

CPA Partners Encourage Others

Gina McCombs Miranda Kern

Loggins Kern & McCombs PC

By Shar Peters

Loggins Kern & McCombs is a full-service Certified Public Accounting (CPA) firm providing accounting, financial and management assistance, and other related services to individuals and small businesses. Gina McCombs and Miranda Kern, two of the three partners in the firm located in Jonesboro, offer some interesting perspectives into their business and the CPA profession.

The roles of CPAs are constantly in transition, says Gina, as she recalls the days of pencil pushing and 10-key calculators. "With the addition of computers and the use of accounting software by many businesses, we find we now need to be in the training mode as well."

Miranda adds that many clients use the flexible and affordable QuickBooks software, so "we have trained some of our staff to be QuickBooks advisors. We need to be able to answer their questions."

Gina believes this value-added training distinguishes their firm. "We teach and support our clients. We become part of their team."

Miranda and Gina, as partners, are very involved with the management decisions, client development and operations of the business.

"We are always looking for more clients," says Miranda. She adds that the firm offers an hour of free consultation for prospective clients. "We meet with them and ascertain what the firm can do to help them and their business."

Gina states that each individual and business is unique and that their firm can play a small function or a large role in their operations. "Many find that hiring a professional to help with their financial recordkeeping can reap benefits in growing their business, and also free up time that can be better invested in some other aspect of the business," says Miranda. She adds that working with a professional firm often results in better business decisions in the long run.

The use of a CPA firm is almost imperative at tax time. Tax



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professionals are required to learn the new tax laws, know the restrictions on filing extensions and other nuances. Business owners often find tax laws and filings intimidating.

Miranda and Gina both acknowledge the stress and time constraints their industry experiences at tax time. "Over the last few years, Congress has delayed making key decisions affecting tax laws," says Gina. "These last-minute changes result in a lot of hustling to learn the new tax laws and to get updated software and tax forms. We all hope this is not a new trend."

Both women are pleased with their CPA career choices. "It's a commitment to lifelong learning," says Gina. New tax laws must be learned every year, and CPAs are required to take continuing education classes.

Mentoring young people to go into this profession is important to this firm and to Gina and Miranda personally. Miranda says this challenging and rewarding career can be a good choice for women. "Many firms such as ours are flexible and work around family commitments."

"Locally," Gina says, "we connect with students and hire interns. Miranda and I are excited about growing the firm from our current staff of 17, and finding young people who are interested in this field as a career."

The CPAs are also thinking about their legacy. "I'd like to see this firm grow and have a life way beyond mine," Gina concludes.

For more information about Loggins, Kern & McCombs PC, please visit www.logginscpa.com. Their office is located at 1299 Battle Creek Road, Ste 110, Jonesboro. The office phone number is 770-478-7424.