



Association News

Quarterly Newsletter for the National Association of Certified Valuers and Analysts



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Outstanding Members—First Quarter 2013



Tracy L. Coenen
CPA, CFF

Tracy L. Coenen is a forensic accountant with Sequence Inc. Forensic Accounting in Milwaukee and Chicago. She started the company more than 13 years ago, and is primarily a solo practitioner, although she sometimes partners with other professionals on cases when additional support or expertise is needed.

She holds a Master of Business Administration and an Honors Bachelor of Arts in Criminology and law studies, both from Marquette University in Milwaukee, Wisconsin. In 2010, Tracy was honored as the Entrepreneurial Award winner from the College of Business Administration for Marquette's National Alumni Awards.

Tracy works exclusively in the area of forensic accounting, focusing on corporate fraud, white collar crime, and family law cases. She says that putting together pieces of a puzzle to get to the bottom of a fraud keeps her energized and excited about her work. Although working as a solo practitioner can be hectic at times, Tracy says she enjoys the freedom and flexibility she has by working alone.

One of the most common questions Tracy is asked is: "How did you get into forensic accounting?" An affection for Encyclopedia Brown (boy detective!) books in grade school might have hinted toward a future career. But it was a course called Financial Crime Investigation as a young criminology student that truly set Tracy on the path toward becoming a forensic accountant.

A favorite part of her job is marketing. Most of Tracy's cases come from attorneys, on behalf of their clients, and she has built Sequence Inc. through word-of-mouth and extensive professional writing. She has written well over 100 articles for professional publications, and has written thousands of blog posts across a variety of websites. She even helped launch a personal finance blog that made Time Magazine's list of "25 Best Financial Blogs" in 2011.

Tracy has written two books, *Expert Fraud Investigation: A Step-by-Step Guide*, and *Essentials of Corporate Fraud*. She has also written continuing education courses, and contributed to books such as NACVA's *Foundations of Financial Forensics*. She has been an instructor for dozens of seminars, conferences, and continuing education courses, including NACVA's Consultants' Conference and the Cornerstones of Financial Forensics Workshop. She also serves on the Editorial Board of NACVA's *The Value Examiner*.

What about her free time? Although she works a lot (and likes doing so!), Tracy is committed to having regular free time to recharge herself. She likes to travel

is committed to having regular free time to recharge herself. She likes to travel and try ethnic foods, and her most recent challenge is learning how to play the violin.



Suzanne M. Trimble
CPA, CVA, CFFA

Position and Experience

Principal owner, Suzanne M. Trimble, CPA, APC has over 25 years experience in public accounting, financial analysis and valuation in Alaska. As a Certified Valuation Analysts she has performed valuations of business enterprises for the purposes of shareholder buyouts and disputes, strategic planning, succession planning which includes family wealth transfer devices, IRS support, divorce and marital dissolution valuations, life insurance adequacy, annual gifting programs, and gift and estate tax planning. She has rendered services in litigation matters and has qualified as an expert witness to testify in court on business valuations and forensic matters. She has rendered litigation and forensic services in domestic marital issues, insurance claim matters, lost profits, personal injury, and asset misappropriations. Suzanne became a certified valuation analyst (CVA) in 2008 and a certified forensic financial analyst (CFFA) through the NACVA in 2010.

NACVA Affiliations and Benefits

Suzanne says that NACVA membership has been invaluable to her valuation practice since Suzanne became a member in 2008. The organization has helped her succeed in the growth of her practice by materially increasing revenues each year for the past three years due to her valuation and forensic assignments. The NACVA valuation resources and association mentors have been a wonderful benefit to her. Their CPE classes and NACVA Conferences which she attends annually are bar none, some of the best to be found in the industry. In 2012 Suzanne started an Alaska State NACVA Chapter and is the Chapter President. The Alaska Chapter has been able to create a great network for local NACVA members and peers. The Chapter meetings have developed mentoring relationships, and broadened her leadership skills. The Alaska Chapter has been having monthly meetings in Alaska since 2012. The chapter had its first NACVA CPE meeting with Michael Kaplan as the instructor in August 2012 and had 20 of 33 members in attendance. The Alaska Chapter is planning two future CPE meetings for the summer of 2013 based on their memberships needs.

Personal / Other

Alaska has been home for Suzanne since 1970. Suzanne Trimble met her life-time partner at her high-school in Alaska. She has been married to her high-school sweetheart, Fred Trimble, since 1979. They have one wonderful son, Stephen, (age 31), who is their pride and joy. Suzanne, Fred, and Stephen are

all graduates from the University of Alaska. Fred is a computer programming/analyst with ConocoPhillips and is a very creative guy in his own right. Stephen is a Mining & Power Business Developer in Alaska and works for URS Corporation. Stephen has broad involvement and leadership with the State, University, Industry, and Community in which he lives. In their spare time, and as a way to recharge, they escape to their hard-rock gold mine in Alaska just over one hour away from home. They dabble in mining for the "mother lode" on their mining claims as well. They have a fully equipped off the grid A-frame at 4,000 feet elevation, and have the property powered with solar panels year round. They downhill ski in the winter and mountain climb in the summer to keep fit and young in spirit, which is why they love Alaska and can't imagine living anywhere else.

Suzanne can be contacted at sue@smtcpa.com and her firm's web site is www.smtcpa.com.