

***Celebrating 20  
Years of Data  
Solutions in  
Houston***

**L. FRANKLIN HACKNEY CPA, PLLC  
1995-2015**

Hundreds of millions of accounting data fragments take flight and swim through corporate business systems each day. L. Franklin Hackney CPA analyzes and summarizes this data, then creates the reports that allow companies of all sizes to make the best use of these numbers.

This niche Houston accounting firm resolves issues relating to receivables, transaction codes, general ledger accuracy and platform updating problems by providing actionable solutions. Client services include merger and acquisition/divestment data integration; data mining and ad-hoc report preparation; general ledger and sub-ledger conversion/interface testing; financial modeling and automation; audit support and clean up; budget forecasting and planning; and special projects.

L. Franklin Hackney provides these data-intense process development analyses and services to its clients' accounting departments. Taxes and auditing are *not* on the menu of business offerings.

"Anybody can give you what you want; I give you what you need," Lawrence Hackney, the firm's namesake consultant, says. "I know how to get [the data] to give you what you need. I build it. I allow you to see the data in a different way, summarizing another level of detail. It allows you to know certain things about the data versus merely seeing 50 lines of numbers from the IT department."

Hackney, who is a home-based "soloist," has extensive Excel, Access/SQL, Monarch, Lotus 1-2-3 and Quattro Pro skills. He is proficient with Windows, DOS, Word, Word Perfect and SAP. Hackney is also familiar with main frame and AS/400 accounting-related applications. He has worked as a certified public accountant for 20 years.

Before starting his own firm, the Ann Arbor, Michigan, native and Florida A & M University alumnus worked as an in-charge auditor at Touche Ross (Deloitte) in Dallas; as staff auditor at Occidental Petroleum Corporation in Tulsa; and senior auditor, district controller, regional routing specialist and operations manager at Browning-Ferris Industries in Houston, New York and Pittsburgh.

Since its beginning in 1995, L. Franklin Hackney CPA has won longtime fans in the banking, funeral/cemetery and oil and gas industries. Growth has been steady. Hackney's vision, however, is to work with an assortment of companies in the \$50 million to \$2 billion market capitalization range. Tellingly, expansion goals are not imminent: When you call L. Franklin Hackney CPA, you get Lawrence Hackney's work. Not some random guy's.

"I provide data solutions to my clients. There are a lot of people out there who know they have issues, and there are those people who don't know they have issues. I want [my clients and prospective clients] to know: 'You don't have to live with the problems you think you have to live with'," Hackney says. "I can solve them."

When he's not solving data-based mysteries or tinkering with computers, Hackney likes to watch drag racing, "Street Outlaws" on the Discovery channel and take road trips with his wife, Sylvia. He is an active member of the Petroleum Accountants Society of Houston and the Texas Society of Certified Public Accountants.

Hackney was bit by the accounting bug as a high school junior. He took an accounting class while enrolled in LEAD, a program which offers students the opportunity to learn business and business skills. Although the class was largely bookkeeping based, Hackney learned how to write the books and determine what they should look like.

"I always liked math, so I thought 'This is something I could do,'" Hackney remembers. "'Cool!'"

When he started looking at business school programs for college, he settled on the highly-rated School of Business at Florida A & M University. He earned a Bachelor of Sciences in Accounting.

This oldest son of Detroit public school teachers - and serial entrepreneurs - was primed for success early. He worked a paper route, cut grass and shoveled snow. Every couple of months his mom would brainstorm various ideas for businesses with the family.

"I understood early on that if you wanted something, you had to go get it. Figure it out," Hackney says of his entrepreneurial training. "I knew that if I wanted to do and have the things I wanted to have, a job wouldn't get it."

In line with a passion to deliver better ways of understanding and managing data, Hackney puts in 80- to 90-hour workweeks, on average.

"I excel at giving people what they need. I work as many hours as people need," he says.

**L. FRANKLIN HACKNEY CPA, PLLC**   
analysis + logic + critical thinking = *data solutions*