

A ROAD *less traveled*

AIS alumna named one of Accounting Today's '100 Most Influential People in Accounting'



"My senior year, I remember camping out in front of Summerfield at 6 a.m. for job interview sign-ups on a first-come, first-serve basis," said Diane Yetter, School of Business and AIS alumna. "Even though I camped all year, I graduated without a job."

That didn't stop the determined Yetter from succeeding, however, as she found her place in the specialized field of sales tax. Yetter is the founder of YETTER, a sales tax and technology consulting firm, and The Sales Tax Institute, a premier think tank offering courses on sales and use tax. She is a frequent speaker, published editor, insightful teacher and trusted advisor. She also serves on the editorial advisory boards of the *Sales and Use Tax Alert*, Institute of Financial Management's (IOFM) *Managing Accounts Payable* and the Dean's Advisory Board at the KU School of Business.

Most recently, Yetter was named one of the "100 Most Influential People in Accounting" by Accounting Today magazine.

"I am honored to be making a difference and to be recognized as a leader in my field," Yetter said.

As a leader, she believes it is important to help people grow and understand what it takes to succeed in the field.

"Working with Diane has made me step my game up," said John Lunday, assistant and technical writer at YETTER. "She's so detailed and thorough with her work, I just make sure to do my best to keep up with her."

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Yetter graduated from the University of Kansas in the spring of 1985 with degrees in accounting and business administration. She credits the business school for her success as a small business owner and consultant to major corporations.

"The way the program was designed, I was able to learn it all; finance, marketing, HR, as well as accounting," Yetter said.

Although she struggled to find a job after graduation, Yetter's not shy to admit it

was due to her need to balance so many things during her college years. As a full-time student working three part-time jobs close to 40 hours per week, she paid her way through college.

"I'm very proud of what I have accomplished and I think getting through school, working as much as I did, taught me to work hard to get what you want," Yetter said. "Don't let others tell you that something isn't possible."

As evidenced by this prestigious award, Yetter has succeeded in her field beyond her wildest dreams. At graduation, she had no idea what the future held for her, but she found that initial obstacles can be overcome with hard work.

"Looking back on it all, and realizing that I have become a true success in my field, which happens to be a non-traditional accounting area, makes me very proud that I took what was handed to me and made it work for me," Yetter said. "Being named one of the Top 100 Accountants is an honor and one I don't take lightly. It fits with my current goals of really being a thought leader in the sales tax field and shows that there is a place for everyone and success is measured differently for different areas in accounting."