



English Lucas Priest & Owsley, LLP



Travis Armstrong

Chief Financial Officer

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Overview

Accounting suits Travis Armstrong, but he also likes variety. He's found the perfect fit as the Chief Financial Officer at ELPO Law, handling many types of responsibilities related to his chosen field that include budgeting, financial analysis, and financial reporting. Travis works with everyone at the firm to ensure that the firm is meeting both its budget and business objectives. "I like solving problems," Travis says. "That's what has drawn me to management, finding a way to help employees understand a budget or business contract, or ways to get better results for our business."

Travis is often the public face of the firm at various social and civic functions. He loves that the feedback is often positive. "I tell people where I work, and they tell me it is a great firm," Travis says. "They invariably know someone there. It's amazing the reach of our firm."

Outside of work, Travis is an avid student of management

PRACTICE AREAS

techniques, and lists among his favorite books “Good to Great” by Jim Collins. He previously served on the Family Enrichment Center Board of Directors and on the Board of Directors of the Association of Legal Administrators, Middle Tennessee Chapter. He also served as treasurer for Bowling Green Christian Church, and enjoys spending time outdoors running, kayaking and attending WKU sporting events.

Working for ELPO has been a great choice, Travis says. “I really felt that this position would add to my skills base, which is very true,” Travis says. “It’s stretched me and challenged me. I have learned so much here. The firm has long had a reputation as being the best in this region, and I think that’s true, but it’s also a very personable place and you can get to know your co-workers. It is truly a great place to work.”

Credentials

Education

- Western Kentucky University, B.S., 1994
- Certified Public Accountant, 1995
- Certified Legal Manager, 2007

Affiliations

- Kentucky Society of CPAs
- Association of Legal Administrators, Middle Tennessee Chapter, Treasurer, Vice President, President-Elect, Past President, Business Partner Relations Committee
- Association of Legal Administrators (International), President (2025-2026)
- Association of Legal Administrators (International), President-Elect (2024-2025)
- Association of Legal Administrators, Middle Tennessee Chapter, Board of Directors (2022-present)
- Association of Legal Administrators Annual Conference & Expo Committee (2017-2018); Conference Chair (2019)
- Association of Legal Administrators Certification Committee (2020 - 2021)

Community Involvement

- Hilltopper Athletic Foundation, Board Member, Executive Committee, 2023-
- United Way of Southern Kentucky, Allocations Committee, 2007 and 2008; Allocations Steering Committee, 2010-2017
- Family Enrichment Center, Former Board Member/ Treasurer (2006 - 2017)
- Leadership Bowling Green, 2008

Insights

News

- ELPO Law Chief Financial Officer Begins Term as ALA Board President
- Firm Administrator Travis Armstrong Promoted to Chief Operating Officer
- Travis Armstrong to lead national conference planning for ALA
- Travis Armstrong serves on organization committee for national conference
- Travis Armstrong continues in leadership role in Association of Legal Administrators
- Travis Armstrong now ALA Region 2 Rep
- Travis Armstrong steps up to Presidency of ALA group
- United Way Committee includes two from ELPO
- Travis Armstrong takes leadership role in ALA