



**RICK TELBERG**  
**Principal**

Rick Telberg brings a unique background and perspective to the accounting, tax and finance community. He is a veteran editor, publisher, media executive, analyst and commentator on the profession. As principal and founder of Bay Street Group LLC, Mr. Telberg develops and builds research, marketing, communications, e-commerce and custom publishing strategies and programs for accountants and the vendors who support them.

But he is probably best known currently for his work at the [American Institute of Certified Public Accountants](#), where he is Editor at Large, Director of Online Content and Editorial Director of Custom Publishing. His weekly [At Large](#) column in the [AICPA Insider](#) is the most widely read commentary in the profession, distributed electronically to all members of the Institute. And his most recent research and commentary can be found at his web journal, [www.telberg.com](http://www.telberg.com).

With a reputation for being provocative, informative and entertaining, he has appeared as a conference keynoter for the American Institute of Certified Public Accountants; the National Association of State Boards of Accountancy; the Association for Accounting Marketing; the Tax Exempt Organizations Conference; the National Association of State Auditors, Controllers and Treasurers; and various other national and international professional associations.

As a commentator, he has been quoted in numerous national publications, including Time, Fortune, Forbes, Worth, the Wall Street Journal, the New York Times and USA Today. He has appeared on television and radio, including CNN, the PBS Nightly Business Report, and the Wall Street Journal Report.

Before launching Bay Street Group LLC, Mr. Telberg served as Senior Editorial Director of Pro2Net Corp., now <http://www.smartpros.com/>, a Seattle-based web portal for business professionals, and later as Director of Online Content at CPA2Biz, [www.cpa2biz.com](http://www.cpa2biz.com), the marketing and distribution unit of the [American Institute of Certified Public Accountants](#).

Previously, Mr. Telberg served as the longtime Editor-in-Chief of Accounting Today, the business newspaper for the nation's tax and accounting community, and as Vice President/Group Publisher in charge of the general accounting division of Thomson Financial, overseeing the Practical Accountant, Accounting Technology, and ElectronicAccountant, now [www.WebCPA.com](http://www.WebCPA.com).

Telberg was presented with a special citation by the National Society of Accountants for service to the profession and has served on a variety of boards and steering committees, including BKR International and the IBM Small Business Advisory Council.

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