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Local CPA earns advanced behavioral certification

St. Helena, CA- December 8, 2017- Brotemarkle Davis & Co., LLP (BDCo) an accounting and advisory firm specializing in the wine and hospitality industries, today announced that Craig Underhill, the firm's "Emperor of Enlightenment" and CEO has added advanced certification in TriMetrix® HD to his list of unique skills.

Craig has been a student of communication and behaviors for more than 10 years, and has had extensive training in DISC assessments and TriMetrix tools. This latest course of study included two days of in depth training followed by a rigorous test. The course focused on uses of The TriMetrix HD assessment, which is a tool designed to assist in coaching, selection, and development of high potential employees. This comprehensive assessment delivers a 55 point analysis that examines behaviors, motivators, and the unique competencies of a given individual. Like all assessments, this tool supplements other information gained from personal interviews, anecdotal evidence, reference checks, and the individual's prior experience.

Underhill uses his knowledge of communication and individual behaviors in his work with Napa Valley wineries, in managing the firm, and through his volunteer work as a handler for Aaron the Comfort Dog. All BDCo team members take an assessment at hiring and are trained in communicating with different behavioral styles.

Underhill said, "While our job is heavily focused on numbers, we find that it is the people element that makes the difference between successful businesses and those that struggle. Many challenges that arise can be traced back to a communication problem. As a firm, we therefore need a deeper set of skills to really make a difference for our customers and I am always looking for ways to expand our knowledge."

About Brotemarkle, Davis & Co., LLP

Brotemarkle, Davis & Co. (BDCo) specializes in wine industry accounting. By working with employees, managers, and owners to create individual and team metrics, winery specific dashboards, and meaningful financial reporting, the firm helps owners turn their business goals into results. www.bdcocpa.com