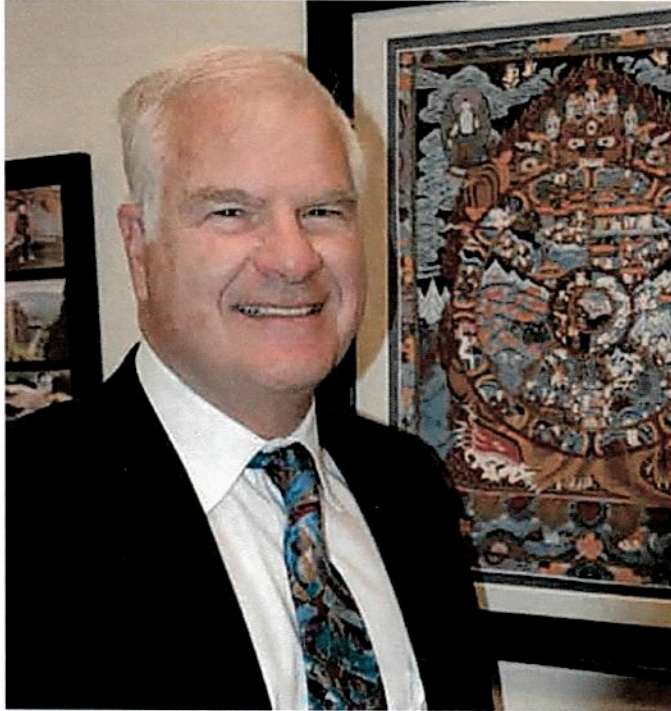


Feldman to Receive Life Member Honor



Ira S. Feldman, CPA, CVA, CEP, will be honored at the Society's Annual Meeting on May 14

Ira Feldman is an icon in Arizona accounting circles, known as the leader/creator of the popular Phoenix Tax Workshop program and as founding partner of Toback CPAs, P.C., one of Arizona's largest local CPA firms before its sale to RSM McGladrey in 2000.

"I've been lucky in my career and have been fortunate to take advantages of the many opportunities and forks in the road that have presented themselves to me over the years," says Feldman who says he decided to study accounting because there was no language requirement involved. He became inspired to pursue an accounting major after being inspired in an Accounting 1A class at the University of Arizona taught by Professor Elmer Thurma. He went on to get his B.S. in Business Administration from the University of Arizona and his MBA from Arizona State University.

Feldman accepted an offer to work for the L.A. office of Peat, Marwick, Mitchell & Co. and when the time was right, was able to move back to Arizona. He built his own firm here and has worked with more than 5,000 employees and 13 partners over the past 50 years.

When asked about the state of the accounting profession, Feldman opined that there tends to be more "mechanics than engineers" coming out of schools recently. "We need more architects, not draftsmen - CPAs need to start using their minds to come up with the answers."

An extensive author speaker on tax and business topics, Feldman has been active in the profession and his community, including being a delegate to the White House Conference on Small Business and president of the Arizona Small Business Association. He has been quoted in the *Wall Street Journal*, the *New York Times*, *Money Magazine* and *US News & World Report* and *USA Today*.

He was also director of the DeGrazia Art and Cultural Foundation, and has several original DeGrazia paintings in his office. "DeGrazia was a personal



(Top) Ira Feldman in his office in front of a Wheel of Life painting he got on his travels to Bhutan. **(Bottom)** Feldman travels to the top of the world— Antarctica.

friend and client of mine for many years,” says Feldman.

One of Feldman’s greatest contributions to the Arizona accounting profession has been as the founder of the Phoenix Tax Workshop (PTW) in 1974, and as editor of the *Arizona Tax Guides*, a program that was recently taken over by the Arizona Society of CPAs, with close involvement by Feldman. “The Society has been doing a great job with PTW,” says Feldman who hopes to find a new chair and step down entirely in the next two years.

“I have recently tried to wind down my practice a bit and work only 40 hours a week,” comments Feldman. Throughout his career, Feldman says he put in an average of 70 hours of work a week. “I work hard, but then I play hard too,” says Feldman who enjoys using his down time to travel all over the world, from Antarctica to Africa, to the mountains of Bhutan or a tour of Cuba.

“My wife and I have always gone on a trip together every year, and then we go on one with the whole family,” says Feldman. He makes an effort to go on at least one vacation a year that is more of an active or adventure vacation. Feldman looks for the unusual places and always chooses to spend time with the people of the country, whether it is in a school or a retirement home, or something similar.

When asked what places he has most enjoyed visiting, he says, “For the animals, it has to be Africa or Galapagos Islands, and of course Antarctica for the penguins was a particular highlight.” He also recently enjoyed his trip to the monasteries in Bhutan and he was privileged to go on a special tour to visit Cuba, a place that is a “perfect example of how government can go wrong.”

“I think traveling expands our minds and teaches us to respect our own world better,” comments Feldman.

Feldman will receive the Life member honor at the ASCPA Annual Meeting at the Arizona Biltmore Resort on May 24.
—by Patty Gannon

I first met Ira during a recruiting visit to Los Angeles office of Peat, Marwick, Mitchell & Co. (PMM&Co.) in May of 1968. Ira was asked by the head recruiter to take me to lunch that day since Ira had gone to the same university. I was impressed with Ira and the management and staff at the office and signed with the firm at the end of my visit.

Ira and I both transferred to the Phoenix office of PMM&Co. Ira quickly established himself as a very knowledgeable and highly respected tax practitioner of the Phoenix office. He would eventually become a partner in his own firm, Toback, Rubenstein, Feldman and Murray, one of the largest locally-owned CPA firms in the state. I eventually became a partner with Ira in that firm.

Ira and I have been friends ever since we had lunch that day in May of 1968. I have observed his growth and accomplishments over the years as he has achieved success as one of the city’s – and state’s, outstanding tax and business consultants.

Ira, congratulations on receiving the ASCPA Life Member Award. You are a most worthy recipient.

—Don Bays, CPA,
Henry & Horne, LLP