MSCPA
MISSISSIPPI SOCIETY OF CERTIFIED PUBLIC ACCOUNTANTS
VOLUME XLVIII JULY 2008

Memorial Gifts

In Memory of
Charles Wesley Caldwell, Sr.
Natchez
John M. Marchbanks
Natchez
To The Education Foundation
By The
MSCPA Southwest Chapter

In Memory Of
John M. Marchbanks
Natchez
To The Education Foundation
By
Linda Bounds Keng
Jackson

In Memory of
John T. Watkins
West Point
To The Education Foundation
By
Buddy Vance
J. E. Vance & Company, P.A.
Tupelo

Law Changes For 'Charitables"

(Article prepared by MSCPA Non-Profits Committee)

On May 10, 2008 Governor Barbour approved an act to amend Miss. Code Section 79-11-507 to increase the amount charitable organizations may receive in contributions in any fiscal year before such organizations are required to file a financial statement. Those financial statements must be accompanied by an opinion which is signed by an independent certified public accountant. The act also sought to revise the thresholds triggering the requirements to file.

The Secretary of State's Office regulates every charitable organization which solicits or intends to solicit contributions by any means whatsoever. Charitable organizations must file a registration statement with the Secretary of State, and registration becomes effective upon the date of the issuance of a Certificate of Registration by the Division. The Certificate expires one year from the date of issuance.

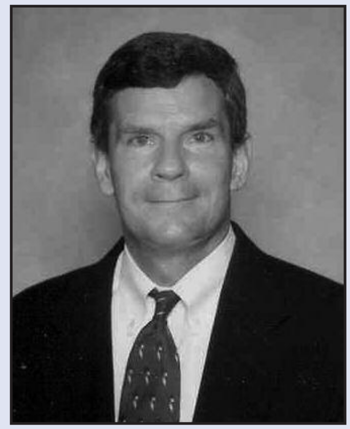
In order to apply for registration as a Charitable Organization, an Annual Financial Report must be filed with a Registration Statement along with an audited financial statement and IRS Form 990, if an Organization:

1. Received contributions in its most recently completed fiscal year of over $100,000;
2. Hired, employed or contracted with a

Continued on page 4

2008-2009 MSCPA OFFICERS

Jan Lewis
Jackson
President



Bob Cunningham
Jackson
Vice President/President-Elect

Bill Taylor
Water Valley
Secretary

Stacy Thomas
Jackson
Treasurer

Newly elected officers for the 2008-2009 MSCPA year are: top from left, Jan Lewis, Jackson, President; and Bob Cunningham, Jackson, Vice-President/President-Elect. Bottom from left are Bill Taylor, Water Valley, Secretary; and Stacy Thomas, Jackson, Treasurer. Officers were elected during the Annual Business Meeting at the Annual Convention in Destin June 28. Photo coverage of the Business Meeting and Convention will be carried in the August Newsletter.

MSCPA

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The CPA Newsletter is the official publication of the Mississippi Society of Certified Public Accountants. The Newsletter invites articles of interest to the profession and gives credit to the author; however, it reserves the right to edit articles for correct spelling, wording and punctuation.

Opinions expressed are not necessarily the official policy of the MSCPA. Advertising is accepted in good faith that the product/services are of value stated.

Welcome New Members

New MSCPA members include: Laura Elizabeth Brame, Kimberly H. Brandon, Marshall Haynes Conico, Traci Osborne Forrest, Stephanie Renee Guthrie, Constance Newton Kirk, Joseph R. Lalonde, II, Carol Anne Marion, Virginia Morris Mooney, Mark Ira Morgan, Sandi A. Munden, Joseph M. Richardson, Edward T. Simmons, Donald Phillip Spencer, Na'Son Scheppel White, and Jennifer Leigh Wilson.

Now completing the membership process are:

Jason Todd Catt was born in Jackson and received his BSBA from Mississippi College. He is a Staff Accountant with Eubank & Betts in Jackson.

Mary Elizabeth Cleary was born in Greenville and attended Mississippi State University and Delta State University earning a BS in Accounting. She is a Contract CFO with MEC Financial Services, Inc., in San Antonio, Texas.

Christina Marie Delaughter was born in Natchez and is applying as an Associate Member. She is a graduate of Copiah-Lincoln Community College and Alcorn State University where she earned her

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Bill Gillon
Natchez
At-Large Board Member

Billy Gillon of Natchez was elected to a three-year term as an at-large member of the MSCPA Board of Governors during the Annual Business Meeting June 28 in Destin. Billy served as President of the MSCPA in 2002-2003. He is manager of The Gillon Group, PLLC in Natchez.

WELCOME NEW MEMBERS

CONTINUED FROM PAGE 2

Bachelor of Science in Accounting and MBA. She is an Accountant with Silas Simmons LLP in Natchez.

Mary Elizabeth Chesney was born in Laurel and received her BSBA from the University of Southern Mississippi and MBA from Mississippi State University. She is the Financial Accounting Manager with International Filing Co., LLC in Hattiesburg.

Amber M. Earles was born in Magee and attended Hinds Community College, Belhaven College and Millsaps College. She is the Financial Services Coordinator for Phi Theta Kappa in Jackson.

Michele L. Hester was born in Cincinnati, Ohio and received her BBA in accounting and MBA with a concentration in accounting from Millsaps College. She is a Consultant-Finance for Nissan North America in Canton.

Charles P. Dennis, Jr., was born in New Orleans and received his BS in Accounting from LSU-Baton Rouge and MBA from Loyola in New Orleans. He is the owner of Charles P. Dennis, Jr., CPA firm in Picayune.

Charlotte Jane Johnson was born in Indianapolis, Indiana and received her Bachelor of Science from the University of Tennesse-Martin. She is the Director of Finance for the City of Olive Branch.

Charles G. Lowe, III was born in Jackson and received his BBA and MBA from Millsaps College. He is the Director of Financial Services for Phi Theta Kappa in Jackson.

Christopher Robert Madison was born in Laurel and received Bachelor of Accountancy and Master of Accountancy degrees from Mississippi State University. He is an Assurance Associate with Horne LLP in Jackson.

Derek William Knepple was born in Aurora, Illinois and received his BBA from the University of Mississippi. He is an Associate with Horne LLP in Jackson.

John Edward McMurray, Jr., was born in Starkville and received his degree in General Business Administration from Mississippi State University. He is the owner of John McMurray, CPA, PLLC in Starkville.

Anthony J. Minor was born in Jasper, Alabama and received his BSBA in Accounting from Old Dominion University and MBA from New Mexico State. He is a Manager with Horne LLP in Jackson.

Patricia Faye Parrish was born in Lambert, Miss., and received her BS in Accountancy from Memphis State University. She is Director of Finance for Meritan, Inc., Memphis.

CHARITABLES LAW CHANGES

CONTINUED FROM PAGE 1

professional fund-raiser or fund-raising counsel; or

3. Carried on fundraising functions by hiring, employing or contracting with any person paid for such services.

Alternatively, an Annual Financial Report must be filed with a Registration Statement along with a financial statement which may be an audited statement and, if applicable, IRS Form 990, if an Organization:

1. Received contributions in its most recently completed fiscal year of less than $100,000;
2. Did not hire, employ or contract with a professional fund-raiser or fund-raising counsel; and
3. Did not carry on fundraising functions by hiring, employing or contracting with any person paid for such services.

In order to renew the Certificate of Registration, the information listed above must be submitted for the most recently completed fiscal year, and, as mentioned earlier, renewal is based on the date of issuance.

Effective July 1, 2008, the amount a charitable organization may receive in contributions in any fiscal year before it must file an audited financial statement is increased from $100,000 to $500,000. Additionally, a threshold was added for every organization that receives, in any fiscal year, contributions of at least $250,000 but not more than $500,000. Organizations meeting those criteria are required to file a review.

Registrations and/or renewals filed in the 2008 calendar year may receive inconsistent treatment depending on whether they are filed before or after July 1, 2008. Because such the registrations and renewals are based on the date of filing, it is possible that two registrations and/or renewals covering the same calendar year will be subject to different criteria. To meet the statute's requirements, an organization with fiscal year contributions of $275,000 in 2007 and a renewal date of July 3, 2008 must file a reviewed financial statement, but an organization with fiscal year contributions of $275,000 in 2007 and a renewal date of June 27, 2008 would have been required to file an audited financial statement.

Accordingly, because charitable organizations must file renewals based on the date of issuance, the date of issuance will determine whether an audit, review or simply a financial statement is required.

Office 2007: Best Features for Accountants

Thomas G. Stephens, Jr., CPA.CITP

Released in January of 2007, Office 2007 can no longer be considered a "new" application; yet, many accountants are just now discovering some of the new features of Office 2007 that make it a productive and welcome upgrade. From a substantial overhaul to the user interface to enhanced capacities to tools designed to improve document formatting, the feature set in Office 2007 offers many opportunities for accountants to increase productivity with this stable and secure desktop suite. The following "best features for accountants" have been compiled from two years of experience using Office 2007, first as a beta-tester and then in "live" production.

OFFICE-WIDE CHANGES

There are several changes in the Office 2007 suite that apply to most, if not all, of the core applications of **Excel**, **Word**, **Outlook**, **PowerPoint**, and **Access**. The most obvious is that of the new user interface. A new **Ribbon** along with **Tab** groupings has replaced the traditional drop-down menu structure previously found in Office applications. The **Ribbon** and related **Tabs** make it easier to find commands and functions in the various Office applications as these commands and functions are organized much more logically than in the previous menu structures. In addition, the **Quick Access Toolbar** is easily customized, allowing users one-click access to the commands and functions they use most often, along with those not found on the Ribbon. **Contextual Tabs** and the **Mini-Toolbar** are also new in Office 2007; these tools appear when needed to provide functionality that is related to the object(s) currently selected.

The **Office Button**, located in the upper, left-hand corner of the Office window provides access to many of the commands and functions that were located on the File menu in previous versions of Office such as print commands, save commands, and file creation and open commands. In addition, the Office Button contains a significant amount of new functionality, including the ability to inspect documents for hidden metadata, mark documents as final, and save documents as PDF or XPS files through a free download available from the Microsoft web site. With this add-in installed, users no longer need to own Adobe Acrobat or any other PDF engine to create PDF files; the add-in works with Office 2007 only and can be downloaded at www.microsoft.com/downloads. Also located under the Office Button are the options for each of the application, including access to the new **Trust Center** from which security settings for a given application can be managed.

Another new feature that applies across multiple Office 2007 applications is that of **Themes**. Found in Excel, Word, and PowerPoint, Themes provide for consistent formatting of documents across each of these applications. For instance, if you chose to format an Excel workbook using one of the twenty pre-defined Themes and then also chose to format a related Word document and a PowerPoint presentation using that same Theme, then you could rest assured that fonts, colors, and other related formatting options would be consistent across all documents which had been formatted with that Theme, lending an

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OFFICE 2007

CONTINUED FROM PAGE 5

overall air of professionalism to the documents.

Charting has also been improved throughout the Office 2007 suite. Now Excel, Word, and PowerPoint all use the same charting engine and this engine makes obsolete many of the challenges formerly associated with creating dynamic and compelling charts and graphs. For instance if you create a chart and later decide that you wish to swap the data associated with X and Y axis, the new charting engine supports that function with one simple click of the mouse.

ACCOUNTANT-FRIENDLY FEATURES IN EXCEL 2007

Of course, the application that accountants want to know about the most is that of Excel 2007 and how the changes in Excel will affect the ubiquitous spreadsheet. In sum, Excel contains many new features that accountants will welcome as productivity-enhancing options. The most striking is that of the increased worksheet capacities in Excel 2007. Whereas previous versions of Excel limited users to 256 columns and 65,536 rows in a worksheet, Excel 2007 obliterates those limitations by extending the number of columns to 16,384 and the number of rows to 1,048,576 – *yes, that is over 17 billion cells in one worksheet*! Virtually all other capacity limitations in Excel have been extended similarly, to the point that for most users they are only theoretical limitations as opposed to practical ones.

Tables are one of the most important new features for accountants in Excel 2007. With Tables, you can quickly and easily apply formats to large ranges of data and calculate totals, averages, and other summarizations of columns of data with a single mouse click. Additionally, data contained in Tables can be used in formulas via a new feature known as **structured referencing** in which row and column headers replace traditional cell addresses in formulas. For instance, the formula **=SUM(Sales![April])** would create a total of all of the data in the *April* column of a Table named *Sales*. And because a Table automatically expands and contracts as rows and columns are added and deleted to the Table, as additional rows are added to *Sales*, the values in *April* column of those rows are automatically included in the summation.

Other significant new features for accountants in Excel 2007 include greatly improved conditional formatting options; improved sorting and filtering tools, including the ability to sort and filter by colors; a redesigned and more powerful PivotTable function; and an easier to access set of Page Layout commands. In short, for accountants there is much to like in Excel 2007!

NEW FEATURES IN OTHER CORE APPLICATIONS

The preceding discussion on Excel should not imply that Office 2007 has nothing to offer Word, Outlook, PowerPoint, and Access users. In fact, there are many significant new features in each of these applications that will make it easier for accounting and financial professionals to get quality results in less time. For instance, Word, Outlook, and PowerPoint contain **SmartArt**, a new feature which allows you to create presentation-quality graphics to more effectively communicate your message. Word also introduces **Building Blocks**, pre-defined and pre-formatted text blocks that can be inserted into a document on demand. Outlook's new **Instant Search** feature allows users to find critical data in just slightly more than a blink of the eye, while new **Color Categories** make it easier to group together related data. Not to be outdone, PowerPoint's more powerful **Slide Masters** make it easier to globally change the look of a presentation and integration with SharePoint-based Slide Libraries allow for simple re-use of existing slides in other presentations. Finally, the improvements to Access may be the most striking of all, simplifying how end users create and interact with databases.

Next Steps

If you have already installed Office 2007, be sure to explore the new features described above – along with the many others that, due to space limitations, are not mentioned above – and how you may benefit by putting them to use. Remember that not all commands and functions are contained on the Ribbon; there are many commands and functions that are available only by first customizing the Quick Access Toolbar and adding the desired functions to it. Additionally, do not ignore the value of investing in training for you and your team. Office 2007 represents the most significant change to the Office suite perhaps since moving to Windows; given the magnitude of these changes, it would be unreasonable to assume that users will be as productive as they otherwise could be without first equipping them with necessary training.

If you have not yet had a chance to experience Office 2007 and how you may benefit from using it, you may want to consider downloading the free, 60-day trial available from Microsoft. With the exception of Outlook, this could be installed alongside your existing version of Office for trial and experimental use, it could be loaded onto a computer that does not currently have another version of Office installed, or it could be loaded into a virtual computer. In any case, putting the fully-functioning trial version through the paces would be a wise move to assist you in experiencing first-hand the best features that Office 2007 offers to accountants.

Mr. Stephens is a shareholder in K2 Enterprises, where he develops and presents technology-related continuing professional education programs to accounting and finance professionals and across the United States. You may reach him at tommy@k2e.com.

E-Verify Q & A

How do I find out more about the Mississippi Employment Protection Act (SB 2988)?

You can find a copy of the Act on the Mississippi state Web site at www.billstatus.ls.state.ms.us. We encourage you to consult with legal counsel to determine how and when your company might be covered under the Act.

What is E-Verify?

E-Verify is an Internet-based system operated by the U.S. Citizenship and Immigration Services (USCIS), part of the Department of Homeland Security (DHS), in partnership with the Social Security Administration (SSA). E-Verify is currently free to employers and provides an automated link to federal databases. Its purpose is to help employers determine employment eligibility of new hires and the validity of their social security numbers.

How can I find out more about E-Verify?

To find out more about E-Verify, please visit **www.uscis.gov** or contact USCIS at **888-464-4218**.

How do I register for participation in E-Verify?

You can register online at https://www.vis-dhs.com/EmployerRegistration/StartPage.aspx?JS=YES, which provides instructions for completing the registration process.

How do I find out more about the Employment Eligibility Service provided by USIS in partnership with Paychex?

Contact Kelley McWhirter at **504-722-8543**, or send an e-mail to kmcwhirter@paychex.com

In Appreciation

To Golfers Participating
In the 2008 Tournament
At Convention and
Contributing $700 in
"Mulligan" Money to
Benefit the MSCPA
Education Foundation.

Thanks to
Golf Chairman
Ron Applewhite
For his Leadership!

Give Your Business Clients Things They Need and Things You Can Provide *How to Use Written Financial Analysis to Serve Your Clients Better*

By Brian Hamilton, CEO, ProfitCents

When you go out to dinner, you are usually hungry. When you buy water, you are thirsty. When you buy a winter jacket, you want to stay warm. In these individual cases, the value exchange between buyer and seller is clear and there is a definite need and solution set.

In accounting, less certain is that we are giving clients what they need. Sometimes, we don't know what they need, which is born of the fact that we either don't ask them or they don't tell us. Clients are sometimes intimidated by their accountants or by accounting and sometimes clients don't quite know where their pain points are, at least with respect to accounting and finance By the time the pain points become obvious (i.e. a client runs out of cash), it is too late.

Often, clients don't know enough about our knowledge pool to tap into what we might provide and what they need. Let's examine two broad challenges that people face each day in running a business:

1. They typically have at least some sense of isolation or separateness that comes from being on their own. There is little or not enough written on this subject because it is quite difficult to describe. Yet, a person's sense of isolation in running a business is a real and important matter. It is lonely running a business for many reasons that reach beyond the scope of this article. For most of our lives starting from grade school, we are conditioned to be part of a structure or a group. We are members of a team, we are members of a class, we are members of a neighborhood, a boy scout troop, a university, a family. I believe that the largest determent to starting business is the sense of fright that comes from the realization of staring at detachment. Not having a group to be attached to is scary before you start a business and lonely after you start the business. I am also not sure that this can be explained very well by anyone (least of all by me), in the same way that it might be difficult for a war veteran to explain to a civilian what it is like to be in war.

2. They need good advice and information to help them run their businesses. There is much excellent information available on the information needs of small businesses. However, sometimes we mistake a need for good information with the symptom created when good information is not available. For example, while it is true that businesses need capital and resources, it is the lack of good information that often eventually drives the lack of resources and capital. If you run out of cash, you usually do a bunch of things wrong to cause this. So, in this way, it is tempting to mistake a symptom for a cause. Many businesses suffer from a lack of adequate information and advice. The reason that businesspeople need advice is that they are not competent in all the operating areas of a business. Think of it. If you run a business, you need to at least have a modicum level of competence in hiring people, training them, leading them, marketing products and services, selling products and services, doing compliance things, operating a business, and doing finance and accounting. There may be some people who are competent in all the areas of running a business but I don't know any of them. Most people have an area of excellence in something when they start a business. Many people are also competent or average performers in other areas of running a business. People usually also have at least several areas they are not competent in. For example, most people who run businesses are distinctly incompetent or disinterested in the whole area of financial management and accounting, which can cause massive problems.

As accounting professionals, wouldn't it be nice to intersect the things that we are very good at with the highest and most acute needs of the client? The best professionals can combine "1" and "2" above by reaching out to clients and helping them by giving them appropriate advice and information. So, how can we intersect what we know with the needs that clients have? The accountant needs to hold a line between trying to help out without moving too far into areas at which they are uncomfortable.

People who run businesses are typically very good at either selling or getting products and services delivered well. In the food chain of needs, selling products is probably the highest need. Developing great products is also a high need. Entrepreneurs are effective at selling products and getting out good products and services. They are not very good at making financial decisions; however. In fact, they are usually terrible at finance and have no interest in it. What does this mean? It means that they typically ignore finance and accounting.

As a result, what happens in companies where the people running them have little financial knowledge? (Please note that we are ignoring "sick" companies, those that have products or services that don't meet market needs, where the companies are doomed to fail sooner or later):

1. Founders or principals are such good salespeople that they can make up with great sales volume what they miss in financial inefficiency. In general, this scenario is not such a bad outcome. If clients can generate super sales volume where marginal revenue exceeds marginal costs, then good things happen. Did you ever have a client that infuriated you at some inner level because, despite their obvious indifference to finance and accounting, they still do well? In these very rare cases, this dynamic can make you feel unnecessary.

2. Founders or principals are really super operational people and fairly good salespeople. They can sell pretty well because they know the product really well and because they flat out know how to make things happen and get out great products and services. The need for reasonable financial skills in these cases is lower as well. These companies can do fine even though they may not have great accounting and financial skills. These cases, too, are less than common.

3. Founders or principals are pretty good salespeople and are pretty good at pushing out good products and services. Yet, these above average skills cannot overcome both the inclination for poor financial management and the lack of interest in it. This is where many businesspeople fail, since most of us are good at some things but not super performers in anything. These types of businesses and people can and do struggle. The people running these businesses need your help.

Most business people can benefit from understanding their financial condition and making better decisions. Why? Because financial numbers tell a story about almost all areas of a business. Your job is to tell the story of a business by helping your customers understand the financial picture

Continued on page 10

Continuing Professional Education

August - 2008

August 7 — **Excel Financial Reporting and Analysis**
Thursday
Oxford
Oxford Conference Cntr.

Discussion Leader: Tommy Stephens, CPA, CITP
Cost: Members: $255 Non-Members: $330
Course Hours: 8:30-4:30
COURSE LEVEL: Advanced **CPE Credit**: 8 A&A 4; General 4
VENDOR: **K2 Enterprises** **VENDOR'S ACRONYM:** EFR

COURSE OBJECTIVES AND DESCRIPTION: Microsoft Excel is a powerful tool for analyzing financial data and preparing financial reports, but like most powerful tools, it contains hidden features and functionality useful for these purposes that are not obvious to users, both novice and expert alike. The purpose of this course is to uncover these hidden features so that users may prepare computationally accurate and aesthetically pleasing reports in a more effective and efficient manner. It provides solutions for accountants in the following seven major topic areas: advanced techniques for formatting reports and financial statements, assembly and printing of reports and schedules, using templates to automate reporting processes, advanced financial analysis with PivotTables connected to the General Ledger using ODBC, data consolidation, using charts and digital dashboards for presenting financial information, and publishing financial information via the web. Participants will have access to sample data files. For details please visit: www.k2e.com

August 8 — **QuickBooks for Accountants**
Friday
Oxford
Oxford Conference Cntr.

Discussion Leader: Tommy Stephens, CPA, CITP
Cost: Members: $255 Non-Members: $330
Course Hours: 8:30-4:30
COURSE LEVEL: Intermediate **CPE Credit**: 8 A&A 4; General 4
VENDOR: **K2 Enterprises** **VENDOR'S ACRONYM:** QBP

COURSE OBJECTIVES AND DESCRIPTION: Although QuickBooks is generally labeled as an "entry level" accounting solution, it is an extremely powerful product with features and capabilities that many users are either not aware of or don't know how to utilize effectively. This course is designed to help you get more out of QuickBooks and to resolve the issues which even experienced QuickBooks users often struggle with, such as locking down prior periods. The course starts out fast with a chapter covering the top issues accountants face with QuickBooks. The day continues with practical guidance and solutions designed to help accountants get the most out of QuickBooks for themselves and/or their clients. Issues such as setting up a new company, configuring and customizing QuickBooks preferences, and enabling system security and password protection features are also addressed in this course. In addition, you will learn about locking-down transactions in prior periods, the audit trail, customizing reports, exporting reports to Excel, and data backup. Despite the product's user-friendly design, the most common QuickBooks problems involve recording transactions incorrectly. To prevent these and other problems, adequate training is necessary. Help your company or client put the power of QuickBooks to work, the right way. Register for this professional educational seminar today! For details please visit: www.k2e.com/qbp

August 14 — **TRUSTED ADVISOR WORKSHOP**
Thursday
Ridgeland
MSCPA Center

NEW!

Discussion Leader: **Eric Rigby, CPA, PFS**
Cost: Members: $ 399 Non-Members: $ 499
Course Hours: 9:00-5:00
COURSE LEVEL: Intermediate to Advanced **CPE Credit**: 8 General
VENDOR: **AICPA** **VENDOR'S ACRONYM:** TAW

COURSE OBJECTIVES AND DESCRIPTION: Attend this AICPA Business Solutions Workshop and become part of a growing group of CPAs who are learning practical tools, techniques and skills for strategic client planning. Through solution-driven sessions, you will learn how to translate the issues clients face into opportunities for consulting with them – by hearing first-hand why some clients switch firms and what they are looking for from a CPA. You will gain expert insight into how to determine optimum billing rates, cull low-margin clients and what technology is most important to invest in. And with hands-on training, you will learn how to start a strategic dialogue by proactively managing your client relationships. If YOU don't have these strategic discussions with your clients, someone else will! Who Should Attend: sole practitioners, CPAs and partners in small to mid-size firms; and staff members looking to take on more leadership roles. See www.cpa2biz.com/TrustedAdvisor to register.

August 21 & 22 — **GOVERNMENTAL ACCOUNTING & AUDITING CONFERENCE**
Thursday-Friday
Jackson
Hilton

Discussion Leader: Panel
Cost: Members: $225 Non-Members: $325
Course Hours: 8:15 – 4:45
COURSE LEVEL: All **CPE Credit**: 16 A&A / YB; plus optional early riser bonus hour on Friday
ACRONYM: GAAC

This year's panel of discussion leaders will include Frank Crawford, CPA, from Oklahoma City; Mike Inzina, CPA, from Monroe, Louisiana; Dave Cotton, CPA, CFE, CGFM, from Alexandria, Virginia; Mike Glynn, CPA, and representatives from the Office of the State Auditor. Concurrent sessions will be held each day so that you can attend the presentation best suited to your needs. Please use the registration form on the web site or in the brochure to indicate which sessions you wish to attend so that we can make the appropriate meeting room assignments for each speaker.

PLEASE PROCEED TO THE NEXT PAGE FOR REGISTRATION INFORMATION . . . .

Due to space constraints, the previous course descriptions have been condensed. The full descriptions – as provided by the CPE vendors – are available through our web site: www.ms-cpa.org under EDUCATION. To register, mail or fax the registration portion with your check or credit card number to: Mississippi Society of CPAs, 306 Southampton Row, Ridgeland, MS 39157. Fax: (601) 856-8255. Please check each course you wish to attend and encircle each amount included to ensure we post your payment correctly.

(√)	DATE	COURSE TITLE	CITY	LOCATION	MEM	NON-MEM	Recommended Hours	Area
( )	Aug 7	Excel Financial Reporting and Analysis	Oxford	Oxford Conf. Center	$255	$330	8	A&A 4; Gen.4
( )	Aug 8	QuickBooks for Accountants	Oxford	Oxford Conf. Center	$255	$330	8	A&A 4; Gen. 4
	Aug 14	TRUSTED ADVISOR WORKSHOP	Ridgeland	MSCPA Center	$399	$499	8	General
		Go to www.cpa2biz.com/TrustedAdvisor for information and to register						
( )	Aug 21-22	GOVERNMENTAL A&A CONFERENCE	Jackson	Hilton	$225	$325	16	A&A / YB

The **member rate** for CPE programs is available to all members of the MSCPA. **Non-certified staff may also claim the member rate. This rate must be applied at the time you register.**

Your Name ______________________ Company/Firm______________________

Address ______________________ City, State, Zip ______________________

Are you a CPA? Yes___ No ___ MSCPA Member? Yes ___ No ___ AICPA Member? Yes ___ No ___ Member # __________

Phone ______________________ Fax ______________________

Email Address (For Confirmations) ______________________

Amount Due $ ______________________ *(Did you remember to encircle each amount and to take qualified discounts?)*

HAVE YOU MOVED OR CHANGED JOBS? If so, please fax employment, address & Email updates to MSCPA: 601-856-8255 or email us: mail@ms-cpa.org. **REFUND POLICY**: You will receive a full refund if cancellation is received seven days prior to the scheduled date of the course. If you cancel within the seven days, a fifty percent refund will be given. Substitutions are permitted. **No refunds are given for same-day cancellations or no-shows.**

PLEASE INDICATE METHOD OF PAYMENT

❑ VISA (13 or 16 digits) ❑ MasterCard
❑ Amex ❑ Discover

YOUR CARD NUMBER ______________________ EXPIRATION DATE ____ / ____

(Have you filled your credit card number completely?) MONTH/YEAR

SIGNATURE______________________

HOTEL ROOM RATES FOR OVERNIGHT STAYS

We have negotiated special guest room rates at several facilities in the Jackson area including The Hilton Jackson, The Cabot Lodge in Ridgeland (*MS Society of CPA's*), and Homewood Suites on Centre Street in Ridgeland (*MISSISSIPPI SOCIETY OF C P A S* - corporate ID number 0001365307). Others may be added. To receive the discounted rate, you will need to make your reservation EARLY. **These blocks often expire a MONTH or more prior to the event, so CALL EARLY.**

GIVING BUSINESS

CONTINUED FROM PAGE 8

of the business. Take a simple case. Suppose a business has a low gross margin that is slipping over time. (Sales less cost of sales/sales)? What are the ONLY possibilities here relevant to the business?:

1. The company is not controlling inventory or direct costs. Managers need to get unit costs under control. Perhaps direct labor is out-of-line. Perhaps people are not being managed efficiently. Maybe new suppliers are needed.

2. Prices need to be boosted. If prices cannot be boosted, then managers need to assess why. Maybe it is the market. More often, the company is not meeting the needs of clients and the marketplace.

The idea is simple- help your clients look at financial statements, understand what is going on, and make a plan to get better results. Here are some guidelines:

1. Sit down with clients once per quarter and go over their financial condition with them. Bring the financial statements of the client and bring some written analysis to help them understand their statements in plain language (Don't throw a bunch of financial numbers at them that they will never understand). There are excellent technologies available that take hard-to-understand numbers and convert them into easy-to-understand plain language.

2. Be sure to set the right tone in these meetings. Don't talk down to clients. Ask questions. Listen carefully. Go over the numbers carefully. Try to look at the important numbers- the key performance indicators.

3. Put all the numbers into practice and action. Make a plan. Financial numbers come alive when they are understood **and acted upon**. Give the owner some simple things that he/she can do to improve performance.

By providing useful analysis, an accounting professional can become a confidant to the business owner and can help the business owner with tangible things to become successful. Accountants are more than compliance professionals; they are in a unique position to build a great relationship with people who need friends and who need great information.

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