



Robert F. Firely, CPA Partner

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Profile

Bob is a Partner in Herbein's accounting and auditing department. He is responsible for all aspects of services provided to clients in the manufacturing and wholesale distribution industries, as well as to colleges and local governments.

Bob has developed a specialty in providing services to clients in the dairy and food processing industries. In this capacity, he provides audit and advisory services to companies in these industries. Bob has performed various dairy consulting projects as a member of the firm's dairy consulting team, including federal milk marketing order issues, state regulatory projects, industry benchmark studies, economic impact engagements, product costing, gross margin studies, dairy feasibility analyses, delivery cost studies, and route profitability analyses.

Memberships and Community Leadership

- + American Institute of Certified Public Accountants (AICPA) - Member
- + Pennsylvania Institute of Certified Public Accountants (PICPA) - Member
- + Reading Chapter of the PICPA - President
- + Reading Chapter of the PICPA - Executive Committee - Member
- + PICPA Accounting & Auditing Procedures Committee - Member
- + PICPA School and College Committee - Member
- + Institute of Management Accountants - Former Member
- + United Way of Berks County Services Allocation Management Unit - Member
- + Van Reed Youth Athletic Club - Treasurer
- + Boy Scouts of America - Volunteer
- + Family Guidance Center - former Board President
- + Junior Achievement of Berks County - former Classroom Consultant
- + Reading Royals Charity Foundation - former Treasurer

Select Speaking Engagements and Articles

- + Speaker for the Institute of Management Accountants Seminar.
- + Speaker for various Seminars on Government Auditing and Implementation of FASB Pronouncements.

Before Herbein

Bob served as a Chief Financial Officer and Treasurer of a mid-sized manufacturing company, as well as serving as a manager in the audit department of a regional CPA firm prior to joining Herbein + Company, Inc. in 1997.

Beyond Herbein

Bob enjoys keeping up with his children's activities.

Get to Know Us Better

Favorite Teams

- + Penn State Nittany Lions
- + Philadelphia Eagles

Favorite Music

- + Classic Rock

Hobbies

- + Tennis

Best things about Herbein.

- + People and the opportunities available for personal and professional growth.

Quote

"We measure our success by the success of our clients."

Practice Areas

- + Accounting & Audit
- + Dairy
- + Manufacturing
- + Wholesale
- + Colleges
- + Local Government

Education

- + B.S. Degree in Accounting from Pennsylvania State University (1982)

Certifications

- + CPA – PA

Real World Experience, Real World Insight, Real World Answers: Herbein Knows Business.