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Sep. 29, 2010

OKLAHOMA CITY – Sept. 29, 2010 – The CPA Technology Advisor & NSA Technology Advisor, the leading technology information provider for tax and accounting professionals, has announced its “40 Under 40” honorees for 2010. In its fifth year, the 40 Under 40 program recognizes accountants, tax professionals and technology developers serving the profession who are emerging into leadership roles and are poised to help shape and guide the profession in the years to come.

Through its digital and print editions, blog, webcasts and podcasts, *The CPA Technology Advisor* provides independent technology reviews, implementation strategies and advice for small and mid-sized professional tax and accounting practices. The complete list of this year’s 40 Under 40 honorees is available below.

Because of changes in educational requirements made by the AICPA and state societies about 20 years ago, the accounting profession has a comparative shortage of mid-career professionals, those with 10 to 20 years of experience, according to Executive Editor M. Darren Root, CPA.CITP. The result is that, while a large percentage of professionals are expected to retire over the next 10 years, it is especially critical that mid-career professionals prepare for the leadership challenges that await them.

“The generational transition occurring in the profession comes as technology is also increasingly shaping the practice of public accounting,” Root said. “Therefore, it is critical that the leaders of tomorrow recognize the importance of strategic implementation of technology and workflow in the

evolving modern practice. This year's 40 Under 40 honorees all share an

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The CPA Technology Advisor's 2010 "40 Under 40" Honorees:
For more details on this year's winners, please visit www.CPATechAdvisor.com/go/3029.

Adam Kupperman; Montvale, NJ

BJ Schaknowski; Atlanta, GA

Brian Fox, CPA; Brentwood, TN

Brian Steinert; Wichita, KS

Brian Stork; Franklin, NC

Briand D. Bredensteiner, CPA; St. Charles, MO

Byron Patrick, CPA.CITP; Baltimore, MD

Cathy Iconis, CPA; Atlanta, GA

Dan Zitting, CPA.CITP; Westminster, CO

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Jay Montalbano, CPA, CVA; Baton Rouge, LA

Jay Montalbano, CPA, CVA; Baton Rouge, LA

Jennifer Warawa; Lawrenceville, GA

Jesse Lipson; Raleigh, NC

Jim K. Boomer, CPA.CITP; Manhattan, KS

Jody Padar, CPA, MST; Arlington Heights, IL

Joe Harpaz; Hoboken, NJ

Kimberly Hogan; Irvine, CA

Kurt J. Rickhoff, EA, ABA; O'Fallon, IL

Lou Saenz; San Diego, CA

Mark Rosen, CPA, CFP; Westborough, MA

Mark Severance; Simi Valley, CA

Nate Hagerty; Trinley Park, IL

Rhonda C. Miller, CPA.CITP; Akron, OH

Robert Chandler; San Diego, CA

Ryan McCowan, CPA.CITP; London, KY

Shane Eloie, CPA; Council Bluffs, IA

Shane Hamby; Mountain View, CA

Tanya Rose; Riverwoods, IL

Teresa Mackintosh, CPA.CITP; Dexter, MI

Thomas Fantin, CPA.CITP; Akron, OH

Tracy Gaspardo Mortenson, CPA, JD; Riverwoods, IL

W. Michael Hsu, CPA; Irvine, CA

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