

## Member Profile:

# Kenneth H. Rick

Kenneth H. Rick, CPA and Partner at Janover LLC, is a man on a mission—a mission to both build wealth for his many loyal clients and to guide them in all their financial endeavors.

In his leading role at Janover, he is more than an accountant to his steadfast clients, he is a trusted adviser. “When you’re in the field for 30 years, you become a trusted adviser; you become a sounding board. When a client has only one or two owners, they call you first for advice.”

In that capacity, Ken provides them with recommendations and referrals to specialists in any given field, utilizing the vast network he’s acquired over the last three decades, whether it relates to pension specialists, estate attorneys, or any other associated field.

At Janover, recently honored in *Long Island Business News* as one of the best places to work on Long Island, Ken specializes in tax planning and structuring, compilations and reviews, financial planning, business consulting and advisory services, as well as bookkeeping services. These specializations correlate to his industry expertise in construction, retail and franchising and real estate, as well as professional, family business, and new business services. His long-



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standing relationships with his clients are the key to his practice and a testament to the work that he achieves for them.

After graduating *cum laude* from the State University of New York School of Business at Albany, Ken’s leap into ownership began back in 1997, when a close friend moved to North Carolina. This friend was working per diem for two small CPA firms, and upon leaving New York, Ken stepped into his shoes and eventually took over both practices. This set him on the path to ownership. 10 years later, in 2007, his firm Roberts, Rick & Moses, LLP merged with Janover LLC and he has been a partner there ever since.

His father was the one who really set him on the path to becoming both a CPA and a partner. Ken’s dad had served as a partner at Lopez, Edwards, Frank & Co., LLP, which later became Weiser Mazars. “My father taught me the ropes, with regards to accounting, and what I believe is the proper way to treat clients, as well as the people that you work with. I one-hundred percent got into this field because of my father.”

One of the challenges Ken sees facing CPAs today is the rapid growth in technology, combined with new regulatory requirements. “I see it as a challenge to



stay on top of cutting-edge technology, both in terms of educating your personnel as well as yourself. Also, there is a need to keep up with larger firms who have the means to access new technologies. We strive to produce the highest quality work in this regulatory environment.”

“Another challenge that Janover, and all firms alike face,” recounts Ken, “is in attracting, training and retaining quality young people to be successors in the profession, which is a rapidly changing one.”

This challenge is also faced by committees in the NYSSCPA, and by the organization itself. So just how is it addressed? Ken sits as a board member for the Nassau Chapter, and details some of the ways they work to address the problem. “We have set up the NextGen committee to deal with this issue, and are also targeting our events to younger people, trying to offer incentives to younger accountants.”

One way they do this is by offering them free entrance to events and seminars. “Our President, Anthony Basile, a professor at Hofstra University, is also trying to bridge the gap between education and the profession. We are all working on that.”

The Community Affairs and Public Relations committee (of which Ken is Chair) was formed to create and manage charity events. Its biggest event thus far is its annual 5k run in honor of Ellen Gordon, a CPA who worked at Lopez, Edwards, Frank & Co., and lost her life to cancer; the event is in her honor. This race has been run for more than 15 years and consistently raises \$10-\$15,000, with varied recipients receiving the charitable donations they amass.

Its current beneficiary is Island Harvest—the largest hunger relief organization on Long Island—and Ken is delighted to head up this community-enriching event. “I’m proud to be the chairman of that event

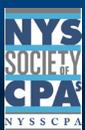
and to help grow the participation. We work to bring in outside runners and participants in order to raise money for charity, and it has been a big success.” The next run is scheduled for July 2018.

Ken would like to see his committee expand its service beyond just the 5k race. Currently, they hold a blood drive each November and other community events that promote the Nassau chapter of CPAs. They are also in the process of planning an event for spring, an event-filled picnic designed to reach out to CPAs that belong to the chapter, in a bid to make them more active in the organization. They hope to reach both younger and older members with these fun outings.

So just where does the future lie for Ken personally and professionally? In his off hours, Ken will continue to pursue his passions in gardening, riding his Harley, playing with his three dogs and strumming his guitar, as well as spending quality time with his wife and three daughters. On a professional note, he looks forward to staying active in his role at NYSSCPA and as a partner at Janover.

As for the future of the industry itself, Ken sees it headed toward an even greater use of technology: “Large firms are starting to use continuous audit technology, instead of waiting until the end of the year to begin testing data.”

Regarding taxes, he’s not a big believer in projecting the results of new tax bills, as “they’re constantly changing until they pass both houses and the President signs them. I think that even if personal tax preparation is simplified and business tax rates change, businesses will still need CPAs and business tax preparation. Also, I believe, financial reporting will not undergo a major overhaul as a result of this one bill.”



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