

WOMEN *of* DISTINCTION



Alliance Accounting

Melissa Yager - Owner

Success Magazine: Melissa, how long have you been an accountant? Why did you choose this line of work?

Melissa Yager: I have been an accountant for seventeen years. I always knew I would do something with money and business—I remember playing with checks and pretend invoices as a little girl. I took my first accounting class in high school and I was hooked. Math has always been one of my strengths—I like working with numbers.

SM: Where did you work prior to starting Alliance in 2008?

MY: I worked at Peter Harris Clothes as a staff accountant and senior staff accountant for over ten years. With no near-future opportunity for advancement in the company, I left to pursue a position with ACS Copy as controller. Most

recently I worked for a local accounting and consulting firm as a senior staff accountant.

SM: You opened Alliance Accounting with your sister-in-law, Chris. Why did you decide to join forces and how do your combined experience and skill-sets contribute to the overall success of your firm?

“ We never lose sight of the fact that our relationship with each individual customer is our greatest alliance. ”

MY: Our work experiences provide such a great balance for the company. Chris brings the experience of working in larger “corporate America”. My experience comes from working with smaller, family owned businesses and entrepreneurs.

SM: What services do you offer?

MY: Alliance Accounting offers a complete line of services specifically tailored for smaller businesses and entrepreneurs. We provide everything from payroll processing to full-service bookkeeping including accounts receivable, accounts

payable, general ledger, bank reconciliations, month end closings, and financial statements.

SM: You have built your business on core values and principles. What are they, and why are they so important to your strong foundation?

MY: Our goal is to constantly provide the very best service to our clients, and to always exceed their expectations of what a great business partner should be, rather than just providing “what accountants do.” We never lose sight of the fact that our relationship with each individual customer is our greatest alliance.

SM: Why can a client trust Alliance Accounting? What have you done to ensure a positive client experience every time?

MY: High ethical and moral standards were the very rock upon which Chris and I decided to form Alliance. We do not believe in leading clients down any path that isn’t “the right way,” ever. I think the very fact that we built our entire company on those beliefs and standards—and that we keep them on the wall as our mission statement—gives our clients an inherent sense of trust.

SM: How do you achieve balance in your life? What tips would you give to other potential entrepreneurs struggling with finding a balance between work and personal time?

MY: Time management and organization are key. You need to be able to juggle well, be effective, and have a clear sense of purpose and direction. I strive toward all of those things—though some days it certainly does not feel like I’m anywhere close!

SM: Your husband owns a very successful siding business. What role do you play in his business and how do you manage to juggle the two?

MY: I play the role of CFO, Web site developer, marketing manager, human resource manager, and any other hat that may come up. I schedule time each week that is dedicated to focusing on his business. I’ve learned so much while helping to build his business, and I want to share my experiences, findings, and knowledge with other entrepreneurs.

SM: What personal characteristics are most important for success?

MY: Communication, organization, dedication, determination, honesty, and integrity.

SM: What does success mean to you?

MY: To me, success is completing a task prior to the deadline and knowing that I couldn’t have done it better.

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