



FOR IMMEDIATE RELEASE

## **Fulcrum Partners Helping CPA Firms Serve Clients During Post-Pandemic Transition**

PONTE VEDRA BEACH, FLA -- (May 20, 2020) Managing Director & Partner, [Bruce Brownell](#), will represent [Fulcrum Partners](#) at the upcoming BDO Alliance Southeast Regional Meeting. Scheduled for June 25, the event will be conducted virtually, starting at 9:00 AM Eastern Time.

The mini-conference will kick off with a panel discussion targeted to help BDO Alliance CPA firms in addressing the challenges and impacts of the COVID-19 pandemic. Specific discussion topics include: the impact of COVID-19 on internal and external communications, remote working and technology, personnel and work hours, team engagement, cash flow, client service, business development and other aspects of firm operations; guidance for leading your own firm and your client firms through the challenge and an overview of how COVID-19 has impacted firms, local markets and the accounting industry as a whole.

Bruce Brownell will participate in the second of two panel discussions, which will focus on BRN (BDO's Business Resources Network) Alliance firms. Among the topics Bruce and other panelists will address are service offerings to assist with post-pandemic recovery for clients, including issues of workforce/HR, regulatory, cash flow, operations, technology and other relevant issues.

"The COVID-19 pandemic is likely to have a lasting effect on broad executive compensation issues, including incentive strategies, retirement preparedness and a much more heightened need for serious financial education," said Bruce Brownell.

"Pay elements may shift, risk tolerances may be lower and guarantees more coveted. We hope to provide discussion topics for CPA advisors and CPA firms so they can proactively rethink compensation structures sooner rather than later."

Joining Bruce will be panelists from The Capsa Group, LLC; LSQ Funding Group, L.C.; Reflective Energy Solutions LLC and OnDefend Services, LLC.

**About Fulcrum Partners LLC:** Fulcrum Partners ([fulcrumpartnersllc.com](http://fulcrumpartnersllc.com)) is a wholly independent, member-owned firm dedicated to helping organizations enhance their Total Rewards Strategy. Founded in 2007, today the company has offices in Atlanta, Georgia; Chicago, Illinois; Charleston, South Carolina; Columbus, Ohio; Delray Beach, Orlando and Ponte Vedra Beach, Florida; Honolulu, Hawaii; Los Angeles and Newport Beach, California; Portland, Oregon; Salt Lake City, Utah and Washington D.C. Fulcrum Partners is an independent member of the BDO Alliance USA. Learn more about the Fulcrum Partners Team at <https://www.fulcrumpartnersllc.com/fulcrum-partners-team/>.

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