



## AN INSIDE LOOK

### What aspect of your business do you like best?

I love talking with clients, getting to know their businesses and their families and being able to provide solutions that make sense and are cost effective. It's very interesting and satisfying working

with business owners of all types.

### What has experience taught you that you did not learn in your formal education?

There is no substitute for being honest and treating people with respect, be they clients, vendors or employees. Never take a person's trust for granted.

### What advice would you give a recent grad just starting their career?

I would tell them to do and be for others what they would want others to be and do for them. Respect and appreciate people but don't compromise on what you think is right.

### What would you tell a woman business owner that might be different from what you would tell a man?

Find a group of advisors in complementary businesses that fully support you and can help you with tough decisions. Learn from their input and experience.

### What qualities do you have as a woman owned business that make you different from a male dominated firm?

We have an unparalleled level of compassion and loyalty for our clients. We want to help them in any way we can, including teaching them how to make wise business decisions so they can function from a position of strength.

### What three words describe you best?

Honest, optimistic, fun loving.

### What do you do when you're not working?

I love spectator sports (I'm a Cubs and Bears fan) and enjoy spending time with family and friends. I like travel and reading and have been known to swing a golf club on occasion. FORE!

### What are your "words to live by"?

"Finish each day and be done with it. You have done what you could. Some blunders and absurdities no doubt crept in; forget them as soon as you can. Tomorrow is a new day; begin it well and serenely and with too high a spirit to be encumbered with your old nonsense."--Emerson

### Catherine Riddick, CPA, JD Founder

After graduating from Washington and Lee University Law School, Catherine got her start in the tax department of KPMG's Chicago office where she served middle-market clients in a number of different industries. In 1994, after ten years at KPMG, she founded FRS & Associates. Shortly after, Catherine combined the business of FRS with two other accounting firms, managing them as one entity – XPonent Group. Today, Catherine leads the firm in providing planning, financial reporting, outsourcing, and tax services to a diversity of satisfied clients.

Catherine's experience at a big 10 accounting firm and her experience as a woman business owner give her an advantage that serves her clients well.