

THE PROFESSIONAL PUBLIC ACCOUNTANT

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www.coloradoaccountant.org

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Membership Committee Message

By Connie Martinez, PA, Chair

A hearty welcome to the following new Public Accountants Society of Colorado (PASC) members:

- Jody Antonsen, EA
- Natalie S. Barks DePalma, PA
- Martha Hamilton, PA
- Robert O. Kunish, PA
- Dale Lukenbach, PA
- Ambika P. Sapkota, PA
- Deborah Shroder, CPA
- Lindsay Yahn, PA

A big project is at hand. PASC will be celebrating its 60th Anniversary at our Convention, June 1-4, 2008, in Golden at The Golden Hotel. We are planning great speakers, great events and a special installation banquet. The Convention Committee needs volunteers to help in all areas. So come one, come all, old member and new members, and help make this the best Convention ever.

The Convention Committees and Chairs are:

- Education – Lee Jensen, PA, Helen Gerlick, PA
- Convention – Cyndi Trombly, PA, Linda Evans, PA
- Membership – Connie Martinez, PA
- Vendors – Frederick O'Day, PA

For more information or to volunteer, please call me at (303) 933-7849.

Also, PASC does not have a historian. I would like to talk with anyone who would be interested in creating a scrapbook for the posterity of the Society.

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.

PASC Member Boettiger Attains National Accountancy Accreditations

Congratulations to Public Accountants Society of Colorado member John A. Boettiger, ABA, ATP, who has successfully completed the requirements for the Accredited Business Accountant (ABA) and Accredited Tax Preparer (ATP) credentials from the Accreditation Council for Accountancy and Taxation (ACAT).

ACAT's accountancy accreditation program recognizes practitioners who demonstrate measurable expertise in the principles, practices and ethical standards of accounting and taxation. Through the ABA credential, ACAT establishes a uniform standard of proficiency which clients and employers can rely

upon when selecting an accounting, tax and/or financial services professional.

To maintain accredited status, Boettiger agrees to earn 120 hours of continuing professional education credits every three years and to adhere to ACAT's Code of Ethics and Rules of Professional Conduct.

ACAT is affiliated with the National Society of Accountants. ACAT's Comprehensive Examination for Accreditation in Accountancy is administered nationwide for three weeks in May and June and three weeks in Late November and December. For more information, contact ACAT at (888) 289-7763, or e-mail info@acatcredentials.org.

Governor's Message

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

A lot has happened since our successful National Society of Accountants (NSA) Annual Meeting in Portland, Ore. Although I was not able to attend, I understand the recent Leadership Networking Conference and Legislative Strategy Conference, in Tampa, Fla., were excellent. Thanks to Kathy Hettick, Ronny Woods and their committees for their work in making this conference a success. If you haven't attended one of these conferences, consider attending one next year, scheduled for Phoenix in October. Look for the exact dates soon in the "Calendar of Events" section of the NSA Web site at www.nsacct.org.

John Ams and the NSA staff have been busy in meetings to discuss the tax preparer registration legislation with the staffs of the Senate Finance Committee and House Ways and Means Oversight Subcommittee and also the Assistant Secretary of Treasury for Tax Policy.

The NSA Board of Governors held its fall meeting in Alexandria, Va. We had a good meeting and were able to visit our headquarters building, which was less than

a block from the meeting. One of the reasons for the meeting being in Alexandria was to give the Board of Governors a chance to meet NSA staff and put "faces with names."

The Successful Strategies for Small Business Seminar, scheduled for Nov. 5-7 in Las Vegas, was called off, due to a speaker cancellation and poor registration. We had scheduled the District IX, X and XI Joint Meeting for the day before this seminar and decided to meet anyway. Most of the State Directors from Districts IX, X and XI and the Presidents or other affiliated state organization (ASO) Officers were able to attend, so participation and discussions were good. NSA First Vice President Jim Nolen participated as well. We reviewed the legislative issues and activities of each ASO, and discussed the draft of the new State Directors Manual, and duties and responsibilities of the State Directors and ASO Officers. In addition Marilyn Niwao, Governor of District XI, presented information about the new CPA and PA "mobility" provisions of the Uniform Accountancy Act.

Use Technology to Build Better Relationships with Your Clients and Increase Business

By **Brian Hamilton**

Historically, the emergence of technology and automation has been positive over the long-run for the professionals who serve the affected sectors. For example, when Lotus was first released in the 1980s, it allowed finance professionals to significantly reduce calculation time in analyzing business credits/loans. This and other spreadsheet programs allowed users to spend less time on calculation and significantly more time on analysis. Similarly, not long ago, recruiting professionals spent much of their time finding resumes of qualified applicants. Today, through the emergence of Internet services such as Monster and Careerbuilders, recruiters spend much less time gathering resumes and much more time on other critical areas of recruitment, such as interviewing.

Now that rote tasks have largely been automated in the accounting profession, you should use the opportunity and time savings to deepen your relationships with clients and enhance your role. You have deep domain knowledge of accounting and also general business acumen. Even after just five years of full-time practice, most accountants have met and worked with hundreds of business clients. From those experiences, you have gained real insight into how to properly run a business. Share that knowledge back with your business clients.

According to recent studies, up to 70 percent of business owners view their accountant as their most important "advisor." Yet in a survey which asked business clients why they left their accounting firm for

Continued on page 7

Public Accountants Society of Colorado
Pikes Peak Chapter

Presents
Colorado Tax Professional Update
IRS Update

CPE: 7 hours (tax)

When: November 29, 2007

Registration: 8:00 a.m. to 8:30 a.m.

Seminar: 8:30 a.m. to 4:15 p.m.

Continental Breakfast, Snacks and Lunch provided

Where: Clarion Hotel

(Formerly LeBaron)

I-25 & Bijou, Exit 142

Colorado Springs, CO

Cost: PASC members - \$89

Non members - \$109

IRS Presentation (8:30-12:15)

Speakers: IRS Staff

Topics:

- Bank Secrecy Act
- Working Through the Collection Process
- Appeals - Same Mission - New Tools
- TAS - Your Voice at the IRS

Colorado Presentation (1:15-4:15)

Speaker: Caron Notarmuzi
CDR Taxpayer Service Trainer

Topics:

- What's New/Legislative Changes
- What's on our Website
- 104 Changes
- Sales Tax Issues
- Form Changes / e-Services
- Other CDR Changes

CDR Note: Do you have state questions or problems? E-mail Caron Notarmuzi at cnotarmuzi@spike.dor.state.co.us & she will research and answer at the seminar.

Registration and payment should be received by November 21, 2007.

detach here

Register me for the IRS & Colorado Tax Professional Update Seminar on 11/29/07:

My check payable to PASC-PPC for \$_____ is enclosed.

(PASC members \$89, Non-members \$109)

Name _____ Telephone _____

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Return registration and payment to: OR

PASC Pikes Peak Chapter

C/O Doug LeNoue

1425 N. Union Blvd. #201

Colorado Springs, CO 80909

Register online at:

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For additional information please call Doug LeNoue at 719-520-5181.

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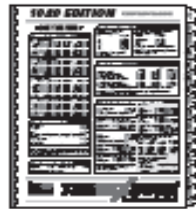
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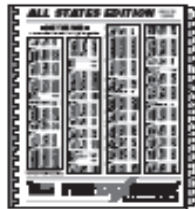
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Dec. 3-4 Denver – North

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Use Technology to Build Better Relationships With Your Clients and Increase Business

Continued from page 3

another, an astonishing 61 percent said they left because they thought the firm “did not care” about them or their business. Only 6 percent left because of “price” considerations and only 4 percent left because of “lack of service.”

If you’re like most accountants, you care deeply about your relationships with clients. The challenge is to communicate that with customers. So, what are some practical ways that accountants can use technology to advance their practices and deepen customer relationships? In general, use technology tools to:

- Reach clients more often and in more meaningful ways; and
- Produce reports and information of real value to them.

Reach clients more often, in more meaningful ways

Customer relationship management software is relatively easy-to-use and affordable. Common systems such as ACT or Salesforce.com can be a huge help in managing your client contacts and prospect lists. These programs allow you to, for example, make notes for each of your customer accounts, log birthdays, group

accounts can by priority and schedule regular customer meetings. There’s no reason not to keep regular contact with your clients throughout the year, rather than just during tax season.

Produce reports, information of value to clients

Your clients need simple financial information that they can use for better decision-making. Intuit offers a product at www.expertanalysis.net, which gives accountants the ability to produce financial analysis reports in plain and easy-to-understand language. The service is paid for on a subscription basis. It is inexpensive and really easy-to-use.

Schedule a quarterly review of your client’s financial statements. This is a significant gesture to your business clients that you care about them and their success. Too, you can also increase billings by helping clients in a consulting capacity.

Brian Hamilton is the Chief Executive Officer of Sageworks, Inc. The company develops ProfitCents, an application that aids accountants in communicating with clients. Contact him at (919) 851-7474 (ext. 501), brian.hamilton@sageworksinc.com or visit the company Web site at www.profitcents.com.

ADDRESS SERVICE REQUESTED

Meet a Member

Name: Leota G. "Lee" Jensen

Company Name: Quiet
Country Bookkeeping and Tax
Service LLC

Phone: (303) 841-4544

E-mail: ole557@aol.com

Address: 13221 N. Ranger
Road, Parker, CO 80138-8514



dependents for tax purposes jumped by tenfold, as the wife's whole family became dependents on the return.

Outside Interests, Hobbies, Passions: Reading, cross stitch, gardening

Favorite Book, Movie or TV Show and Why:
Adventure, as it takes you places you do not go in your everyday life.

Type of Practice/Clients: Accounting and Tax

Area(s) of Expertise: Small Business Accounting and Tax

How I Got Into Accounting: I took some accounting after high school. Then when our son was old enough to be in school all day, I used my GI benefits to take accounting from LaSalle University.

Funny/Interesting Client Story: We were overseas during the 1986 Tax Act. All of a sudden, military

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