

## WHO'S WHO | in Accounting

### ROBERT D. ROTHBORT, CPA, CFE

*Armao, Costa & Ricciardi, CPAs PC*



Robert D. Rothbort, CPA, CFE, is a partner at Armao, Costa & Ricciardi, CPAs, PC in Valley Stream. Rothbort launched his career in 1990 and brings extensive professional experience in public and private accounting to the firm.

Rothbort has experience in a variety of fields including construction, real estate and labor unions. As a business advisor, specializing in

strategic tax planning, his main objective is to maximize his clients' wealth. He also consults with clients to help adapt their businesses to the changing economic environment.

In an ever changing world economy, one of the most important things a business can do to manage performance is to be proactive rather than reactive, Rothbort said.

"In order to do so, businesses must have systems in place to provide timely and accurate information for the business owners and management to make informed decisions," he said. "Managing a business without properly designed and implemented systems is like navigating a ship without a compass. The systems need to provide a way to measure a company's performance, in order to be effective."

Many companies are constantly reevaluating their systems to adapt to the changing economy and marketplaces in which they do business, Rothbort explained. "This adaptation can be the difference between survival and complete failure."

Rothbort is a frequent contributor to public and industry publications including *Newsday* and *The Trusted Professional*, published by the NYS Society of CPAs. He is also a frequent lecturer on the topics of accounting and auditing for con-

struction contractors, strategic tax planning and tax strategies for family owned and closely held companies.

Rothbort serves on the board of Construction Financial Management Association and has earned the prestigious Certified Fraud Examiner designation.

Rothbort earned a bachelor of business administration from Hofstra University.

Armao, Costa & Ricciardi, with additional offices in NYC and Greenwich, CT, is well versed in the areas of consulting, accounting, taxation and finance as it pertains to companies in the construction industries. Its work in this and other concentrations has helped the firm become one of the most well-respected accounting firms in the area.

The firm also offers other non-traditional services such as aid in the procurement of bonding, bank financing, operational reviews and various other management advisory services including computer consultation.

Armao, Costa & Ricciardi is a member of the Association of Certified Fraud Examiners, College of Forensic Examiners and the Private Companies Practice Section of the American Institute of Certified Public Accountants.