



Sobel & Co., LLC

CERTIFIED PUBLIC ACCOUNTANTS
AND CONSULTANTS

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**Brad Muniz, Sobel & Co., Member,
Elected as President of the NJ Society of CPAs**

Livingston, New Jersey, May 2014. Sobel & Co., a regional certified public accounting and consulting firm founded in 1956 in Newark, NJ is pleased to announce that Brad Muniz, a Member of the Firm and a Parsippany resident, was inaugurated on June 5, 2014 as the 93rd president of the New Jersey Society of Certified Public Accountants (NJCPA).

As he prepared to be installed, Brad noted, "After being so involved as a member, and more importantly, as an active volunteer for the NJCPA in a wide variety of roles, I am looking forward to taking this next step. I am eager to assume the title and responsibilities of President, working in tandem with the staff and the Board of Directors to fulfill my promise to continue strengthening the NJCPA and expanding and demonstrating its value for every member."

This latest role is the culmination of more than 20 years of Brad's involvement with the NJCPA. It started in 1993 when Brad joined the Young CPAs Committee and he has been deeply committed ever since. Brad's participation in NJCPA continued to grow when he moved to the Morris/Sussex Chapter where he served in various leadership positions, from Director to President while chairing the Chapter Operations Committee and learning how to be a "best in class" leader. He also worked with Government Relations and Sports & Entertainment committees and was heavily involved in the NJCPA Political Action Committee (PAC). To round out his experience, Brad also served in several capacities on the Society's Board of Trustees, including trustee, secretary and treasurer.

"As Brad takes over the reins of leadership for this prestigious organization, the strategies he adopts will reflect the changes and new trends evolving in the profession. We are proud that he has achieved this well-deserved recognition and we are prepared to offer him the resources he needs to perform at his best on behalf of all the members," added Alan Sobel, Managing Member at Sobel & Co.

Formed in 1898, and currently serving more than 15,000 practitioners, the NJCPA has a strong reputation for representing the profession before the government and other regulating bodies, for its numerous and varied continuing education programs and for its dynamic networking events, designed to help members meet and share best practices with others in the business community. But the profession is aging and it will be up to the members to find ways to bring about a shift in demographics - with a goal of attracting more young people and encouraging them to consider public accounting as a career path. Keeping the next generation interested, passionate and engaged will be an exciting challenge for Brad and his Board.

Along with serving as the President of the Board of Directors for NJCPA, Brad will continue as the Partner in Charge of Accounting and Auditing at Sobel & Co., where he ensures that the quality of all Sobel & Co. engagements exceed client expectations while complying with American Institute of Certified Public Accountants (AICPA), Securities Exchange Commission (SEC) and Government Accountability Office (GAO) requirements. Throughout his more than two decades of experience in the areas of financial reporting and tax compliance, Brad has been a trusted advisor, assisting clients with their financial and business plans. In this capacity, he has worked with a diverse mix of clients including closely held businesses across a range of industries, SEC registrants and non-profit organizations.

As he balances his existing duties at Sobel & Co. and his new challenges as President of the state CPA Society, Brad will set goals and objectives to work toward. One of those key initiatives will be to attract and retain new talent for the Society. Brad noted that, "Last year, the NJCPA polled young CPAs about what they need and want from the Society and also asked firms for guidance on engaging younger professionals. Results showed that networking, career guidance and access to job opportunities are the most important things that the Society can offer for a young CPA." As such, this year, it will be one of Brad's objectives to follow-up those efforts with focus groups comprised of young CPAs and other at-risk groups. He is interested in additional research into how to attract young CPAs to chapter, committee and interest group involvement.

Along with guiding the NJCPA to aggressively recruit younger members, Brad commented, "I'm also anxious to find ways to keep our current members involved. Whether it's new learning methods, career transition assistance, CPE administration or something else, we need to continue to look for ways to remain relevant for members especially as more and more accounting graduates start their careers in business and industry rather than in public accounting."

Brad holds a B.A. in Accounting from William Paterson University where he has also served as an Adjunct Professor of Accounting.

About Sobel & Co.

Sobel & Co. was originally established in Newark, New Jersey and has been successfully serving middle market, family-owned businesses since its inception in 1956. Today it operates from a single office in Livingston, NJ with over 110 professionals throughout the firm working in a collaborative and nurturing culture that supports its reputation for delivering valuable client services across a range of industries. The firm was built on core values that speak to the staff's commitment to each other, to clients and to the community.

About New Jersey Society of CPAs

The NJSCPA is the largest professional organization serving the needs of New Jersey CPAs. Representing the majority of the state's CPAs in public practice, industry, government and education, the NJCPA supports members in fulfilling their professional responsibilities and achieving success through leadership, education, networking and community involvement initiatives. Founded in 1898, the organization is governed by a Board of Directors, managed by a full time staff, guided by a strategic plan and constantly striving to serve the needs of every New Jersey CPA.

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