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# Fountainhead Forum

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**Dear Nina,**

We hope this newsletter finds you well. This is a long issue, but well worth the read. Enjoy your October as most of us begin to "rest up" and prepare for the big "year end." We hope that you will keep Fountainhead Staffing in mind when adding staff members to your team during these busy times.

## Success as a CPA

"Careers aimed toward excellence start with the recognition that every CPA is truly running his or her own firm. Whether they are in public accounting, government or private industry, everyone must make investments into their company to be successful. These investments provide extraordinary returns for the individual CPA as well as his or her employer or partnership."

There are several critical performance areas that create value for a CPA's career. When integrated into your daily routine, they can yield immediate results and put your career on the right track towards a leadership role in your profession.

First and foremost, particularly in a customer service driven industry or a public accounting firm, is **client service**. "CPAs who strive to go beyond expectations for outstanding client service, generate value for their firm." **Team member development**, though historically undervalued, is a vital skill set for a CPA to have and obtain. "Sharing knowledge, mentoring and coaching team members are all very critical to a successful firm."



## [Halloween Trivia](#)

Your first trick-or-treater is at the door dressed up in a space suit that has a badge reading "Space Ranger" and a light green belt.

"People are attracted to professionals who take responsibility, make things happen and are accountable for the outcomes." Therefore, **business development or client relationship networking** will result in expanded business and in turn, greater profits for the company. If, as a CPA, you are contributing towards driving the bottom line for your company, you will be recognized for your accomplishments.

Additionally, becoming the "go to" person or the **expert** in a specialty area of practice will put you a step ahead of the game. Providing your company with **innovative ideas and new methodologies** will bring forth a challenge. However, the toughest part of undertaking any new challenge is taking the first step. If you are a CPA who can think outside of the box and challenge the status quo, you may soon find yourself amongst the most valuable team members in the company, and that is a place that we all want to be in. "Assuming responsibility and accountability can be a transforming principle for both a CPA's career and personal life."

Quotations provided from the Journal of Accountancy, Right Track Your CPA Career, Joey Havens and Michael Hayes, February 2009.

*Featured Author-*

## Strategies to Improve Efficiency

Do you think your organization is too small or can't afford to implement lean systems to improve efficiency? Here's something you can do (no matter what your size or budget) to improve everyday efficiency. It's a method called "Five S." It stands for (1) sort, (2) straighten, (3) shine, (4) standardize and (5) sustain. How is this going to help you? Let's use your computer as an example.



1. **Sort** through your hard drive and email. Separate your information into three groups - what you are using now, what you need but are not using now, and what you can delete. If you are in a corporate environment, be sure to consult your company's policy on document retention.
2. **Straighten** your files using your new groups. Put what you are using now into folders you can easily get to them (maybe put a shortcut on your desktop so it's even easier to find them). Organize and arrange things you need to keep, but are not using now so you can easily find them later.

Who is this space man?

- a) Jimmy Neutron
- b) Invader Zim
- c) Buzz Lightyear
- d) Luke Skywalker

Michael Myers wears a hockey mask in the *Halloween* movies, what was the signature costume originally supposed to be (before Don Post joined the movie)?

- a) Stocking
- b) Clown Mask
- c) Brown Bag
- d) Gas Mask

Which of these artists sings the "Monster Mash"?

- a) Dr. Demento
- b) Bobby Pickett
- c) Frankie Avalon
- d) Billy Ray Cyrus

Jack-o'-Lanterns were originally made from?

- a) Cherries
- b) Pomegranates
- c) Pumpkins
- d) Turnips

(answers below)

Delete what you can.

3. **Shine.** Clean the outside of your computer. Especially with cold and flu season upon us, sanitizing your keyboard and mouse will go a long way in keeping you healthy. You can also do a file cleanup and defragmentation of your hard drive to keep your computer healthy. Not sure about file cleanups? Consult your IT specialist if you have worries about what to "clean-up" from your system.
4. **Standardize.** Establish a regular schedule for cleaning up your system.
5. **Sustain.** Clean your system on a regular basis. You will be able to find what you need faster, and you should see improvements in your computer's performance.

Webb Data Services, LLC is a Phoenix-based consulting company run by Leticia and Dan Webb, offering services in organization and efficiency for both processes and systems since 2007. We have over 10 years of experience in improving efficiency and identifying cost savings opportunities. The company operates mostly after-hours, with some full days or weeks available on request. For more information, contact us at [webb\\_data@hotmail.com](mailto:webb_data@hotmail.com).



## Property Tax Scam

*Warning!*

Attorney General Terry Goddard today announced that he has filed a lawsuit and obtained a temporary restraining order to stop the perpetrators of an alleged fraud that claimed a homeowner's property qualified for a "property tax reduction review."

The office-looking advertisement appeared to be an attempt to scam homeowners who were looking to reduce their property tax bill.

The offer, which requests a \$189 processing fee, is not affiliated with any government entity. According to court documents, the document attempts to appear official and contains a "notice number" and deadline for prompt processing.



## Fountainhead Staffing

Our Mission:  
*Connecting dynamic organizations with the high achievement professionals who shape them.*

## A quote from a speech by Margaret Thatcher in 1981:

*For me, pragmatism is not enough. Nor is that fashionable word "consensus."  
... To me consensus seems to be the process of abandoning all beliefs, principles, values and policies in search of something in which no one*

Postal Inspectors will be working to return the \$189 already sent in by victims as well as any fees sent by victims that were mailed but have not yet arrived at the mailing address (a Post Office box) that was shown on the advertisement. Victims seeking restitution should file a complaint with the Attorney General's Consumer Information and Complaint section. This office can be contacted in Phoenix at 602-542-5763, in Tucson at 520-628-6504, or outside the Phoenix and Tucson metro areas at 1-800-352-8431. Consumers can also file complaints online by visiting the Attorney General's website at [www.azag.gov](http://www.azag.gov).

To file a complaint in person, the Attorney General's Office has satellite offices throughout the state with volunteers available to help. Locations and hours of operation are posted on the Attorney General's website.

## New Generation, Same Attitudes

It turns out current college grads aren't that different from 1982 grads in their attitudes about work. A survey of 19,036 graduating U.S. students by the National Association of Colleges and Employers found that on work/life balance issues, the class of 2008 and the class of 1982 have very similar views.

Other areas where these generations are on common ground:

- Most workers in each generation expected to work more than 40 hours a week (87% for both groups.)
- 40% of 2008 grads said they were willing to spend six or more nights a month away from home for their job, compared with 34% of 1982 grads.
- Graduates from both generations rated family, health, happiness and ethics as more important than the job itself and rated community, free time and vacation as less important than the job.

[NACE's 2008 Graduating Student Survey](#)

*believes, but to which no one objects - the process of avoiding the very issues that have to be solved, merely because you cannot get agreement on the way ahead. What great cause would have been fought and won under the banner "I stand for consensus"?*

## Answers to [Trivia](#)

- 1) c
- 2) b
- 3) b
- 4) d



## Breast Cancer Awareness Month

National Breast Cancer Awareness Month is an annual international health campaign organized by major breast cancer charities every October to increase awareness of the disease and to raise funds for research into its cause, prevention and cure. The campaign also offers information and support to those affected by breast cancer.

As well as providing a platform for breast cancer charities to raise awareness about their work and of the disease, Breast Cancer Awareness Month is also a prime opportunity to remind women to be breast aware for early detection. Visit the



National Breast Cancer Awareness Month website for more information. Being well-informed is important for understanding and fighting breast cancer.

### **Some interesting facts:**

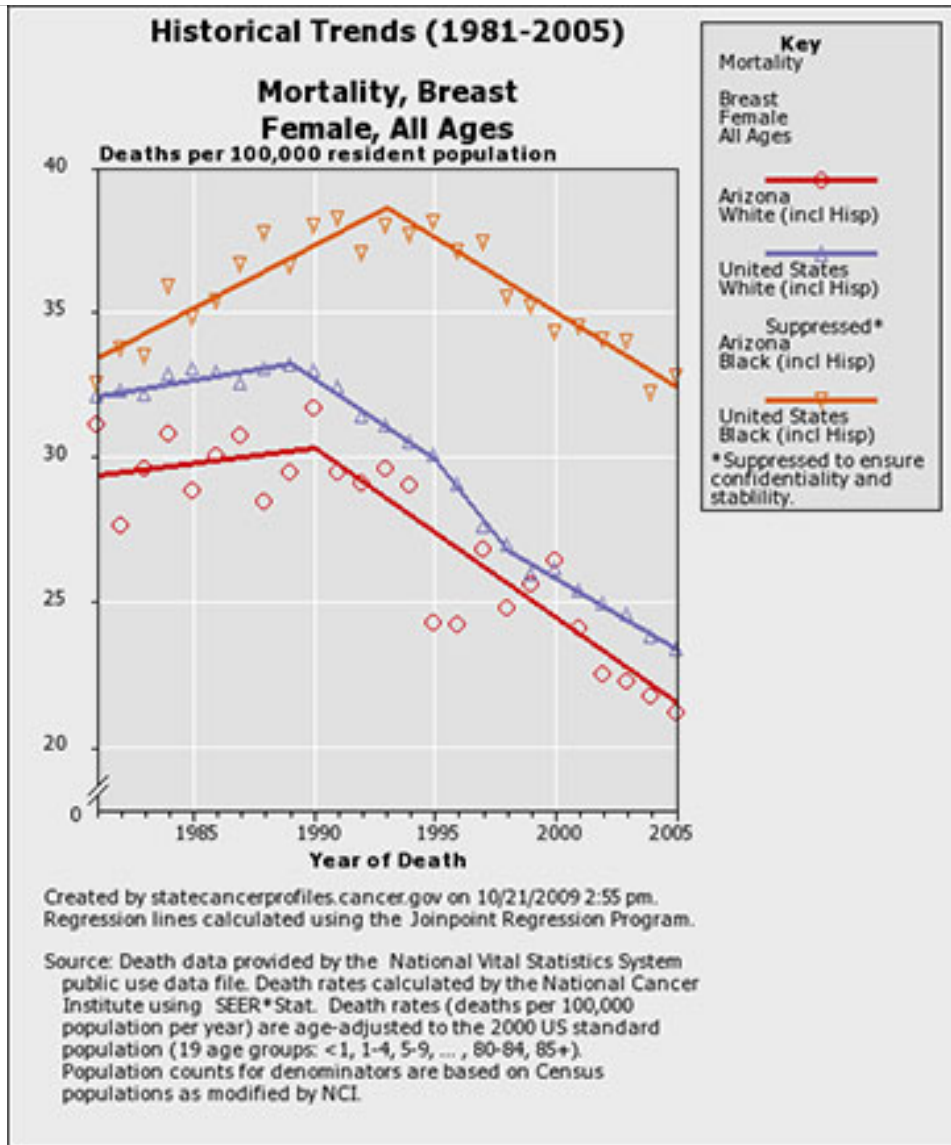
- Since 1990 breast cancer death rates have continued to drop 2% annually.
- In 2009 some 192,370 American women will be diagnosed with breast cancer, accounting for more than one in four cancers diagnosed.
- Among uninsured women, only about 30% had a mammogram during the past two years, compared with about 70% of insured women.

[www.healthday.com](http://www.healthday.com)

- Breast cancer affects 1 in 8 women.

- It is estimated that 2,030 men will be diagnosed and 450 men will die of breast cancer this year.

[www.komen.org](http://www.komen.org)



## Personal Technology

### Windows 7 is Here

In our August newsletter, we gave you a heads up that the new Windows 7 operating system would be released in October. We have some additional information this month courtesy of Walter Mossberg of the Wall Street Journal. The following excerpts are from his October 8th article that we thought might be of interest to you. For the complete article, visit The Wall Street Journal blog - All Things Digital at [www.allthingsd.com](http://www.allthingsd.com).

"In just two weeks, on Oct. 22, Microsoft's long operating system nightmare will be over. The company will release Windows 7, a faster and much better operating system than the little-loved Windows Vista, which did a lot to harm both the company's reputation, and the productivity and blood pressure of its users. PC makers will rush to flood physical and online stores with new computers pre-

loaded with Windows 7, and to offer the software to Vista owners who wish to upgrade.

With Windows 7, PC users will at last have a strong, modern successor to the sturdy and familiar, but aged, Windows XP, which is still the most popular version of Windows, despite having come out in 2001. In the high-tech world, an eight-year-old operating system is the equivalent of a 20-year-old car. While XP works well for many people, it is relatively weak in areas such as security, networking and other features more important today than when XP was designed around 1999.

Windows 7 introduces real advances in organizing your programs and files, arranging your taskbar and desktop, and quickly viewing and launching the page or document you want, when you want it. It also has cool built-in touch-screen features.

It removes a lot of clutter. And it mostly banishes Vista's main flaws-sluggishness; incompatibility with third-party software and hardware; heavy hardware requirements; and constant, annoying security warnings.

In recent years, I, like many other reviewers, have argued that Apple's Mac OS X operating system is much better than Windows. That's no longer true. I still give the Mac OS a slight edge because it has a much easier and cheaper upgrade path; more built-in software programs; and far less vulnerability to viruses and other malicious software, which are overwhelmingly built to run on Windows.

There are four editions of Windows 7 of interest to consumers. One, a limited version called Starter, comes pre-loaded on netbooks. A second, called Professional, is mainly for people who need to tap remotely into company networks (check with your company to see if you need this). A third, called Ultimate, is mainly for techies who want every feature of all other editions. Most average consumers will want Home Premium, which costs \$120 for upgrades.

The system for upgrading is complicated, but Vista owners can upgrade to the exactly comparable edition of Windows 7 while keeping all files, settings and programs in place.

Bottom line: Windows 7 is a very good, versatile operating system that should help Microsoft bury the memory of Vista and make PC users happy."

**Happy Halloween,**

**Fountainhead Staffing**

