

# Accurate valuation of family values

## FATHER-SON ACCOUNTING FIRM IS FRIENDLY TO MOMS AND KIDS



PHOTOS BY DAVID PERRY | STAFF

Kristina Livesay, right, watched Carah Boggess' son Carter, left, daughter Libby Livesay and Brooke Corbin in the firm's free child care.

By Karla Ward

HERALD-LEADER BUSINESS WRITER

The Livesay Group is a family business in more ways than one.

Its managing partners are a father and son, and the company offers flexible scheduling that has allowed four experienced CPAs to hold on to their careers while focusing on their families.

The accounting firm is managed by Bob and Bobby Livesay, who come from a long line of number-crunchers: Bob's father and grandfather were also accountants.

Bob Livesay is a longtime employee of Host Communications, and Bobby Livesay has worked at Southland Christian Church for the past six years as director of finance.

The Livesay Group opened for business at 3728 Willow Ridge Road in May.

The company has been formed at a time of increased interest in accounting that was spurred by recent scandals involving companies such as Enron, MCI/WorldCom and Tyco.

Between 2000 and 2004, enrollments

in-accounting programs increased 19 percent nationally, according to the American Institute of Certified Public Accountants.

And new graduates are finding plenty of work.

Stricter accounting rules recently enacted under the Sarbanes-Oxley Act have created a demand for more accountants.

Last year, the number of new accounting graduates hired nationally increased 17 percent over the previous year.

"The demand is there," said David A. Ziebart, director of the Von Allmen School of Accountancy at the University of Kentucky.

The Livesays hope to build a niche serving small companies that don't have a large enough business to hire a full-time accountant but that need someone to check their books occasionally.

"A lot of people will (only) use an accountant for their tax return," Bobby Livesay said.

See CPA, C3



Bob Livesay, left, is an accountant. So is his son, Bobby Livesay. In fact, the Livesay family is now on at least its fourth consecutive generation of accountants.