

TEC's Value Adds Up For CPA

When Terry Aidman first joined TEC, he was running an accounting firm he had co-founded with a handful of professionals. More than a decade later, he's directing the Florida operations for one of the leading regional CPA firms in the Southeast – and still counting on TEC to help him make critical decisions.

"TEC is more important than ever," says Aidman who built Aidman Piser and Co. into one of Tampa Bay's top accounting firms before selling it to Cherry, Bekaert & Holland (CB&H) in May 2008. Now Aidman leads the largest regional CPA office on Florida's west coast.

Setting Goals – and Waypoints

He still remembers some of the first advice he received in a one-on-one session with his TEC Chair. "He challenged me to set goals and then to establish clear waypoints, because without those waypoints, I wasn't being legitimate with myself or anyone else in terms of meeting my goals."

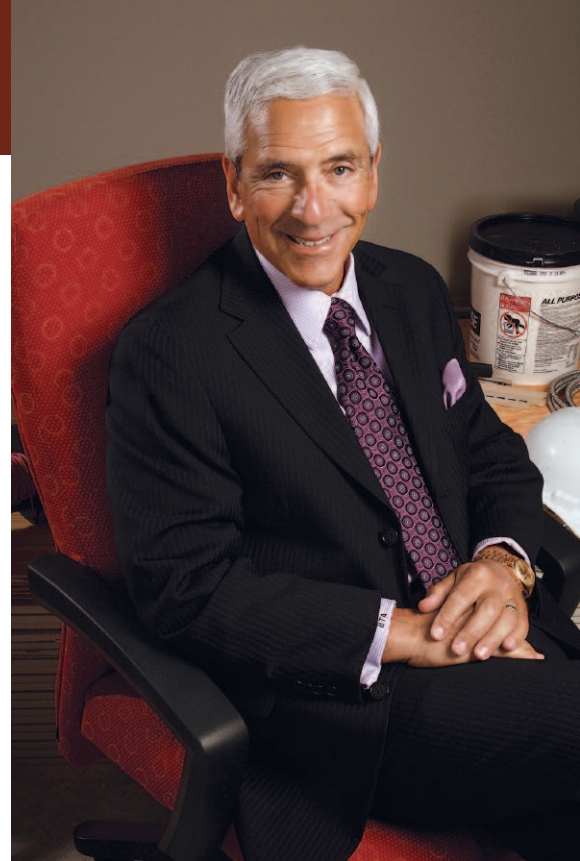
With ongoing help from his TEC team, Aidman consistently met and exceeded those goals for business growth until his company reached the point where it had literally outgrown itself. "We'd gotten so big and had such wonderful clients, we needed another round of energy,"

he said. "Joining CB&H gave us a larger group of partners to comply with Sarbanes-Oxley rules, a presence across the Southeast, and expertise with biotech/technology, real estate, financial institutions and government clients."

Executive-Level Sounding Board

But when the time came to seriously make a decision to sell to CB&H and take his name off the marquee, Aidman called a fellow TEC Member first. "TEC is my sounding board – where else can you go to lay out opportunities or threats and have a Chair like Rolfe Arnhyrn and a dozen of the region's top executives work with you to process those issues?"

As the partner in charge of CB&H's Florida practice – including offices in Tampa Bay, central Florida and south Florida – Aidman expects the world-wide resources of TEC to be even more important. "Our clients deserve an accounting firm that understands the business marketplace, both nationally and in the cities where they operate," he says. "As a TEC member, I have a close-up view of the challenges and opportunities that businesses outside my field are facing. Plus, TEC's world-class resource speakers keep me up to date on all angles of business."



Expansions underway at the new CB&H office in downtown Tampa will nearly double its size, making it the largest non-Big 4 accounting firm in the region.

About TEC

Leadership Centers USA offers special CEO peer programs for Florida Presidents and Business Owners through either TEC (The Executive Committee) or PF (The President's Forum). Members meet monthly in small groups of 12 to 17 where they give and receive advice, share experiences and hear expert speakers.

Research shows that companies grow 2-1/2 times faster after their CEO joins TEC.

Since 1957 TEC has been dedicated to increasing the effectiveness and enhancing the lives of CEOs. There are 15,000 members worldwide – with more than 800 in Florida.

To learn more call Leadership Centers USA at 800-733-4832 or visit www.tecflorida.com

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