

37th

Australian Cherry Industry Conference

Shepparton, Victoria

1–3 August 2006



Speaker Profile

**Mr Pita Alexander,
PS Alexander & Associates
Accountants,
Christchurch
New Zealand.**

Pita Alexander is a Chartered Accountant who is the Principle of one of the largest Farm accountancy practices in partnership with his son in Christchurch New Zealand.

About 1977 he decided that he did not want to have an empire and he started to train other young men or women who also had a keen farming interest like he had and since that time has trained 14 others who after 3-4 years with him have moved out on their own to specialize in farm accounting. Together they now service approx. 2000 farming couples in New Zealand.

Pita is a prolific speaker who has presented over 80 addresses to farming groups in Australia over the past 10 years. Pita very much respects the family farm and the he and she managers and the he and she owners.

In 1990 Pita was awarded the Bledisloe Medal for his outstanding contribution to New Zealand agriculture by a Lincoln University old-student, the same year he was awarded a Commonwealth Medal for Services to Agriculture.

Pita describes himself as a workaholic who does not want to play golf in case he likes it.

Pita's office phone number of 365 8400 says it all:

Pita says there are 365 days a year available for work;

He wants to keep working until he is 84 years old;

He wants, on retirement, to have 00 debt.