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Trivia Questions



1. Which football team did Jim Brown join in 1956/57?
 - a. Cleveland Browns
 - b. New York Giants
 - c. Green Bay Packers
 - d. Detroit Lions
2. In which country is Ciampino airport?
 - a. Italy
 - b. Canada
 - c. Liberia
 - d. Russia
3. What did Charles Babbage invent when he designed

Fountainhead Forum

Dear Nina,

We hope you are enjoying your summer and finding that your team, department, or company is running smoothly. Please remember that we offer contract or temporary employees to help fill in for those empty seats when folks are out on their summer vacation. We have been staying busy at Fountainhead, but we always appreciate hearing from you to catch up on the latest business developments or career opportunities with you or with your team. Give us a call anytime and stay cool!

Fountainhead Staffing's 10 Year Anniversary

This month marks the ten year anniversary for Fountainhead Staffing. We opened our doors here in the valley in July of 2001. Two months later, the tragedy of the 9/11 attacks rocked our nation and our economy, making for a difficult start for our fledgling company.



When one of the founding partners left the company in early 2002, John Spencer was left wondering "What have I gotten myself into?" But as the saying goes, "what doesn't kill you makes you stronger", and we were able to forge through that difficult first year in business and get a foothold in the market. Kim Richardson was a key hire we made in early 2002, and many of you will have fond memories of working with Kim before she relocated back to Seattle in 2004.

Beth Hansen joined Fountainhead in early 2004 and has been a key part of our success since then. Nina Cormier joined us

his analytical engine in 1833?

- a. Chalkboard
- b. Compass
- c. Computer
- d. Mechanical pencil

4. In which year did the band Wings release Venus and Mars/Rock Show?

- a. 1984
- b. 1975
- c. 1979
- d. 1967

5. In what movie does actor Robert De Niro play a character called Travis Bickle?

- a. Hi, Mom!
- b. Midnight Run
- c. Angel Heart
- d. Taxi Driver

[Answers](#)



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10 Years Ago
Today

*Stats and Facts
on Arizona*

Then: Around 06/01
Now: Around 06/11

Unemployment Rate
Then: 4.6%
Now: 9.2%

Population
Then: 5,130,632
Now: 6,500,000

U.S. Population
Ranking
Then: 20th
Now: 14th

in early 2008 and has contributed greatly as well. Kim Mishler has been with us right from the beginning, and keeps things running smoothly in the office. So we've enjoyed a stable team throughout most of our tenure here in the valley, and we feel that has contributed greatly to our success and longevity.

But ultimately, any company is only as good as its customers. And fortunately, we have been blessed with some great customers. We have personally met several thousand accounting and finance professionals over the past ten years and have built strong and lasting relationships with many of you. We cannot begin to thank you enough for the trust and loyalty you have shown to us.

If we haven't spoken in a while, we would welcome the opportunity to hear from you and catch up on how you are doing. In any event, please know that we look forward to working with you for many years to come. We just want to say "thank you for your support" - because ultimately, we couldn't have done it without you!

Quick Response Codes

More and more we are seeing these odd looking black modules, but what are they? The 2-dimensional digital symbols are called Quick Response Codes or QR Codes. These barcodes can be scanned and interpreted by a code-reading application, mainly found on a smartphone, which then links to wherever the embedded internet address directs, such as a website, an image, informational data, and many more options. It basically allows for an easily accessible way to get to where whoever created the QR Code wants you to go (without having to manually type, search, or save anything). For example, say you purchase a bottle of wine and you want to know more information about the manufacturer. If there is a QR Code on the bottle, you can scan the code with your phone and it will most likely instantly take you to the wine manufacturer's website. There you can easily learn more about the company or the product all on your phone, basically without having to do anything (except enjoy your wine).



There are a number of open source tools that are able to create and read QR Codes. To read a hardlink or physical world hyperlink, a smartphone or computer equipped with a webcam needs to have the correct reader software. This software will interpret the scanned image and launch a

Median Household
Income

Then: \$42,000

Now: \$46,000

Median Home Price

Then: \$121,000

Now: \$115,000

Principal Industries

Then: Commercial
and industrial
construction/real
estate, high
technology, retail
trade, services,
tourism

Now: Mining,
manufacturing,
tourism

Governer

Then: Jane Hull,
Republican

Now: Janice Brewer,
Republican

Sports (all "then")

The Arizona
Diamondbacks won
the World Series

The Phoenix Suns
ended their streak
of making the
playoffs, falling
short for the first
time in 14 years.
That season marked
the trade of Jason
Kidd, and the draft
Amar'e Stoudemire.

David McGinnis
became the mid-
season replacement
as the Arizona
Cardinals Head
Coach, finishing at
5th in the NFC East

browser to visit the programmed URL. Do a web search using the keywords "QR reader" and the make of your phone to find such applications (or "app"). When the app is opened, it opens the phone's camera to "scan" the QR Code (or vice versa; when you open your phone and scan the QR Code, the app will automatically open). Once the code is scanned, the user's phone browser will automatically redirect them to the content. Soon (if not already being offered) these scanner apps will be pre-loaded in most phones as a standard feature.

Originally this technology was created for tracking inventory in the manufacturing industry. Nowadays, with the ability to have a smartphone (almost like a "mini computer") at your side all day, the main stream has put QR Codes to use in a variety of ways. QR Codes help you instantly share targeted information with people that may be interested in your business, product, news, or contact information, etc., by creating a link to a website. They're a great way to share this data by allowing it to be readily available involves such little work for the end user.

Some examples of QR Code uses are:

- Companies can provide a website link where people can learn more about a featured product, get a discounted offer or download a coupon that can be redeemed on the spot.
- Scan QR Codes on movie poster to link patrons to trailers or ticket purchasing.
- A QR Code can contain a geographical location. Scan the code on an advertisement for a restaurant and its location becomes available to your navigation software, informing you how to get to that place.
- Get instant feedback via a poll or short survey if the QR Code was on a receipt or a presentation handout.
- Create an easy link to join an email list.
- Share exclusive content that complements the in-person experience (often using video) during your presentation or property tour.
- Add it to your business card or resume as a direct link to special content, such as a LinkedIn profile, a website, or a portfolio, that can help potential customers or employers get to know you and your business better or act as an easy way to store your contact information on their phone.
- QR Codes can also be used for other applications, such as on menus to give more details such as ingredients or nutrition facts about a dish.
- Send out an invitation with a QR Code on it and when the invited guest scans the code, the application will

and 4th in the NFC East.

Phoenix Coyotes team was sold to Phoenix-area developer Steve Ellman, with Wayne Gretzky as a part-owner and head of hockey operations.

The Arizona Rattlers were undefeated on the road.

After a decent 2000 season, the Mercury team descended into turmoil, as the coach left and the original core group of players broke up via retirement or trades. The team stopped being a playoff contender and remained in the bottom half for the next 4 years.

Sourced from website of various organizations, such as The Bureau of Labor Statistics, U.S. Department of Housing, Arizona State University, etc. Please verify all statistics and information as listed above before reprinting.

Quick Links

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automatically add the event name, date, and location to the agenda/calendar on your smartphone or PC.

- A QR Code can contain WIFI configuration data. Scan the code and your smart phone device automatically configures itself to use the wireless access at the library you are visiting.
- Get more information from a QR Code on a real estate sign or advertisement to link potential buyers to pricing and pictures of the property.
- Instead of having to read installation or construction directions, scan a code to take you to the "how to" demonstration video.
- Scan QR Codes next to a magazine or catalog advertisement for instant purchase power.

The above list merely summarizes the main applications of Quick Response Codes. There are still more ways in which they can be used and new ones being created all the time. The overall motive is to drive website traffic or make it easier for a customer to gain and obtain information.

THE WALL STREET JOURNAL



"I was just reliving the '55 Cornell-Dartmouth game, and now I can't get up."

10 Years Ago Today

The Team at Fountainhead



John Spencer - After climbing to the top of the recruiting industry with a big name company, Source Services Corporation (later known as Kforce) and ultimately becoming Regional VP for all Finance and Accounting recruiting operations throughout the Southwest Region, John (like a true business minded CPA would) decided it was time to move forward with his own venture. Ten years ago, he relocated to Arizona and Fountainhead Staffing was on its way.



Beth Hansen - Back in 2001, Beth too was managing offices for a national staffing firm, remaining as the "go to" recruiter in

News Highlights

National

Moody's Puts U.S.'s AAA Rating on Watch for Possible Downgrade

Moody's Investors Service put its AAA rating on the U.S. government's bond rating on watch for possible downgrade, citing the "rising possibility that the statutory debt limit will not be raised on a timely basis," which would lead to a default on U.S. Treasury debt obligations.

The ratings agency said in conjunction with Wednesday's action, Moody's placed on review for downgrade its ratings on financial institutions directly linked to the U.S. government, including Fannie Mae and Freddie Mac.

The Wall Street Journal, John Kell, Jared Favole, and Corey Boles, June 14, 2011

China's GDP Growth Slows to 9.5%

China's gross domestic product growth slowed to 9.5% year-to-year in the second quarter, from 9.7% growth in the first quarter, the government said Wednesday.

The second-quarter GDP growth was slightly greater than a median 9.4% gain forecast by 16 economists in a Dow Jones Newswires survey.

The data came a day after Chinese Premier Wen Jiabao sounded a hawkish note on inflation, emphasizing that the government will continue to make cooling prices its key priority.

The Wall Street Journal, Aaron Back, June 13, 2011

Former First Lady Betty Ford Dies at 93

Betty Ford, the wife of the late President Gerald Ford and whose battles with addiction led to the founding of a famed rehabilitation clinic bearing her name, has died at 93.

The Wall Street Journal, Stephen Miller, July 9, 2011

U.S. Unemployment Inches Up to 9.2%, Economy Adds 18,000 Jobs

U.S. job growth appeared to stagnate in June, with companies adding 18,000 jobs last month and the unemployment rate climbing to 9.2 percent.

The U.S. Bureau of Labor Statistics said there were 14.1 million people unemployed in June, a number that has grown by 545,000 since March. The unemployment rate for May



the Phoenix area. She had founded her own company, but soon teamed up with Fountainhead after realizing that she and John were helping with each others search efforts already. With the two of them -- a CPA (John) and a local expert (Beth) - working together, they knew they could provide a noteworthy service to the field.



Nina Cormier - Ten years ago today, Nina was living in New Hampshire and getting ready to start college. Though she never could have guessed she would be in Arizona at Fountainhead Staffing, her interest in pursuing a career involving human capital development and communication evolved, along with her love for the desert weather.

Interview Tip
Ask the interviewer upfront why they

was 9.1 percent.

The increase means Arizona's jobless rate, at 9.1 percent in May, is slightly below the national average. The state trend had been dropping since March when it was falling from 9.6 percent.

Phoenix Business Journal, July 8, 2011

Space Shuttle Atlantis Launched on Historic Final Flight

Space shuttle Atlantis lifted off Friday morning on the final journey of a storied program that has been marked by triumph and tragedy.

Atlantis's four-person crew is embarking on a 12-day mission, the 135th of the shuttle program, that is aimed mainly at restocking the International Space Station with spare parts and a year's worth of provisions.

The Wall Street Journal, Arian Campo-Flores and Robert Lee Hotz, July 9, 2011

Bank of America Agrees to \$8.5 Billion Mortgage Settlement

Bank of America agreed Wednesday to pay \$8.5 billion to settle claims by investors who lost money on mortgage-backed securities purchased before the U.S. housing collapse.

The payment will be the largest such settlement by a financial-services company to date, and the settlement ends a nine-month fight with a group of 22 investors who hold mortgage-backed securities originally valued at \$105 billion.

The Wall Street Journal, Dan Fitzpatrick, June 30, 2011

Local

Amazon to Put Fourth Facility in Phoenix

Amazon will build a fourth facility in the Phoenix area, the continuation of the Seattle-based company's business in the state and a reflection of the Internet giant's sales tax problems with other states.

The company did not announce a location for the fourth facility but said it would be in Phoenix. The facility, which would be about 1.2 million square feet, is slated to open this fall.

Amazon currently employs about 3,000 people in metro Phoenix and has 4 million square feet of space across the region. The additional facility would add hundreds of employees, officials said.

Phoenix Business Journal, Lynn Ducey, July 7, 2011

June Home Sales Hit Highest Number in Decade

wouldn't hire
you.



When the interview is coming to a close, you need to have a strong and memorable ending point. Conclude the conversation with the following question: "Is there anything about my background that gives you concern?"

If the hiring manager comes up speechless, then that may make a lasting impression when it comes to their final decision making. If they do give you an answer, you have now bought yourself a bonus round to derail any doubts.

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IRS Raises Standard Mileage Rate

In response to rising gasoline prices, the IRS has raised the standard mileage rate for business use of an automobile from 51 cents per mile to 55.5 per mile,

June home sales in the Phoenix metro area surged to 11,125 units sold, the highest number of transactions in a decade, according to a new report released by the Arizona Regional Multiple Listing Service.

The June number even eclipses the sales figures during the 2005 housing boom. June sales also were nearly 20 percent higher than June 2010.

Pending foreclosures have dropped dramatically since the darkest days of the housing crisis. Foreclosures pending dropped to 27,616 in June from a high of 50,568 in November 2009.

Distressed sales, which include both lender-owned sales and short sales, accounted for nearly 68 percent of all sales or 7,544 units. Short sales increased nearly 6 percent in June from May, signifying that some lenders might be more willing to work out agreements with the homeowners to avoid foreclosure.

[Phoenix Business Journal](#), Jan Bucholz, July 7, 2011

First Solar Gets \$4.5B in Federal Loans for California Projects

First Solar will receive \$4.5 billion in federal loans from the U.S. Department of Energy to develop three solar power plants in California.

DOE announced the loan guarantees Thursday, providing a big push for the Tempe-based company to develop the projects, which will provide more than 1,400 jobs and generate 1.3 gigawatts of electricity. About \$3.8 billion in loans is guaranteed.

While the construction jobs will be in California, many of the panels for the projects could come from the company's planned Mesa production facility, which should begin in the second half of 2012.

[Phoenix Business Journal](#), Patrick O'Grady, June 30, 2011

Sincerely,

Fountainhead Staffing

Editor: Nina Cormier

effective July 1st. The new optional standard mileage rates will apply until superseded by future guidance and can be used by taxpayers to calculate the deductible costs of operating an automobile.

Alternatively, taxpayers can instead use their actual costs, but must maintain adequate records and be able to substantiate their expenses.

Source:
Journal of Accountancy
June 23, 2011

Trivia Answers

1. a
2. a
3. c
4. b
5. d

Questions