

MY YEAR IN SUMMARY

By Lykethia Pierce, CPA

It is fulfilling to positively impact businesses. My enjoyable moments are as follows: guiding individuals and businesses toward tax stewardship; significantly improving individuals and businesses understanding of their responsibility to taxing authorities, partnering with entrepreneurs to fix tax compliance gaps; exchanging best practices on how to manage the ups and downs of entrepreneurship; being an information resource and motivating force using my original Twitter and Facebook hash tags *Tax Tiding*, *Our Tax Alert*, *Tax Grill*, *FaceIT Tax Tiding*, *Book Keep It*, *Biz Tip 4 Us*, *LP Buzz Word*, *On Lykethia's Mind* and *Today's Fortify You*; and, participating in conversations about life events that gear us toward excellence. Surely, the sharing of knowledge enables improvement.

Attending business expos has afforded me opportunities to show support to small businesses within the Birmingham region. The American Dream is dynamic. This fact was demonstrated during the 1st Annual Small Independent Business Showcase on Saturday, September 26, 2015 at the Pelham Civic Complex. I attended the Small Business Expo hosted by Operation Hope at the Boutwell Auditorium on Saturday, May 31, 2014. My goal for attending these events was to experience what other people are passionate about. Listening to the entrepreneurs talk about their trade was rewarding. You will be amazed at how the task of “liking” a business owner’s Facebook page boosts their morale. I look forward to building a relationship with many of them.

As an ambassador for the Birmingham Business Alliance (BBA) and Birmingham Venture Club (BVC), I warmly greeted and welcomed hundreds of entrepreneurs. I assisted BBA and BVC with their customer service goals. The benefits of volunteering have been twofold; whereas, I have been able to cultivate my personal brand and introduce my digital asset, @authenticCPA. The following mores describe my volunteerism: “In helping others, we help ourselves; It pays to put others first.”

In 2015, I joined the American Marketing Association Birmingham Chapter board of directors. I bring technical tax and accounting skills to this oversight body. My impact this year consists of establishing their bookkeeping process online, drafting the annual budget and servicing patrons at the registration desk at our monthly meetings. The marketer’s creativity influences me and I assist our chapter with complying with tax laws. The capacity we are building together is noteworthy.

The words progress and interchange describe my entrepreneurial journey. I practice the following words of Afrika Bambaataa, “treat people with greatness and greatness often comes back to you.” The motto “let us pursue greatness” is my reality. I have connected with many champions within the Birmingham region and we have grown professionally together. As we continue being tenacious and progressing during the long haul of entrepreneurship, we will surrender to excellence within The Magic City.