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Aug. 29, 2007

40 Under 40 Honoree: Angie Martin, MPA — 35

Director of Education, Lane Gorman Trubitt, LLP, Dallas, TX

EDUCATION: Masters of Public Accounting — Wichita State University; BS Accounting — Kansas State University

FAMILY: Loves spoiling her brother's children.

HOBBIES & INTERESTS: An avid sports fan, especially college football. Also enjoys spending time with family and friends, and her TiVo is dedicated to cooking shows.

PROFESSIONAL AFFILIATIONS: AICPA, American Society of Training and Development

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

"My Nokia E62 — web access, phone, e-mail all in one. I don't know what I would do without it."

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

"Firms must change the way they provide education to staff. Embracing a learning culture is key to continued growth and success. Technology will play a big part in this. Firm Wikipedias, podcasts, and a myriad of web-based learning opportunities will become more prevalent and are just a few ways this will occur. Small bursts of learning (10 to 30 minutes) need to replace the traditional two- to eight-hour classes because they provide more effective learning and,

by using technology, can be delivered exactly when needed by the learner. While

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in the planning of any new initiative rollouts at her firm to ensure proper education is conducted prior, during and after.

Angie has focused her education initiatives on just-in-time learning, emphasizing courses as needed for the individual learner. Individual learning plans for staff, as well as strategic learning directions for the organization are what she has presented to Lane Gorman Trubitt, L.L.P. to be the learning building blocks for their growth and success. In addition to developing a robust program at her own firm, Angie is a sought-after presenter both regionally and nationally. She has presented multiple topics for the AICPA and other conferences, including using education as part of your retention tools and long-term planning for education success. Angie also serves as a consultant to firms as they work to leverage education in the development of a strategic plan. Currently, Angie serves on the AICPA Tech+ Conference Planning Committee.

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Technology

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