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Troy Waugh, CEO of Five Star 3, LLC, has announced that the three service lines of the Nashville-based accounting consulting firm will now be unified under one name - [The Rainmaker Companies, LLC](#).



The Rainmaker Companies is an alliance, consulting, and training resource 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. We help our clients make the transition from number crunchers to number communicators so they can bring more value to their own clients," says Rainmaker's founder Waugh.

The Rainmaker Academy was founded in April 1991, based on industry veteran and author 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 its first training program in the early 90s, to a leading firm in the accounting industry providing a full suite of alliances, consulting, and training services.

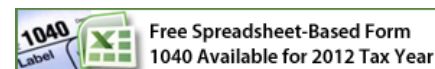
In addition to Waugh, the executive team of The Rainmaker Companies includes Angie Grissom, executive vice president and COO, and Patrick Pruett, president of The Rainmaker Alliances and executive vice president of The Rainmaker Companies.

"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. 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," says Pruett.

The Company's Three Service Lines

The Rainmaker Alliances, led by Pruett, manages seven accounting associations, including Enterprise Worldwide, one of the largest international associations in the world, with more than seventy member firms in thirty-five 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 non-profit industries.

The Rainmaker Consulting Group is led by Grissom, recognized 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,



Voice of the Editor



In case you thought you were doing everything right on your audits, here's the PCAOB to tell you about your shortcomings. In a recent report, the oversight board found that almost half of the audit firms they inspected had at least one "significant audit performance deficiency." The PCAOB called out small firms and big firms alike in its report, so, at least in terms of audit performance, size didn't seem to make a difference. Check out the PCAOB's list of the [top nine audit problems](#).

[Read more](#)

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It's about Improving Your Communication Skills

The mission of The Rainmaker Companies is to transform the lives of accountants in public practice by helping them improve their communication skills. Helping accountants make the transition from "Number Crunchers" to "Number Communicators" enables them to improve their professional satisfaction, perceived value, and profits.

— Troy Waugh, CPA, CEO

This Week on AccountingWEB

E. Bernard Goodrich of the AICPA and **Karen West of OSCPA** talk with AccountingWEB about the [2013 Accounting Scholars Leadership Workshop](#).

Steve Saah, director of permanent placement services at Robert Half International, shares [good news about 2013 job market](#) for accounting professionals.

The [AICPA Economic Outlook Survey](#) results are

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. The curriculums are customized to meet the unique 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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out. **Jim Morrison, CPA, CGMA, CFO of Teknor Apex**, shares his thoughts with AccountingWEB.

FAF spokesman John Pappas talks about recent release of the four-volume print edition of **FASB Accounting Standards Codification**.

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