

meet members



Young Iowa CPA Spotlight

Mark Cronin

Job: Senior tax manager with LWBJ in West Des Moines

Hometown: Holstein

Alma mater: Simpson College – double major in accounting and economics - finance

What can we find you doing when you're not a work? I grew up on a farm and still have a passion for farming so I spend a fair amount of time doing that along with any type of outdoor adventure or activity.

What's one thing you can't make it through the day without? Smiling and laughing.

What has been the most challenging so far during the COVID-19 pandemic? The combination of the extended tax deadline and the fluidity surrounding the PPP program and CARES Act.

Where do you see yourself in 10 years? I continue to see myself utilizing my CPA to help both families and businesses navigate the tax code and regulations through careful and strategic tax planning.

What ways have you been involved in ISCPA and how have they benefited you? I have been involved in the ISCPA through many ways including volunteer events, committees, programs, social events and much more. The Society has benefitted me by allowing me to network and get to know other CPAs

and colleagues around the state while providing many opportunities for us to obtain our continuing education credits. The Society also acts as a forum and voice for Iowa CPAs to communicate concerns, ideas, and opportunities for both the profession and Iowa's taxpayers.

What made you want to become a CPA? I have always had a knack for numbers and enjoyed my accounting classes. I also take pleasure in helping people and seeing them succeed. I knew getting my CPA license would allow me to utilize these two skills/passions while also opening up countless avenues for me professionally.

What's your best piece of advice for a college student thinking about becoming a CPA? Why not? If you are pursuing a career in accounting, obtaining the CPA license is a must. The number of opportunities for growth and paths leading to success increases exponentially for those who obtain their CPA license over those who only have an undergraduate or Master's degree in accounting.

First job as a teen: Garbageman

What I wanted to be when I grew up: Banker

I am passionate about: Family

Favorite food: Ice cream

One of my favorite movies:

Home Alone

Favorite vacation spot: The tractor

Favorite musician: Most country artists

If I were famous, I'd want to be famous for: Philanthropy

If I was the Eighth Dwarf, my name would be: Hungry



We're here with an open ear

Mark your calendars for our new **Listening Hours!** ISCPA CEO Cindy Adams and Carl Peterson, vice president of small firms at AICPA will be available to any member wishing to chat, bounce ideas or talk about the profession. It's like those college office hours, without the dreaded exams. The first session is Jan. 22 at 9 a.m. Listening Hours with Cindy will take place 9-10 a.m. on the third Friday of each month through May 21 via video conferencing. Find the call-in details at www.iacpa.org/news/events.