



Perspectives: COVID-19 impact

Shaun Davis

Founder & Managing Partner – S. Davis & Associates

The pandemic is something that we've never experienced. With the shutdown of the economy, as a business owner you have to figure out what to do. I have different lines of business. Some deal with airports, some deal with professional services, but on the whole, there are a lot of different interests, and we had to adjust. As a CPA firm, we were also an essential business so we never shut down. ■

George Platt

Managing Partner – LSN Partners

When you are in the public affairs business, you are in the communications business. Communication always requires a back and forth, a sender and a receiver, and it's always more difficult when you can't have in-person meetings. But I'm sort of astounded by the way in which we have all adapted under COVID-19. The pandemic has advanced technology by about five years. ■

Michael Sluka

Regional Leader – B2B CFO

There was a blip during 2Q20 where a lot of business owners went into reaction mode, looking at ways to cut their expenses. It was reactive. Professional services did lose project business volume from existing clientele trying to cut down their level of expenditure. By 3Q20, those clients realized it was not a sustainable business model. They began to evolve into a more strategic outlook that tended to bring back the on-call expertise. ■

(■■■) move to Broward County, with a particular focus on key industries that can provide high-quality, high paying jobs. These include aviation and aerospace to global logistics, headquarters, life sciences, manufacturing, marine industries and technology. The region offers a qualified target industry refund that provides tax rebates of between \$3,000 and \$5,000 for every new full-time job paying 115% of the average wage in the county. The capital investment tax credit is another incentive offered to companies that create at least 100 jobs and make a cumulative capital investment of \$25 million in the state. In addition, the county offers workforce training programs, business loans at preferential rates, utility incentives and infrastructure improvement grants.

■ Accounting and finance

Broward County is ranked second of 67 counties in terms of accountants per capita, with one accountant per 1,272 people. In total, there are around 1,486 accountants in the county. The U.S. Bureau of Labor Statistics says the growth rate in accounting jobs is 4%, and almost 62,000 new jobs are expected to be added by 2029. Hollywood-based Burton & Co. is the third highest-ranked accounting firm in the state of Florida, according to Clutch. According to the U.S. BLS, the 2020 median pay for accountants and auditors was \$73,560. In the last year, firms have reported an uptick in demand. As people looked to organize their finances and re-evaluate their living situations, their accountants played a key role. (■■■)



Giselle Cheminand

President & CEO – GCI Worldwide Corporation

“ Having the opportunity to change, to transition some of our programs to an online platform has enabled us to amplify our target market. We have been serving clients online for their executive coaching sessions for a while, but for the leadership conferences and other live events, it has changed. Prior to COVID-19, particular events required significant amounts of time for preparation and to anticipate, produce, create. The time frame got much shorter as a result of the pandemic; we do not need to spend time scouting locations, for example, as all is virtual. These shortened timelines are a golden opportunity to dedicate toward other strategic goals. The expanded, borderless market we can serve is an opportunity we are tapping into. ”