

# David E. Coffman

**Small Business Expert,  
Futurist, and  
Self-Improvement Activist**



## Profile

It all started in my early teens when I knew I wanted to own my own business someday. Since then I have been a lifelong student of small business. At first I learned by dabbling in many small ventures then deciding to major in accounting and work in public accounting. About six months after fulfilling the experience requirements and becoming a CPA, I quit my job to buy my first small business. About one year later I realized that I had failed miserably, closed the business, went bankrupt and lost virtually everything I owned including my home and car. That experience is one I would not want to repeat, but I would not trade it for anything in the world. It taught me many things about business but more importantly about myself. I learned that I could lose everything, have my dreams crushed by my own hands, and not only survive but eventually thrive.

Also in my teens I became interested in self-improvement and success. I began a lifelong pursuit of being a better person. I discovered that success was a process not a result. I struggled, strived and persevered for many years to become a successful business owner. Because much of my life was spent struggling and striving, my focus has always been on the long-term future.

My small business experience is extremely broad covering: preparing hundreds of tax returns, starting dozens, owning and operating several, valuing hundreds, helping buy or sell many, and providing accounting services to many. My knowledge of small business comes from a unique combination of academic education, professional and technical expertise, and practical, hands-on experience.

The next chapter in my career is the ongoing process of figuring out how to use my knowledge, experience and expertise to: 1) promote small business ownership as a viable, challenging and fulfilling career choice; 2) educate the public about small business and the vital role it plays; 3) help existing owners get the most from their businesses while running them and when they choose to leave; 4) encourage others to become better people; and 5) envision what the future may hold.

## Experience

### **Valuation & Consulting**

- 2008 to present – Founder, President & CEO of NJ Business Valuations PC, Seaside Park, NJ. Formed to provide valuation services to small businesses in New Jersey.
- 1997 to present – Founder, President & CEO of Business Valuations & Strategies PC, Harrisburg, PA. Specializing in small business valuation services.

### **Litigation Support**

- Business valuation reports prepared by Mr. Coffman have been used in litigation involving divorce, estates, shareholder or partner disputes, and wrongful death in Maryland, New Jersey and Pennsylvania.
- Mr. Coffman has testified and been recognized as an expert in business valuation in a number of counties in Pennsylvania and New Jersey.

### **Accounting**

- 1976 to 1979, 1981 to 1984, and 1986 to 1997 – Staff accountant at national, regional and local CPA firms. Primary duties included business tax return preparation, and performing compilation and review engagements
- 1980 to 1981 – General ledger accountant and supervisor of retail cost accounting department at a small public company.

### **Teaching**

- Spring semester 2005 & Fall semester 2004 – Lebanon Valley College, Annville, PA. Instructor for managerial accounting course.
- Fall semester 2004 – Elizabethtown College, Elizabethtown, PA. Instructor for cost management accounting.
- Fall semester 1996 – Pennsylvania College of Technology, Williamsport, PA. Instructor for introductory accounting courses.
- November 1994 and October 1993 – Penn State Tax Program, University Park, PA. Instructor for continuing education sessions for professional tax preparers.
- Spring semester 1990 – Williamsport campus of Penn State University, Williamsport, PA. Instructor for introductory financial accounting course.

### **Small Business**

- 1989 to 2003 – Owned and operated (part-time) a business selling computer printer supplies.
- 1979 to 1980 – Owned and operated a custom auto parts store.

### **Economic Development**

- 1984 to 1986 – Loan packager with a regional economic development agency. Duties included assisting businesses in obtaining financing through several government programs.

## Education

B.S. in Business Administration, Bloomsburg University, PA, May 1976. Graduated with Honors. Majored in Accounting.

## **Certifications**

- Certified Public Accountant (CPA) since 1978. Licensed in PA and NJ.
- Certified Valuation Analyst (CVA) since February 1997.
- Accredited in Business Valuation by the American Institute of Certified Public Accountants since February 2001.
- Certified in Financial Forensics (CFF) by the American Institute of Certified Public Accountants since September 2008.

## **Professional Memberships**

- American Institute of Certified Public Accountants.
- Pennsylvania Institute of Certified Public Accountants. Past President of the North and South Central Chapters.
- New Jersey Society of Certified Public Accountants
- National Association of Certified Valuators & Analysts.

## **Publications & Presentations, Etc.**

For an up-to-date list of all my presentations and publications please visit my website: [DavidECoffman.com](http://DavidECoffman.com)