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Rainmaker Restructures Accounting Firm Consultancy

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NASHVILLE (JUNE 13, 2012)
BY MICHAEL COHN

The three service lines of the Rainmaker accounting firm consultancy are being reunified under the single name of The Rainmaker Companies LLC.



Troy Waugh

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The Rainmaker Academy was founded in April 1991, based on industry veteran and author Troy Waugh's vision to build a consulting practice to help CPAs and their firms transform and thrive by adding marketing muscle to their strategic lineup. The Rainmaker Companies have grown from hosting a single CPA at the initial training program in the early 1990s into a leading firm providing alliance, consulting and training services for the accounting profession.

Waugh, who is now CEO of Five Star 3 LLC, said Tuesday that the three service lines of the Nashville-based accounting consulting firm will now be unified under The Rainmaker Companies name to provide alliance, consulting and training services for the accounting industry throughout North America, Western Europe, and around the globe.

"Our mission has always been to help transform the lives of accountants in public practice," Waugh said in a statement. "We help our clients make the transition from number crunchers to number communicators so they can bring more value to their own clients."

In addition to Waugh, the executive team includes executive vice president and chief operating officer Angie Grissom, and Patrick Pruet, president of the Rainmaker Alliances and executive vice president of The Rainmaker Companies.

"We are excited and feel the time is right to unite our service lines under one entity, all with a new brand and

common identity," said Pruet. "Our plans for growth include adding associations to those we have in place while continually developing new programs and services that assist our accounting firm members in growing through better client service and improved efficiencies throughout their organizations."

Pruett leads The Rainmaker Alliances and manages seven accounting associations, including Enterprise Worldwide, one of the largest international associations with more than 70 member firms in 35 countries. The alliance team manages a series of niche-based associations for accountants specializing in the health care, real estate and construction, automotive, community banking, manufacturing and nonprofit industries.

The Rainmaker Consulting Group is led by COO Grissom, recognized by Accounting Today as one of the Top 100 Most Influential People in the Accounting Industry. Through its strategic growth advisor relationships, The Rainmaker Consulting Group helps firms focus on strategic initiatives, growth-driven marketing, and performance management.

The Rainmaker Training Group is led by Waugh, who for the last eight years has also been recognized as one of the Top 100 Most Influential People in the accounting industry. The Rainmaker Academy trains hundreds of experienced accountants annually. Rainmaker's curriculums are customized to meet the needs of each accounting firm client, and typically include offerings from The Leadership Academy, The Rainmaker Academy and dozens of other leadership and business development courses, all developed within the firm.

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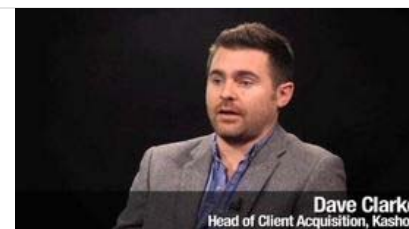
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MARCH 5, 2013

Our monthly collection of statistics from the world of tax.



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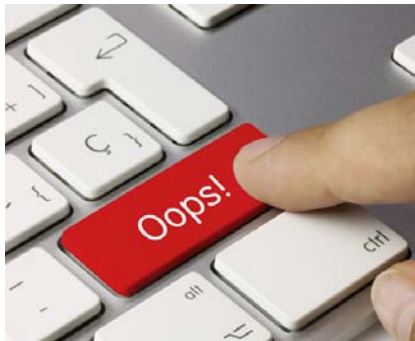
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