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## Walking the talk of leadership

*CPA alumnus chairs Virginia Society of Certified Public Accountants* BY PAULA POLGLASE ('92, '96M)

**M**any people take the mantra “walk the talk” to heart. **Bradford R. Jones ('87)** embodies this belief and takes it to work daily. Last year, Jones chaired the board of directors of the top leaders in his field – certified public accounting. Jones chaired the Virginia Society of Certified Public Accountants board during the 2010–11 fiscal year. The VSCPA has 9,000 members who work in public accounting, industry, government and education.

Jones has a long history of leadership in the Virginia Society of Certified Public Accountants and the CPA profession. An accounting major, Jones is principal/owner of PBGH Financial Advisers in Fredericksburg, Va. He began working with PBGH in 1988 in its home office, founded in Harrisonburg, Va.

Jones passed the CPA exam in 1990 and earned the Certified Management Accountant designation in 1994. He has earned the Certified in Fraud Forensics credential by the American Institute of Certified Public Accountants.

During his term as VSCPA chair, Jones supported the society's top five strategies and maintained an intense focus on increasing VSCPA membership. Jones also focused on a personal agenda item – promoting CPAs as top candidates for leadership.

“CPAs are the people I'd like to have sitting at the head of the table,” Jones says. “CPAs need to be leaders because we are CPAs first. Every day, CPAs render opinions based on sets of rules and objective criteria. They are trained to be objective and impartial. Leadership may mean leading by proactively offering skills to an employer, charitable organization or community organization. CPAs bring the four cornerstones of our profession


to any leadership position – integrity, objectivity, independence and competence.”

Jones says the VSCPA's top five strategies for the next two years include addressing the unique opportunities and challenges in the VSCPA's geographic areas; serving as the premier provider of education to CPAs in a challenging financial environment; providing a resource of unbiased information on Virginia business, finance and economy; providing a membership dues and category structure to gain new members; and offering an initiative for students and young professionals that supports aspiring CPAs.

The VSCPA initiated a student membership drive that includes free membership for accounting students, campus visits and the VSCPA Leadership Institute, a two-day leadership training class for high achieving college accounting students.

“VSCPA wants students to network with potential employers and learn about significant developments in the profession,” says Jones.

In addition to chairing the 2010–11 VSCPA board, Jones is a member of the American Institute of CPAs, the National Association of Valuation Analysts and the Institute of Management Accountants. He has taught credited accounting courses at Strayer University, and he taught a variety of accounting and tax

courses as an adjunct instructor for Germanna Community College. He has served as president of the VSCPA Battlefield Chapter, as a member of several VSCPA committees, as a board member of Fredericksburg nonprofit organizations, and as an active member of the Fredericksburg Regional Chamber of Commerce. 

**\* Learn more about Bradford Jones ('87) at [http://www.pbgh.com/index.php?option=com\\_contact&catid=78](http://www.pbgh.com/index.php?option=com_contact&catid=78).**



**Bradford R. Jones ('87) is a partner with PBGH in Fredericksburg, Va., and chaired the Virginia Society of Certified Public Accountants during the 2010–11 fiscal year.**