CPA Practice **Advisor**

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Marjorie Adams

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- Accounting Today top Technology firm 2019
- First employees still work for Fourlane 8 years later.

What are you doing to make a difference in the profession, your community, the world?

We are officially starting a non-profit organization so that we can provide scholarships to those in the accounting community to help people entering into our industry – not CPA, not tax or audit, but business change management and organization. There is no courses for what we do and even the most senior accountants struggle with the concepts of system structure inclusive of accounting principles. We hope to change that!

Favorite books/websites/speakers that you find influential

What the heck is EOS? We have our business set up on EOS/Traction and it has made all the difference.

What do you see yourself doing professionally in 10 years?

We will have continued growth while providing solid work life balance for our team. We will push into the top 50 VARs and expand into 2 more products.

What accounting conferences do you normally attend?

Scaling New Heights is pretty much it right now. I recently had my second son and travel is not the easiest pregnant or as a new mom and CEO.

What websites/magazines do you use to keep up on news of the accounting profession?

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