

As Seen In... Forbes, January 1, 2010

LSRH Becomes One of Nation's Fastest Growing Accounting Firms, Retains Agility of Local Firm

While Louisiana's economy outpaced most of the nation in the first three quarters of 2009, many business leaders in the region were tempted to hold their corporate breath, waiting for changes from the new federal administration and for an economic turnaround. Weathering challenging economies and changing regulatory environments is a part of LaPorte Sehrt Romig Hand's DNA. Founded in 1946, the full-service CPA firm has advised closely held and mid-sized businesses through 11 recessions and expansions.

"What decision-makers do during difficult times will be as important as actions taken once the dust has settled," advises William T. Mason III, LSRH's president and CEO. "Now is a critical time to make plans for your business and your personal estate to capitalize on current opportunities and position yourself to meet your financial goals."

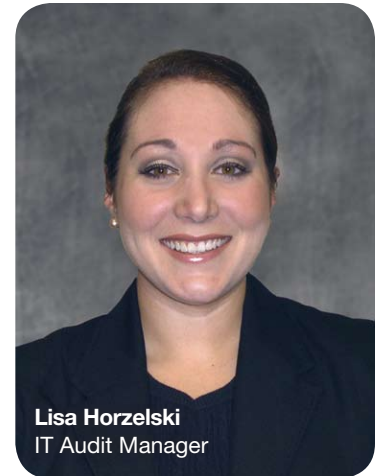
Among the largest CPA firms in the state, LSRH is built on a business model not typically found among its peers. Emphasizing the firm rather than individuals, LSRH allows clients to draw from the strength of a stable group of professionals led by a senior-level member. Teams organize and build expertise around select industries such as construction, financial services, public sector, health care, hospitality/entertainment, legal services, nonprofits (including public and private foundations) and real estate, and in topics such as the special needs of the family-owned business. The firm's membership in the RSM McGladrey Network gives clients the extra benefit of full access to specialists and services of a national/international firm, if needed.

"Our clients have the advantage of working closely with locally based, easily accessible senior-level professionals supported by a committed team," explains Mason. "We have the luxury of time to develop proactive strategies for clients and we avoid inefficiencies due to the lack of continual staff turnover common in many other firms."

The industry has taken notice. *Inside Public Accounting* named LSRH an "All-Star Firm," ranked it among the "2009 Fastest Growing Accounting Firms in the U.S.," and ranked it within the



William T. Mason III
President and CEO



Lisa Horzelski
IT Audit Manager

top five in growth. *Practical Accounting Magazine* placed LSRH among the top 15 firms in the Southwest for both 2008 and 2009.

Strong Values-Based Culture Makes LSRH Employer of Choice

Key to LSRH's ability to retain sought-after professionals is the firm's high hiring standards and continuous opportunities for professional and personal development. "Whether they come here from larger, national firms or direct from college, our staff are immersed in training opportunities and service opportunities in local organizations. In addition to learning traditional technical services, they are also becoming strong business advisors and practice developers," says Mason. "It's one of the reasons we are the only firm in the state listed by Accountants Media Group as one of the 60 Best Accounting Firms to Work for in the U.S. for both 2008 and 2009."

Lisa Horzelski, formerly with a Big 4 firm and a current LSRH manager, comments, "Here, you are a name versus a number. Participating in the firm's Business Growth Plan™ program allowed me to consider my strengths and weaknesses and to develop a personal plan for achieving my career goals. Our year-round coaching meetings and the interactions with peers is a unique approach to helping younger professionals accomplish both their and the firm's goals."



**LAPORTE SEHRT
ROMIG HAND**
CERTIFIED PUBLIC ACCOUNTANTS

www.laporte.com

Metairie 504-835-5522 | Covington 985-892-5850 | Baton Rouge 225-296-5150

LSRH Services

- Accounting Consulting Services
- Audit Services
- Business Consulting
- Business Valuations
- Estate Planning
- Financial Planning
- Human Resource Consulting
- Law Firm Practice Management
- Litigation & Forensic Accounting
- Profitability Enhancement
- Tax Consulting Services