



my ferf®

By Howard Bornstein, CPA



First job?

Soda jerk at Baskin-Robbins 31 Flavors

Current job?

Chief Financial Officer

Childhood dream?

To be a firefighter and steer the rear wheels of a hook and ladder truck.

Best personal advice received?

To be a leader you have to be humble.

Greatest professional challenge?

Realizing that I did not have to have all the answers when I became a Big 8 partner.

Best professional advice to give?

Treat everyone you encounter the same, with respect, and the dividends returned to you will be five-fold.

How has FERF research helped you professionally?

Most importantly, it gives me a perspective on how other companies are dealing with technical and business issues.

Why donate to FERF?

As a Financial Executives International (FEI) Chapter leader, I think it is important to support a key resource provided through my FEI membership.

For more than 70 years senior-level financial executives, like Howard, have depended on Financial Executives Research Foundation's (FERF) relevant and unbiased research to deliver timely answers to difficult questions. Experience the value FERF offers firsthand by downloading one of our must-read research reports today.

DON'T DELAY - MAKE A DONATION TO FERF!

LEARN MORE AT WWW.FERF.ORG

