

WHO'S WHO | in Women in Professional Services

DEBORAH A. CONNOLLY, CPA

Sanders Thaler & Associates LLP

Deborah A. Connolly, CPA has been a part of Sanders Thaler & Associates LLP's team for 14 years and has recently been promoted to tax supervisor. Connolly is recognized as the firm's QuickBooks ProAdvisor and has provided training to many clients, as well as other professionals.

She also provides workpaper content training to the staff and is the point person for any questions relating to workpapers to support client books and records and tax returns.

Connolly's expertise is working with clients, hand holding throughout the year on all their financial situations and preparing year-end business and individual tax planning. Her expertise also includes preparation of individual, corporate, partnership and various business tax returns.

One of our firm's main goals and objectives is to significantly reduce the amount of paper used in our accounting and tax processes and become a paperless office, Connolly noted.

"In order to achieve these goals, our firm has implemented the use of a CCH product called Engagement for our corporate entities, as well as created a process for storing our individual client data electronically on our network server," Connolly said.

"One of the challenges with the implementation is ensuring the staff's transition from paper to electronic," she said. "The main challenge is 'you can lead a horse to water but you can't make it drink.' So, with the understanding of our staff's hesitation



on the transition, we have secured several training sessions on the use of the new software to ensure their understanding not only of the software, but the firm's objectives as well."

With these training sessions in place, along with Connolly's open door policy and assistance with the training, the firm has successfully begun the paperless transition.

Connolly is a 2000 graduate of the C.W. Post Campus of Long Island University where she earned a bachelor's degree in accounting and master's degree in taxation. She is also a member of the American Institute of Certified Public Accountants and the Nassau Chapter of the New York State Society of CPAs. Connolly retains her license as a CPA in the state of New York.

Sanders Thaler & Associates LLP is committed to providing close, personal attention to its clients. The firm provides a variety of services including income tax preparation for all types of businesses, and individuals; IRS and state audit representation; payroll reporting; QuickBooks setup, support and training; business startup services; monthly bookkeeping; and financial statements.