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Aug. 29, 2007

40 Under 40 Honoree: Liz Alexander, CPA — 33
Owner, Elizabeth Alexander CPA, Arlington, TX

EDUCATION: BBA Accounting, Univ. Texas — Arlington;
currently pursuing MST at Washington School of Law

FAMILY: Husband Keith; Children Ryan (10) Zachary (8), and
three cats

HOBBIES & INTERESTS: Teaching sign language at church;
playing card & board games; coaching & refereeing for Upward basketball;
crocheting and being a chauffer for the kids' sports and activities

PROFESSIONAL AFFILIATIONS: Ft. Worth Society of CPAs, Texas
Society of CPAs, National Assn. of Tax Professionals, Intuit Customer Council
and Speakers Bureau, Sleeter Group Network

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

"As much as I hate to admit it, my data-enabled cell phone saves the most
time. I like being able to check and respond to e-mail between appointments
and return phone calls without being tethered to a desk."

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

"Firms will continue to evolve toward a less-paper environment. As technology
costs decrease and capabilities increase, more offices will capitalize on the
efficiency of electronic client files, workflow solutions and communication
with government agencies. The seamless integration of QuickBooks data with tax
and other third-party applications will achieve more accurate data entry without

having to duplicate efforts. Useful byproducts of these processes are being

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as well as numerous philanthropies in the community

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Technology

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