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TECHNOLOGY

40 Under 40 Honoree: Liz Alexander, CPA — 33

Owner, Elizabeth Alexander CPA, Arlington, TX

Aug. 29, 2007

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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 better prepared for disaster recovery of information and being able to offer those services to clients.”

What Liz’s peers and clients had to say about her:

Liz is so special because she goes above and beyond any other CPA that I have ever used. She introduced me to QuickBooks when I opened my small business. Her expertise in QuickBooks has made the daunting chore of taxes not only easy, but fun. Yes, I said it. Liz makes accounting fun. Not only is Liz available when you need her, but she impressively juggles a family, full-time business as well as numerous philanthropies in the community

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