

2004 Small Business Award Winners

Financial Services Champion— St. Louis

Darlene Davis, Davis Associates, CPA's

Darlene Davis, principal owner of Davis Associates, CPA's, has been a strong supporter and financial advocate of small business.



Darlene Davis

Over the years, Davis has not only helped her small-business clients with their accounting needs, she has also given speeches and worked one-on-one with business owners, expressing the importance of accounting's role in business success.

She is not only committed to the success of her firm but that of her clients as well. For example, she recently held an open house for her clients to celebrate her new office space. She provided the venue for her clients to network with each other. Additionally, she promoted her clients' businesses throughout the event even to the extent of giving away gift bags with various promotional items from the firms' clients and vendors. Her focus was to bring small-business owners together so they could begin to do new business with each other.

Davis began her firm four years ago after helping friends and business acquaintances with tax issues. "More and more people started coming to me for help, and before I realized it, I was in business," she said. The firm's focus is to provide accounting, audit, tax and management consulting services to small businesses and individual clients.

"I have really enjoyed this experience," said Davis of being an entrepreneur. "They say when you find a job you like doing, you will never work another day of your life. I truly know what they are saying now."

Davis said her emphasis on the small-business market is an ideal fit. "The small market is ideal for me because I can relate to what they are going through," she said. "I'm going through the same things as my clients, and they appreciate that. It's fun sitting with clients, explaining their numbers to them and telling them what the numbers mean. It helps them realize what will help their businesses grow."