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Aug. 29, 2007

40 Under 40 Honoree: Marty McCutchen, CPA — 35
President & CEO, CPA Service Group, LLC, Ft. Worth, TX

EDUCATION: BS Accounting — Auburn University

FAMILY: Wife Chrissie; Children John (5) and Ashley (2)

HOBBIES & INTERESTS: anything outside

PROFESSIONAL AFFILIATIONS: AICPA, Alabama & Texas CPA Societies

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

"My Samsung Blackjack."

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

"Internal Operations — Learning how to attract and manage the 'new generation accountant.' Today's staff accountant entering the workforce is motivated differently than previous generations of accountants. Technology — The move from desktop-based applications to web-based applications."

What Marty's peers had to say about him:

Marty has developed a product that will change the face of accounting. His product takes the voluminous accounting standards and simplifies them into a checklist that when completed populates a company's financial statements. Marty's innovative ideas are a breath of fresh air in today's complex accounting environment and will serve the industry well.

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