

2015 Best Firm



“Trust  
IS THE MOST  
valuable  
ASSET  
you will ever  
EARN.”

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BEST CPA FIRM FOR WOMEN 2015

# Danielle Cary

Women Leaders in Accounting



## Meet Danielle

I have a triple major in accounting, finance and business administration. Why? Well, I really liked accounting in college, but was not positive what I wanted to do long-term – public, private or something else – so I triple-majored to leave my options open. I also have a Master in Business Administration with an accounting focus. As it turns out, I love public accounting! I have been with Yeo & Yeo for 17 years.

Outside of the office, I enjoy spending time with friends and family, reading, cooking, baking, traveling and road trips. I also enjoy community service and have worked with a variety of different organizations over the years.

## Tell us about your career with Yeo & Yeo.

Starting with the first accounting class I took, I loved working in accounting. It is challenging and never stagnant; it allows for creative planning and yet is balanced. Public accounting seemed like the logical place to start and obtain my CPA license. I've stayed in public accounting because of the variety and challenges it provides, but also because I love working with the clients. Each day is interesting and never boring. I chose Yeo & Yeo because I did not desire to work in the Big 4, yet wanted to be in an environment where I could learn and grow professionally.

I have always had two personal rules when it comes to work: 1) Love what I do or move on, and 2) Work to live, not live to work. At Yeo & Yeo I have the opportunity to do both. I work with business clients across a variety of industries as well as individuals. I specialize in tax services and working with small businesses.

## Danielle, describe a time where Yeo & Yeo's work-life flexibility positively impacted you.

Yeo & Yeo, as a whole, always puts people first. Not to say we don't prioritize our clients and our work, but we have an environment that allows you to accomplish your job without compromising on what is most important to us as employees, whether that's the need for a personal appointment, a family emergency or something else. I have the option to work a late evening or a weekend so I can be out of the office during normal business hours for non-work-related events.



## How does Yeo & Yeo encourage the advancement of your career and how do you develop future leaders?

Yeo & Yeo has encouraged the advancement of my career because the firm invests in its people – both with internal and external training as well as mentoring and hands-on training. Its internal training program is constantly reviewed and updated, and is designed to equip all employees with the knowledge and tools needed to advance their career. I think the biggest benefit to me has been Yeo & Yeo’s open-door policy. There has always been a principal or a senior management person willing to answer my questions and provide guidance. The training programs assist in developing the technical skills I’ve needed to advance, but being able to learn from other CPAs who are further along in their careers has been instrumental.

I am a member of the firm’s Tax Services Group helping to implement best practices across the firm and make sure that staff are trained to not only do their jobs accurately, but also to look for opportunities. Seeing the big picture is part of being able to advance in your career, so in developing staff I try to make sure they can see the “client’s world” and know why we are providing the services we do. I share my experiences and mistakes so others, if they choose, can learn from them.

## What challenges have you faced as a woman in accounting and how have you overcome them?

“Do not be afraid to speak up, but also listen!”

I remember asking one of my college professors if the glass ceiling was real and going to be a problem for me. What I have found over the years is that being young was a bigger challenge than being a woman.

I remember providing tax planning advice to a client early in my career. The client listened, but then asked that my boss (a male principal) contact him to confirm. I remember going to my principal and explaining the client’s request. I provided the details to my principal as I was the one who had worked on the file and had all the related client knowledge. I was frustrated that the client did not trust my advice. My principal’s response was to talk with the client and he did not relay any of the tax planning advice to the client. Rather, he politely told the client I was the go-to person for these types of issues and transferred the call back to me.

Consistently delivering excellent service to my clients has helped me build my reputation as a competent CPA. Accounting is a relationship business. The relationships I have built have assisted me in overcoming challenges I have encountered. Hard work and investing time in my career has also helped me overcome challenges along the way.

## What advice do you have for women new to the accounting profession?

Do not be afraid to speak up, but also listen! Neither is more important than the other, but each is critically important to advancing your career. Ask questions and make sure you understand the why behind what you are doing. Learn from other people’s mistakes whenever possible. Read voraciously! Work it into your personal time budget. Whether it is a leadership book, a business magazine or a technical subject, find an hour a week to focus on expanding your personal knowledge base through reading.

## What is your favorite motivational quote or best advice you have ever received?

Trust is the most valuable asset you will ever earn.

*Yeo & Yeo is among 10 firms named to the 2015 Accounting MOVE Project Best Public Accounting Firms for Women list, conducted by Wilson Taylor. [www.wilson-taylorassoc.com](http://www.wilson-taylorassoc.com). Follow Yeo & Yeo on LinkedIn and Facebook as we profile women leaders within our firm through September.*

