

Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us

accounting profession. They are all active in the professional community, as well as in their local communities, where many are small business owners and employers.

Sep. 14, 2015



**Marjorie Adams – 34**

**President, [Furlane](#)**  
**Austin, TX**

**Twitter: [@marjoriejadams](#) [@furlane](#)**

**What is the name of one book that has been a great influence to you?**

Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us

team to have a voice so that we can make positive changes for our teams and the company.

**In what ways do you participate in the professional community to change/improve the accounting profession?**

I have over 250+ free training videos on my website that are more conceptual about usage of QuickBooks. I sit on the QuickBooks Enterprise council and participate as much as I can on bettering that product.

**In what ways do you participate in your local community to help others?**

We fund different scholarships to help people as they enter college. Good education is very important to our team. We even have two staff members back in school to complete their accounting degree which we pay for.

**What changes do you foresee in the accounting profession of the near future (3-5 years)?**

The movement to the cloud is inevitable – whether through hosting or an actual cloud based product. I am assuming a new fresh desktop database will be coming about soon. I think we changed it up last in 2006 or 2009 so there are better technologies now that can handle a bigger volume faster.

I am hopeful that the app space when it comes to process add on tools will narrow. Right now there are so many choices it can be confusing for our team and the customers as to which is the best product to choose. Expensify, Concur, Receipt Bank, American Express etc.

**How do you see yourself participating in shaping the future of the accounting profession?**

I ultimately wanted to be a teacher so by doing the training for the ProAdvisor certifications is really exciting for me. Continuing with not just the How To in that

space but the Why is how I plan to reach more. I also open up with my training

Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us

time but the effort helps fill my entrepreneurial spirit.

**Describe one person who has been an important mentor to you and how that person helped change your life.**

Dag Nybo was my first business coach. He convinced me it was the right thing to do to extend an offer to my first employee and even helped set up our first interview. The first one is the hardest but it gets easier from there and I needed to make that step to grow.

---

[See all of the “40 Under 40” honorees for 2015.](#)

Firm Management

CPA Practice Advisor is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors.

© 2024 Firmworks, LLC. All rights reserved