



## ISCPA member spotlight

Danny Stafford  
Iowa City

**What inspired you to become a CPA?** I started off as a finance major, but added accounting as a second major after I realized a finance degree didn't open up the same quality of job prospects available within the accounting profession. Once I decided to pursue an accounting degree, sitting for the CPA exam was never in question.

**First job as a CPA?** Auditor at a national firm.

**Tell us how you got to where you are today?** I was referred to LattaHarris through a mutual acquaintance whose brother-in-law is a partner in our Washington office. Best referral I've ever received - thanks Jake!!

**What's your favorite thing about your job?** The people I work with, both internally and externally to our firm. LattaHarris is filled with some of the most talented, hardworking and humble professionals I've had the privilege to work with. It truly is an "Iowa nice" firm and I think this has paid off with an incredible amount of both client and employee loyalty through the years.

**What do you like most about living and working in Iowa City?** Iowa City really is a small town with some big town features in its restaurants, shopping center/department stores and culture. My wife and I both went to University of Iowa, so we have some nostalgic connections with the town. Plus, my commute from home to the office is only five minutes so that's a plus!

**What message do you have for high school and college kids about a career as a CPA?** Don't become too enamored by the large firm aura. You will certainly get great experience at large firms, but in the end most CPA firms are providing the same services and we're all bound by the same standards. In my experience and from discussions with others, the best personal job satisfaction and opportunities are coming out of small firms.

**How has being a member of ISCPA helped you personally? Professionally?** ISCPA adds a lot of value to the CPA community in Iowa through quality CPE classes and professional networking opportunities.

**What is something important to you outside of work?** Big Brothers Big Sisters of Johnson County, because the organization supports the future of our communities.

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Danny and his wife Dana live in Iowa City with sons Griffin (5) and Mason (3).

**Job:** Assurance director, LattaHarris LLP, Iowa City

**Hometown:** Waterloo

**Alma mater:** University of Iowa

**Professional/community activities:** ISCPA Leap Committee, Big Brothers Big Sisters of Johnson County board member

**First job as a kid:** News carrier for the Waterloo/Cedar Falls Courier at age seven.

**What I wanted to be when I grew up:** An airline pilot.

**Best advice ever received:** If everything seems to be going well, you have obviously overlooked something.

**In my free time, I prefer to:** I don't know that I prefer to, but I usually end up working on some sort of home improvement or yard project.

**I am passionate about:** My family

**Favorite movie:** "The Big Lebowski"

**Favorite food:** I recently bought a Big Green Egg and have been experimenting with it quite a bit. Most people don't realize how versatile it is - it's a grill, smoker and oven all in one. Reverse seared ribeye steaks, pizza, burgers and cedar planked salmon are my favorites, but anything that comes off it is awesome!

**Last book read:** Norman Schwarzkopf's autobiography, "It Doesn't Take a Hero"

**Favorite vacation spot:** Mexico

**People don't know this about me, but:** I got my private pilot license when I was 17.

**Favorite band:** Hard to specify a favorite, but I'm definitely on a Metallica kick after seeing them in concert at the Newton Speedway on June 9!

**What do people in your community look to you for — outside of being a CPA:** A cold beer on the weekend.

**Secret or special talent:** I'm a Brazilian Jiu Jitsu blue belt under John Gutta of Tipping Point BJJ in Cedar Rapids.

**Someone I miss:** My dad, who passed away in 2007.