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40 Under 40 Winner *Richard L. Wolf*

by **Rebecca Logan**

Richard Wolf could be called an ambassador to the future crop of hip CPAs.

At age 33, Wolf has almost two years of experience as a principal at Owings Mills-based Hertzbach & Company and, in that role, has already made a mark on the accounting world.

But for many, what makes Wolf stand out all the more are his efforts aimed at encouraging others to do the same.

Wolf was involved with the formulation of the New/Young Professionals Network and this summer began his term as NYPN's chair.

That group was started a few years ago as a way to help the Maryland Association of CPAs attract new members. Wolf said that new member recruiting has grown more challenging due to rule changes that now require 150 credit hours before sitting for the big exam.

"It used to be as soon as you graduated, very quickly after that, you became a CPA and you joined the MACPA," Wolf said. "Now the process is taking longer."

Wolf is also a leader in his firm's recruiting and talks often to students at Loyola College, Towson University and Villa Julie College.

"He is able to enthuse them," said Al Michenzi, chair of Loyola's department of accounting. "He speaks their language."

Wolf said he always explains how his job is different each day, a fact many students aren't expecting to hear.

"I try to explain to them that being an accountant doesn't have to be only that one thing," Wolf said. "It doesn't have to be just taxes. It doesn't have to be just financial statements. It's consulting. It's hand-holding of your clients. It's about service as a financial resource for your clients."

Wolf said when he explains to students that accounting can mean forensics and testifying in court, the response is usually met with "Wow, I didn't know you did that."

At Hertzbach, Wolf's area of expertise is in assurance services. His clients include construction, professional services, nonprofit and manufacturing companies and organizations. He also has experience in audits of employee benefits plans.

Wolf was an early proponent of what is now MACPA's Leadership Academy. Launched in 2005, the academy is not under NYPN's direction. "But we kind of feel some pride in being the ones that really helped put it out there and to start the process," Wolf said.



Richard L. Wolf

Title: Principal

Company: Hertzbach & Company, P.A.

Age: 33

Education: Bachelor's degree in accounting from Emory University

Family: Wife, Laura; children, Jacob, 4, Lily, 1

Volunteer activities: Chair of the New/Young Professionals Network of the Maryland Association of CPAs; treasurer and past president of the Sports Boosters of Maryland; New Leadership Task Force, Israel Bonds of Maryland

Advice for young people in the workforce today: "Get involved, not only in your professional life, but your personal life as well. Also, don't be afraid to ask questions."

What's on your iPod? U2, Counting Crows, Bruce Springsteen, Grateful Dead

Text, e-mail or cell phone: E-mail

Last book read: "The Road," by Cormac McCarthy

Favorite TV Show: "Entourage"

