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Aug. 29, 2007

**40 Under 40 Honoree:** Betsy Matthews, CPA — 25

Accounting & Audit Supervisor, Steinberg Advisors, Northbrook, IL

**EDUCATION:** BS Accountancy — DePaul University

**FAMILY:** Husband Andy & Max the puppy

**HOBBIES & INTERESTS:** boating, time with family and friends,  
running with puppy Max

**PROFESSIONAL AFFILIATIONS:** Illinois CPA Society Young Professionals  
Group, AICPA, Ledger & Quill Alumni Assn.

**What's the one piece of technology that MOST helps you get through your normal workday?**

"The one piece of technology that most helps me through a normal workday would have to be my BlackBerry. The ability to receive and respond to client and staff e-mails throughout the day saves a significant amount of time and keeps me from being inundated with e-mails when I return to the office."

**What will be the biggest change over the next five years in the ways tax and accounting firms operate?**

"I think we will see everything from auditing to tax become even more technology driven. Paperless technologies will evolve and become more efficient as firms become more familiar with existing technologies. Paper files will be a thing of the past as firms gain control of their paperless environment with new and improved document storage systems. Communications with clients and colleagues will become seamless with the use of mobile broadband, smartphones and instant messaging. And as technology plays a bigger role in all types of businesses,

our clients will become more tech-savvy and will drive accounting firms to stay

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and get their CPA credential. Betsy was also part of a Board-driven initiative through the Illinois CPA Society dedicated to bringing financial literacy to college campuses. Betsy was a creator and presenter of “Real World Survival: Having a Ball on a Budget,” which taught almost 400 students on six campuses how to save money and live well on a starting salary.

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Technology

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