

THE PROFESSIONAL PUBLIC ACCOUNTANT

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www.coloradoaccountant.org**

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PASC to Offer Leadership Training Program

Thanks to the National Society of Accountants (NSA) and our own Matt Lewis, the Public Accountants Society of Colorado (PASC) will soon offer members the opportunity to enroll in a Leadership Training Program. By definition, a leader is one who exerts influence on others. If you own a business, are a member of a club or organization, or are a parent, you are a leader and will benefit from this program. So the question is not whether you are a leader, but rather how effectively do you lead?

NSA has been developing a Leadership Training Program for the past few years. The program has been tremendously successful in helping participants grow in key leadership skills. Now, PASC has the opportunity to use materials and templates developed by the NSA Leadership Development Committee to offer training in Colorado.

For many years, PASC officers have sponsored leadership conferences and other training programs with limited success. We have all wanted to do more for our members, but we lacked the tools to provide this program. Now we have a program that can benefit all members.

PASC Officers and Board members are committed to offering this program to all members who desire to participate. We believe that all of our members can benefit from this program. While PASC is willing to invest both time and money for this program, so too will participants be required to make both time and financial commitments.

Watch your e-mails and future newsletters for more specifics on this program.

Membership Chair's Report

By Connie Martinez

Hello, Public Accountants Society of Colorado (PASC) Members. Congratulations in surviving another tax season and welcome to our 60th anniversary year. The Membership, Convention and Education Committees are looking forward to seeing you at the 60th Anniversary Accounting Forum and Conference, June 2-4 in Golden.

In addition to speakers presenting on relevant accounting subjects, we will have information for events and things to do while you are in Golden. Come one, come all and help celebrate our 60th anniversary.

I want to encourage all members – new, current and future – to give your support to PASC. Your input, suggestions and participation in our Society will help us grow. Older members have a legacy to pass along to newer and younger members. We need to show what an important part we play in our society as accountants, tax preparers and financial planners. See you at the 60th anniversary gathering. Enjoy!

The Professional Public Accountant

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Articles to *The Professional Public Accountant* are welcome and encouraged. To submit, please e-mail brendajohnkira@comcast.net.

Elder Care Specialist Credential Offered by ACAT

The Elder Care Specialist (ECS) credential, offered by the Accreditation Council for Accountancy and Taxation, recognizes professionals who have a thorough knowledge of:

- Preparing their clients for retirement;
- The essentials of estate and trust planning; and
- Financial planning for the elderly.

Proclaim to the world you're qualified to service clients in this fastest-growing marketing niche – elder care. ACAT's current ECS credential holders cite the following reasons for participating:

- As we age, so do our clients. The needs of our clients in this age category are dramatically changing, and as they change, the demands are increasing for our expertise in these areas;

- We want to develop our sensitivity and communications skills for dealing with the elder customer's needs; and
- We realize that our practices will benefit by offering special service in this fastest-growing marketing niche.

To become an ECS, you must first qualify for the test by earning 36 hours of continuing professional education (CPE) in three major elder care areas:

- Demographics and opportunities for retirement planning;
- Basics of estates, trusts and fiduciary accounting; and
- Ethics and professionalism serving aging clients.

Then you take an open-book test on what you have learned. You must score 70 percent or better on each of the three exams (one

Continued on next page

From the President

By John Martinez, PA

Now that you're (hopefully!) recovered from tax season – tax preparing doesn't get any easier, does it? – it's time to start thinking of the coming events, beginning with the Public Accountants Society of Colorado (PASC) 60th Anniversary Accounting Forum and Conference, June 2-4 in Golden. See information throughout this newsletter for details. See you there!

The sponsorship of Elder Care Training is new for PASC and filling a need. I hope you will take a break from tax preparation and accounting to grow professionally and support this program.

PASC has a new benefit for members which was unveiled at our May Board meeting. The Member Forum on the PASC Web site is where members will be able to subscribe to certain types of informational topics such as income taxes, legislative issues and bookkeeping. The subscription is free and alerts subscribers when there are new posts. Members can use the forum like a chat area by requesting information or answer a question posted. Contact Ruth Bustamante in the Executive Office for more information.

Another new benefit is a service where members can have a Web site professionally designed and hosted. See page 4 for more information.

I also want to strongly urge members to help the Society by giving of your time and leadership. Several Board positions must be filled at Convention:

- President-Elect;
- Treasurer;
- Secretary; and
- NSA Director.

Several committee chair slots also need filled:

- Education;
- Convention; and
- Governance.

The Legislative Affairs Committee should be beefed up because we need to again become more vigilant to what is happening at the Legislature. A Tax Preparers Bill has just been passed that did not affect us, but other legislation could come up after the national elections.

In cooperation with the National Society of Accountants, PASC has initiated a Leadership Training Program that is open to all members. See page 1 for more information. Please participate in the leadership program whether as a PASC leader or for your own personal development.

Elder Care

Continued from previous page

for each level). Finally complete the ECS credential application and pay the \$150 application fee. (If you don't receive the credential, the fee is refunded.)

Ongoing, you must earn CPE credits and adhere to the ACAT Code of Ethics plus pay an annual renewal fee.

For more information, contact Accreditation Council for Accountancy and Taxation, 1010 N. Fairfax St., Alexandria, VA 22314-1574; (888) 289.7763; fax (703) 549.2512; www.acatcredentials.org.

FREE MONTH WITH YEAR LEASE

Sweet Suite or Super Singles. Immediate occupancy. Great Victorian near downtown.

Choice of 3- or 4-room suite, or 1 to 3 singles with shared reception area. Lots of windows, elegant French doors, exterior signage. ADA accessible.

Drop by 1828 Clarkson or call (303) 830-2300; bbernstein@qwestoffice.net.

Get Your Business on the Web with New Service for PASC Members

The Public Accountants Society of Colorado (PASC) Board of Directors has approved an offer from SOS4Net, Inc., for members to have a Web page professionally designed by the company for \$199, a savings of nearly 75 percent. The hosting fee for this Web page has been negotiated at \$5 per month (\$60 per year), to be billed annually by PASC. Set-up fees have been waived. In addition, members can choose their own domain name and have it registered for free for the first year. Subsequent years are billed at \$14.95 per year.

Members who take advantage of this offer can select a template from a list that has been approved by the PASC Board. The individual Web page will be integrated within the existing PASC Web site at www.coloradoaccountant.org. Therefore, templates have been developed based on color schemes that will preserve the integrity of the existing site.

In addition to the greatly reduced rates, members who host a Web page within the PASC site can take advantage of search-engine submissions, which could greatly increase visits to their site. Also, for those who would like to change content frequently, up to two sections of the page may be edited directly from the member record of the PASC Web site.

Visit www.coloradoaccountant.org/bestoffer, where you will find a sample Web page as well as links to templates. Contact information is also provided here so the member can sign up for this incredible opportunity.

For more information, contact Ruth Bustamante in the PASC Executive Office at (303) 452-8227 or (800) 578-4451; ruth@coloradoaccountant.org; fax (303) 477-0770; P.O. Box 1078, Eastlake, CO 80614-1078.

To sign up, fill out the following form and mail, e-mail or fax it to the PASC Executive Office.

Name: _____
PASC Member Number: _____
Address: _____
City, State, ZIP Code: _____
Phone: _____
Fax: _____
Alternate Phone: _____
E-mail: _____

I understand that I will pay a one-time \$199 fee for a professionally designed personal Web page to SOS4Net, Inc. I understand I will pay a \$60 hosting fee (\$5 per month) for the first year (and \$60 per year thereafter) to PASC. I understand I will pay \$14.95 per year to renew my domain name. (The domain name of my choice will be registered for free for the first year.).

Total Payment: \$259 to PASC

Check _____ or Charge: _____ VISA _____ MasterCard _____ Discover _____

Card #: _____
Expiration Date: _____
Card Code (three-digit number above signature back of card): _____
Name on Card: _____
Authorized Signature: _____

After PASC receives this form and payment, your information will be sent to Scott Hendrickson at SOS4Net, Inc, who will contact you to design the Web page with the color scheme you choose and personalize it to showcase your company and services.

Public Accountants Society of Colorado



60th Annual Accounting Forum and Conference

REGISTRATION FORM

NAME _____
 ADDRESS _____
 CITY _____ STATE _____ ZIP _____
 WORK PHONE _____ EMAIL _____

FEE SUMMARY

Convention Registration - Members _____	# _____ X	\$ 225 = _____	by MAY 19, 2008
Convention Registration - Non-Members _____	# _____ X	\$ 250 = _____	by MAY 19, 2008
Monday Only – Seminar and food _____	# _____ X	\$ 190 = _____	
Late Registration _____ (AFTER MAY 19)	ADD \$ 30	= _____	
Extra Meals: Breakfasts – Mon..Tues..Wed # _____	X \$ 11	= _____	
Lunch - Monday 06/02/08 # _____	X \$ 20	= _____	
Banquet - Tuesday. 06/03/08 # _____	X \$ 45	= _____	

I am interested in participating in the Golf Tournament. Yes No

*Monday evening, June 2, 2008 and Tuesday afternoon, June 3, 2008, are yours to
EXPLORE GORGEOUS GOLDEN, COLORADO!*

For Credit Card Payment

VISA [] MASTER CARD [] DISCOVER []
 Card Number _____/_____/_____/_____
 Expiration Date _____ Card Code _____ (Last 3 digits on the back of your card)
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For Check Payment

Make Check Payable to: **Public Accountants Society of Colorado**
 Mail to: PO Box 1078
 Eastlake, CO 80614-1078
 FAX to: (303) 457-0770
 Register online www.coloradoaccountant.org

FOR FURTHER INFORMATION, call JACK DIRKSEN, EXECUTIVE DIRECTOR of the Society at (303) 452-8227 or (800) 578-4451

Governor's Message

By Rex R. Cruse, EA, ABA, ATA, NSA Governor District IX

I have been through so many tax seasons; you would think they would be a walk in the park by now. However, they don't seem to get any easier. I hope everyone had a smooth and as stress-free as possible tax season and are getting on with other things, such as professional development through the Public Accountants Society of Colorado and the National Society of Accountants (NSA). I look forward to seeing many of you at upcoming seminars, conventions and meetings.

Have you attended any of NSA's ConnectED live Webinars? Summer seminars are:

- June 26 – The Engagement Process: The Life of a Client from Birth to Death
- July 17 – Divorce Planning, Part 1: Before the Divorce
- July 24 – Divorce Planning, Part 2: After the Divorce
- Aug. 28 – The \$500 Marketing Plan

The NSA member discount rate is just \$35 for per Webinar. As a special introductory offer for NSA members, sign up for three Webinars and get the 4th one free. For more information and to

register, visit the NSA Web site at <http://www.nsacct.org/profdev.asp?id=646>.

I hope you are making plans to attend the NSA Annual Meeting and Convention in Kansas City, Mo., Aug. 27-30. This will be a good time to meet with your fellow NSA members, get some quality continuing professional education and get involved in our Society.

In late October or early November (dates have yet to be finalized) will be one of NSA's best conferences – the Leadership Networking/Training & Legislative Strategy Conference in Phoenix. Although not finalized, I'm hoping we can have the District IX, X and XI Meeting in conjunction with this conference. Stay tuned.

This being an election year, things have been quiet in the legislative area on the national level. There has been another tax preparer registration bill introduced in Congress; however the chance for any action on the bill, this year, is slim to none.

I hope to see many of you at the Annual Meeting in Kansas City.

Tips for Marketing in a Recession

While the R word has been tossed around a lot lately, here are some tips for marketing your practice in a recession.

Market additional services to existing clients

In a soft economy, the highest return on investment for marketing is normally upselling or cross-selling your current clients. Think about it. Most accountants are small business owners' trusted advisor, and expanding your relationship with them to include additional services is relatively inexpensive and requires comparatively little selling given the relationship. To promote ancillary services – retirement planning, estate trust, business valuation, fraud prevention, insurance, etc. – consider offering educational workshops on the topics to your clients.

Allocate marketing investment toward stable and growing industry sectors

Rather than halting your marketing efforts in a down economy, target your marketing investment toward industry sectors that are less affected by the current economy. For example, targeting your marketing toward the real estate sector right now would

not be a wise move. However, there are many sectors that may be growing and/or less affected in your area, such as health care or law.

Sell value, not price

While some businesses always sell on price, many tout their services on value. If price was the be-all end-all, luxury items such as Lexus, Rolex and Jimmy Choo would be sucking wind. And restaurants would be unable to sell lobster, filet mignon, and premium wines and spirits. During soft economic times, service businesses must effectively communicate the benefits and economic value to justify the price.

Get your message out

Rather than sticking your head in the sand, get your message into the market. This can be accomplished, for example, by contributing to a newspaper column or radio talk show. If local financial planners can do it, so can you.

Source: April 30, 2008, NSA Member Link

2008 PASC Education Calendar

NCPE Workshops Sponsored by PASC

June 2-4	60th Anniversary PASC Convention – Denver The Golden Hotel, 800 11th St., Golden, CO 80401 – Phone (303) 215-4155; Fax (303) 215-1010
June 23-24	NCPE – Serving Aging America Level 1 – Denver Embassy Suites, 7525 E. Hampden Ave. (1 mile east of I-25 on Hampden), \$119 room rate Denver, CO 80231 – Phone (303) 696-6644; Fax (303) 337-6202
Sept. 17-18	NCPE – Corporation, Partnerships and LLCs Workshop – Denver Ramada Plaza (Former Holiday Inn), 10 E. 120th Ave. (120th Ave. and I-25), \$77 room rate Northglenn, CO 80233 – Phone (303) 452-4100; Fax (303) 457-1741
Sept. 18-19	NCPE – Corporation, Partnerships and LLCs Workshop – Colorado Springs Clarion Hotel (formerly Le Baron Hotel), 314 W. Bijou (Bijou & I-25) Colorado Springs, CO 80905 – Phone (719) 471-8680; Fax (719) 471-0894
Nov. 5-6	NCPE – Individual Income Tax Update – Grand Junction Doubletree Hotel Grand Junction, 743 Horizon Drive (Exit 31 and I-70), \$89 room rate Grand Junction, CO 81506 – Phone (970) 241-8888; Fax (970) 245-8198
Nov. 10-11	NCPE – Individual Income Tax Update – Durango Doubletree Hotel Durango, 501 Camino Del Rio (Highway 550 and 160), \$104/\$124 room rates Durango, CO 81301 – Phone (970) 259-6580; Fax (970) 259-4398
Nov. 11-12	NCPE – Individual Income Tax Update – North Denver Ramada Plaza (Former Holiday Inn), 10 E. 120th Ave. (120th Ave. and I-25), \$77 room rate Northglenn, CO 80233 – Phone (303) 452-4100; Fax (303) 457-1741
Dec. 2-3	NCPE – Individual Income Tax Update – Southeast Denver Embassy Suites, 7525 E. Hampden Ave. (1 mile east of I-25 on Hampden), \$119 room rate Denver, CO 80231 – Phone (303) 696-6644; Fax (303) 337-6202
Dec. 3-4	NCPE – Individual Income Tax Update – Colorado Springs Clarion Hotel (formerly Le Baron Hotel), 314 W. Bijou (Bijou & I-25) Colorado Springs, CO 80905 – (719) 471-8680, Fax (719) 471-0894
NCPE credit hours	16 CPE credit hours for each workshop
NCPE prices	Members \$315, Nonmembers \$345 Early-bird registration – Members \$290, Nonmembers \$320 (Early-bird registration ends two weeks before seminar)

The Professional Public Accountant
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ADDRESS SERVICE REQUESTED