

# SAN DIEGO BUSINESS JOURNAL

## Professional Profile: Krispin Rosner

By Steve Adamek

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Krispin Rosner is the founding partner of San Diego-based financial firm **Rosner Brown Touchstone & Keller LLP**.

This month, RBTK will celebrate its 30th anniversary in business. Since the firm's beginning in 1981, RBTK has evolved and sustained a business dedicated to fulfilling its mission of building relationships and providing clients with the ability to obtain their long-term financial and business goals.

### BUSINESS PHILOSOPHY

**Essential business philosophy:** Only do business with people you enjoy being around, and be dedicated to helping your clients achieve their long-term financial and business goals.

**Best way to keep a competitive edge:** Approach your client's business as if it were your own. Take the time to understand clients' business and individual goals in order to implement the most effective financial strategies. Always deliver excellent service by providing strong personal communication, understanding and commitment to their success.

**Guiding principles:** Founded on integrity and industry expertise, we build lasting client relationships by providing value to our clients, employees and partners through superior service, while maintaining a well-balanced lifestyle.

**Yardsticks of success:** Outstanding client retention.

**Goals yet to be achieved:** None really. I am very content with the way our business has grown and we have maintained our clients over the years. Growth and client retention have always been my two major goals in business.

### JUDGMENT CALLS

**Best business decision:** Forming the partnership of Rosner Brown Touchstone & Keller.

**Worst business decision:** Early in my career, closing our office at year-end, not realizing the demands of a few of our clients.

**Toughest business decision:** It was starting up my own firm, which also turned out to be my best decision.

**Mentors:** Bill Boettger and Dick Engelberg, who were tax partners at Touche Ross where I was a young CPA learning the ropes. They taught me how to be creative and master my craft.

**Word that describes you:** Integrity.

### TRUE CONFESSIONS

**What you like best about your job:** The opportunity to be creative in solving a client/business problem that helps a client achieve their goals and desired outcome.

**What you like least about your job:** The fact that tax deadlines require a significant amount of work being condensed into a short time frame.

**Pet peeves:** Significant and increasing regulatory demands pushed onto our profession.

**Most important lesson learned:** Listen first, and learn to make the complex simple.

**Person most interested in meeting:** Pete Sampras.

**Three greatest passions:** Family, friends and playing tennis.

**First choice for a new career:** Retirement.

### PREDILECTIONS

**Favorite quote:** "Don't let tax dictate business decisions." — Marv Ego.

**Most influential book:** "Coach Wooden's Pyramid of Success," by John Wooden.

**Favorite status symbol:** My children and their personal successes.

**Favorite place for business meetings:** Our clients' offices, where I can sit, relax and learn more about their business and personal needs without interruptions.

**Favorite vacation spot:** Hawaii.

**Favorite way to spend time:** Traveling and playing sports with my wife, children and friends.



Krispin Rosner

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### RESUME

**Name:** Krispin Rosner.

**Company:** Rosner Brown Touchstone & Keller LLP  
Certified Public Accountants.

**Title:** Partner.

**Revenue – 2009:** \$2,200,000.

**Revenue – 2008:** \$2,050,000.

**No. of employees:** 14.

**Year founded:** 1981.

**Education:** Bachelor of Science in accounting from San Diego State University.

**Birthplace:** Los Angeles.

**Age:** 58.

**Current residence:** Cardiff-by-the-Sea.

**Family:** Wife, Kim Rosner; daughter, Lauren; sons, Erik and Karter.

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