



Geni Whitehouse

Speaker • Author • Consultant • Nerd

She's been called the "comedian CPA." A self-proclaimed nerd, former technology executive and CPA firm partner, Geni Whitehouse has made it her mission to eliminate boring from the world of presentations.

From sales tax, to Sarbanes-Oxley, to International Financial Reporting Standards, no subject can remain boring once she works her magic. She aptly uses her southern accent, circuitous career history, and burning love of all things techy to craft the perfect message for every audience. By combining "unique" visual aids with a high-energy delivery, Geni can make any subject, no matter how nerdy, come alive.

Geni's spirited presentations are equally informative and entertaining, with plenty of audience interaction. Geni believes her mission as a presenter is to understand a subject well enough to approach it from an angle that will not only educate her audiences—but will resonate with them.

Here are just a few examples of her past presentations:

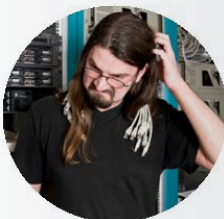
Stop the Gerbil Workout!



Gerbils are lowly animals who keep their eyes on the ground.

What do gerbils and accountants have in common? Hint: It has to do with running on a wheel. Accountants, controllers, and finance people struggle daily with working harder and harder and going nowhere, burrowing so far down into the data that they forget the big picture. This presentation discusses how to "be the owl" by focusing on the issues that really matter and communicating business information in a way that everyone can understand.

Kaizen and the Art of Doing More with Less



**What might you see if you look closely at your organization?
Does this guy look familiar?**

You'd be surprised where you can find inner peace these days. In business, there are winners—and there are losers. Take the automobile industry (please!). There's quite a gap between those succeeding and those looking for a bailout. This session looks to the Kaizen method for proven strategies all businesses can use.

"Geni Whitehouse is part accountant, part business consultant, and part stand-up comedian. Her presentations are extremely relevant, enjoyable and compelling. For a memorable and effective presentation, she's the best!"

*Mark Severance,
Arxis Technology, Inc.*

"I knew the session, 'Stop the Gerbil Workout', was going to be different, but who would have guessed it would have been so lively and interactive. It was not only fascinating but humorous as well. The audience truly enjoyed it. I now know why we have used you at a number of our events and conferences. You bring a unique and fresh perspective that is not very common. With much humor and with your knowledge of the subject and powerful personal anecdotes, you made the subject come alive."

John Parisi, Sage Software



www.EvenANerd.com

GENI WHITEHOUSE, CPA, CITP, CSPM
Countess of Communication
Even a Nerd Can Be Heard

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“Geni Whitehouse is one of those rare outstanding presenters who always delivers just the right mixture of education, insight, wisdom, and entertainment to create an enjoyable and informative presentation.”

J. Carlton Collins, ASA Research

“Thanks so much for your presentation on CFO last night. The reviews were excellent, and the audience appreciated being entertained while they were being educated.”

Kathy Marlatt, Marlatt Consulting

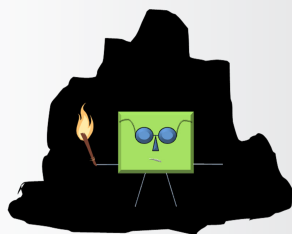
“Being a marketing professional and having presented and been presented to more times than I care to remember, my initial reaction to an accountant attempting to be both interesting and informative was, to be honest, incredulity. I’m pleased to say Geni proved me wrong. I’m not sure I believe she’s really an accountant.”

*Beth Ubele-Garofallou,
Marketing consultant*

Speaking Highlights

- Institute of Management Accountants
- Southeastern Accounting Show
- Georgia Society of CPAs Spring Decision Makers Conference
- ACCPAC Partnership
- Information Technology Alliance Conference
- Sage Summit
- Softline Conference, South Africa—keynote
- Arxis Technology Conference—keynote

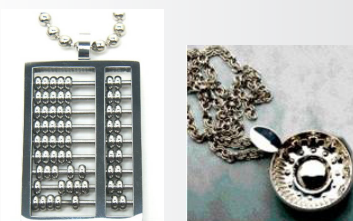
Top 10 Reasons People Hate Their Accounting Software



**Your organization has evolved...
has your accounting software?**

This is just one of the top 10 reasons people hate their accounting software. They buy it to make things easier—freeing them from repetitive work, providing insight. The reality: Exhaustion, frustration, resignation. Find out what accounts for the difference between expectations and reality and learn what to do about it.

Wine and Your Bottom Line



**Tools of the trade
Accountant vs. Sommelier**

For a fun way to talk about accounting, just add wine. No, this does NOT mean drinking wine while working on your receivables (that would be AWI—Accounting While Intoxicated). This presentation gives small business owners a new way to learn the language of accounting. Offered in conjunction with a wine expert, this presentation compares accounting concepts with wine tasting, and helps takes the mystery out of both.

17.5 Ways Even a Nerd Can Be Heard

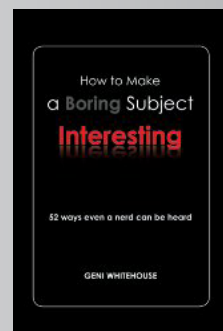


**Tip # 6: Use Juxtapositioning
to your Advantage**

If you’ve never seen shoes and cheese together on one slide, you haven’t been to one of Geni’s presentations. This slide was an illustration for communication tip number 6 of 17.5, which proved that putting two weird items together can make a story interesting and give your audience a reason to pay attention.

How to Make a Boring Subject Interesting: 52 ways even a nerd can be heard

Often presenters who are saddled with boring subjects get labeled “boring.” The sad result of this guilt by association is that entire professions like accounting, actuarial science, and funeral management have been relegated to the “boring” category. As a CPA, computer nerd, and former member of the “boring” set, Geni can relate. It became her mission to save her fellow nerds from that fate. Her book is designed to help them find a way to have more fun with their material, to connect with their audience, and to be heard.



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