to become more outgoing and confident speaking to a group of people.

What are some of the biggest changes you've seen in the profession? Technology has allowed our profession to do so much more, but it has also created many challenges. It has also allowed us to stay better connected with our clients, which is both good and bad, as it makes it harder to get away for personal time.

What is your favorite thing about your job? Assisting clients, resolving their questions, and helping them plan for their future.

Who would you swap places with for a day and why? A member of the UNI basketball coaching staff because I enjoy the game and would love to learn more.

Philosophies and principles toward work and life: Know your vocation well and serve others well.

How has your background and experience shaped who you are today? The work ethic from my youth has helped with the demands of being a tax accountant.

What influences have helped you in life and in work? Working with various church and community organizations has assisted with how I work with clients.

Mentors who helped you along the way: The partners of the Carney, Alexander, Marold as I progressed through my career.

What is your biggest achievement to date? Raising my family with my wife and becoming a partner at Carney, Alexander, Marold.

Three words that best describe you: Dependable, accountable, helpful.

Dave and his wife Robin Souhrada live in Cedar Falls and have adult children, son Zachary and his wife Anna and daughter Shelby and her husband Gabe.

First job: Detasseling corn

What I wanted to be when I grew up: Baseball player

I am passionate about: Family and sports

I never leave home without: My phone

Favorite tv series: NCIS

Favorite food: Barbeque ribs or steak

When I have free time, I prefer to: Watch sports

Secret or special talent: Singing

Favorite movie: Die Hard

Favorite app: ESPN

Favorite vacation spot: Las Vegas

Currently watching on your device: Baseball and basketball games

Famous person you would most like to meet: Michael Jordan

Favorite band: Metallica

Fictional family I'd like to be a member of: The Griswolds

Best vacation: Trip to Tanzania with my family

If I was the eighth dwarf, my name would be: Sport

Place I'd love to live: Hawaii