

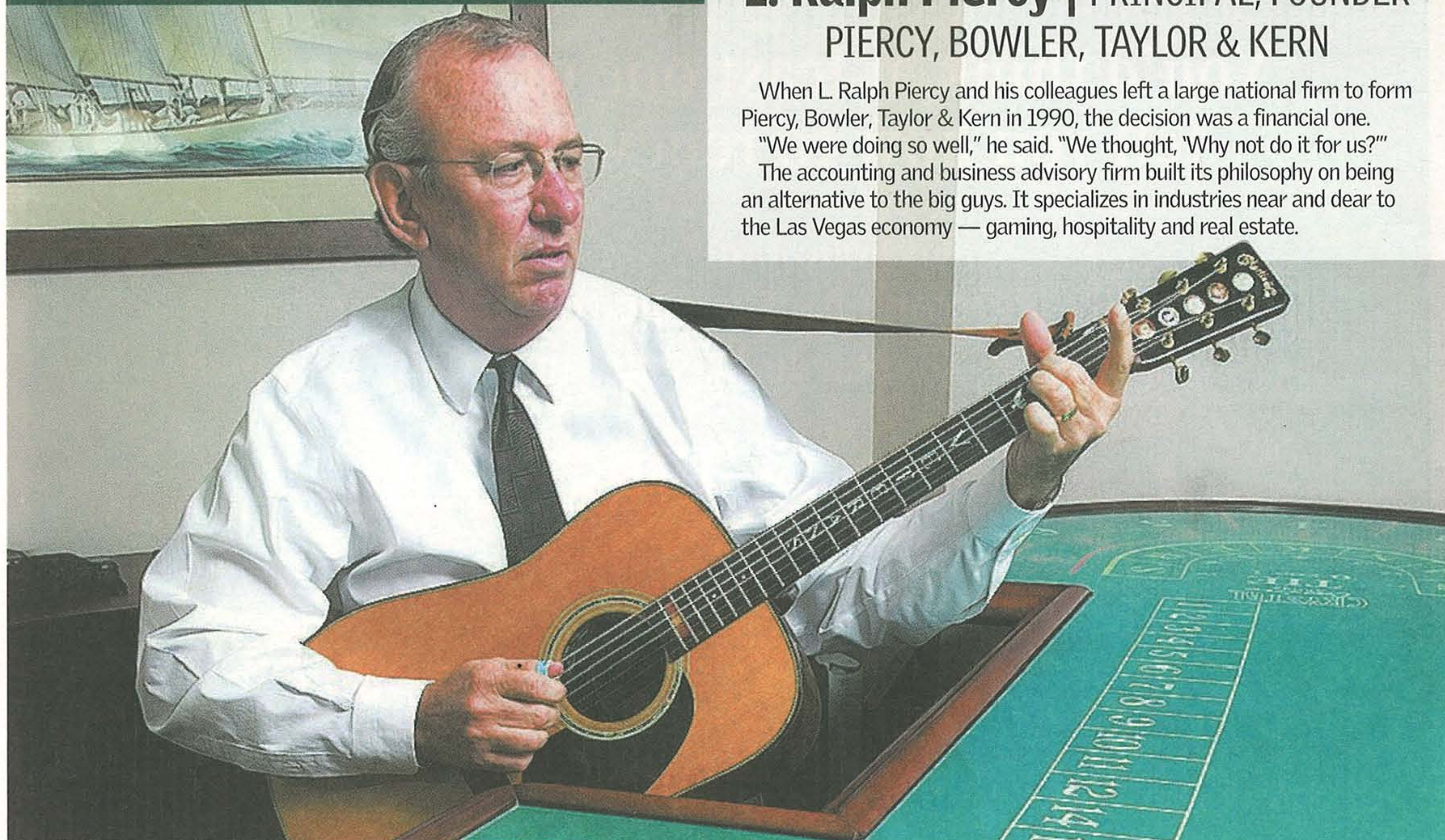
EXECUTIVE SNAPSHOT

L. Ralph Piercy | PRINCIPAL, FOUNDER PIERCY, BOWLER, TAYLOR & KERN

When L. Ralph Piercy and his colleagues left a large national firm to form Piercy, Bowler, Taylor & Kern in 1990, the decision was a financial one.

"We were doing so well," he said. "We thought, 'Why not do it for us?'"

The accounting and business advisory firm built its philosophy on being an alternative to the big guys. It specializes in industries near and dear to the Las Vegas economy — gaming, hospitality and real estate.



What drew you into accounting?

My career in accounting was an accident. I played basketball and tennis for UNLV, and one day my coach asked me if I was any good at math. I've found it's more of a language, it's communication, more akin to legal than math.

Did you ever consider playing ball professionally?

I did, but my body matured after I left school. I was too skinny at the time.

If not this, what would you be doing?

I don't necessarily want to be a singer or performer, but I'd like to have a few of my songs recorded.

How did you meet your wife?

While attending UNLV, I took a billiards class. On the first day, we picked partners for the semester. My wife was my partner. A one unit P.E. credit led to marriage.

What do you do for fun?

The fun is guitar and songwriting. I played a lot when I was young. I took a 25-year absence. In July 2008, I entered a singer/songwriter competition at the Blue Bird Cafe in Nashville, Tenn. I like to play with my grandkids. Also, we have a vacation home on the East Coast and we try to go a few times a year.

What inspired your office decor?

I've never had a new piece of furniture. One client from Aruba sent me the baccarat layout and I built the desk around it. The chairs in my office are slot chairs.