

In Memoriam

WARREN L. ROPER
Jackson
Died June 22, 2010

Memorial Gifts

To The
Education Foundation
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Jackson
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THE GILLON GROUP
Natchez

In Memory of
BILLY JOE KILLEBREW
Greenwood
By
TAYLOR, POWELL, WILSON
& HARTFORD, P.A.
Greenwood

Annual Governmental Conference Aug. 19-20

The 2010 Governmental Accounting and Auditing Conference is scheduled for Thursday and Friday, Aug. 19 & 20, at the Hilton Jackson.

Featured speakers include Dave Cotton, Frank Crawford, Donna Ingram, and Dr. G. Robert Smith, Jr. Also participating will be several members of the Office of the State Auditor including Pat Dendy, Eddie Smith, Tom Chain, and Ron Robinson.

Dave Cotton's topics will include "The Good, the Bad, and the Ugly: Case Studies in Public Corruption", "Something Just Doesn't Smell Right", and "Was It Fraud or Just Poor Audit Quality?".

Frank Crawford's sessions will include: "AICPA and Yellow Book Auditing Update", "Single Audit Update Including Impact of ARRA Funds".

Donna Ingram's sessions will include: a discussion of "ACFE 2010 Report to the Nation on Fraud", and "War Stories on Schemes Related to Cash Disbursements and Credit Cards".

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MSCPA

MISSISSIPPI SOCIETY OF CERTIFIED PUBLIC ACCOUNTANTS

VOLUME XLVIII

JULY 2010

2010-2011 MSCPA OFFICERS



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Newly elected officers for the 2010-2011 year are, top from left, Sim Mosby, Natchez, President; and Stacy Thomas, Jackson, Vice-President/President-Elect. Bottom row from left are Lee Murphy, Grenada, Treasurer; and Bill Kelly, Hattiesburg, Secretary. Photo coverage of the Annual Convention will be included in the August Newsletter.



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by the
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Certified Public Accountants*

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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 members include Timothy John Adler, Timothy J. Byrd, Brittany Gordon Chamblee, Dana Olevia Daigre, Scott B. Dawkins, Tonya A. Delancy, James William McIngvale, Jennifer Lynn McMillin, Donald Ray McWilliams, Catherine Kimberly Naughton, Margaret Elizabeth Prine, Thomas Bishop Reid, Catherine Stanley Runnels, Michael Carey Russell, William Brent Tapscott, Wolanda Taylor, Kristen Harris Thorne, Toni C. Thrasher, James Warner Wadlington, Hazel D. Whiting, and Christy C. Wilson.

Now completing the membership process are:

Charles Curtis Boyle was born in Memphis and received his BBA from the University of Memphis. He is the owner of 24/7 Fast Refund Tax Service in Horn Lake and is applying as an Associate Member.

Robert E. Cordle, Jr., was born in West Point and received his BS in Accounting from Mississippi State University. He is employed with Watkins, Ward and Stafford PLLC in Jackson.

Michael T. Dugan was born in Dallas and received his Bachelor of Science from the University of New Orleans and Master of Accountancy and Doctor of Business Administration from the University of Tennessee. He is the Horne Professor of Accounting at the University of Southern Mississippi.

Michele L. Hester was born in Cincinnati, Ohio and attended Mississippi State University and Millsaps College where she earned a BSBA in Accounting and MBA with Emphasis in Accounting. She is a Senior Financial Analyst with Nissan North America in Canton.

Frederick T. Hoff, Jr., was born in Gulfport and received his BBA in Accounting from Millsaps College, Juris Doctor degree from the University of Mississippi School of Law, and Master of Laws in Taxation from the New York University School of Law. He is a



Paul Calhoun of Jackson was elected to a three-year term as an at-large member of the Board of Governors during the Annual Business Meeting June 26 in Destin. Paul served as MSCPA President in 2005-2006.

Partner with Newton & Hoff, LLP in Gulfport.

Kimberly Dawn Jenkins was born in Jackson and received her BSBA in Accounting and MBA from the University of Southern Mississippi. She is a Senior Associate with Horne LLP in Ridgeland.

Joe R. Miller was born in Meridian and attended Mississippi State University where he received his Bachelor of Professional Accountancy, MPA and MBA degrees. He is Manager

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State of Mississippi

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NOTICE

TO: CPA FIRMS INTERESTED IN PERFORMING FINANCIAL & COMPLIANCE AUDITS OF
COUNTIES IN THE STATE OF MISSISSIPPI
FROM: *JSS* J. SCOTT SPEIGHTS, CPA, CIA, CGAP, MBA - DIRECTOR, COUNTY AUDIT SECTION
DATE: JULY 9, 2010
SUBJECT: COUNTY AUDITS TO BE CONTRACTED FOR FISCAL YEARS 2010 & 2011

The following counties will have a two-year contracted financial & compliance audit covering the 2010 and 2011 fiscal years:

Bolivar	Calhoun	Carroll	Chickasaw
Choctaw	Coahoma	Forrest	Hancock
Holmes	Kemper	Lauderdale	Leake
Lowndes	Madison	Monroe	Prentiss
Quitman	Rankin	Sharkey	Tate
Tippah	Union	Yazoo	

If there is a single audit, the final audit report on your letterhead and copies will be due June 30, 2011 for the first year with a similar timetable for the second year. The draft report and working papers, if requested, are due for review by the Office of the State Auditor 30 days before the June 30 dates. If there is no Single Audit, the due date for the final audit report is extended until August 31 with the draft report and completed working papers due July 31. This review should not be considered as a quality control review, which is the responsibility of your audit firm. Audit reports should be reviewed by your firm prior to submission to the Office of the State Auditor as our review will be limited.

Development of the financial and federal (Single Audit) plans/programs will be the responsibility of the CPA auditor performing the audit. The Office of the State Auditor will provide a state legal compliance audit program which will be provided to aid in completing and reporting on the state legal compliance portion of the audit.

If interested in submitting proposals for any of the contract audits, please contact the chancery clerk or county administrator of the county. There will be an informational meeting at the MSCPA Building on Highland Colony Parkway in Ridgeland, Mississippi on August 27, 2010 starting at 9:00 a.m. for those wishing to propose. Attendance is optional but encouraged for the CPA firm.

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For additional information contact

David Ellis

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Proper Installation of Windows 7 XP Mode

by Val D. Steed, CPA, MA, CITP

Windows 7 is the best operating system, to date, from Microsoft and a clear winner. This is the first time Microsoft has ever released an operating system and not increased the hardware requirements. With that being said, Windows 7 is very popular but not perfect. Both Vista and Windows 7 struggle with older applications that were designed to run on Windows XP and prior. To solve this, Microsoft has given the professional IT community a great gift – XP Mode.

XP Mode is a vastly improved version of Virtual PC. XP Mode integrates easily with USB drives, local host OS drives, and even networked drives and printers. This was a big challenge for prior versions of Virtual PC. Only VMware was good enough to use in conjunction with serious business applications. Not anymore. In many ways, it seems that XP Mode is much easier to use than the popular VMware Desktop. Especially when you consider that you can add XP Mode application icons to the start menu of Windows 7 and run as though they were installed in the base Windows 7 operating system. Also consider that many Windows 7 users will use XP Mode to isolate problematic programs from their main operating system (Windows 7) so they don't muck up the main OS. Hence, this is an extremely attractive feature of Windows 7.

XP Mode is available in the following versions of Windows 7:

- Windows 7 Professional
- Windows 7 Ultimate
- Windows 7 Enterprise

XP Mode is not installed with the standard installation of any of these versions of Windows 7. It requires users to go to the following Microsoft website and download the needed components: <http://www.microsoft.com/windows/virtual-pc/download.aspx>

Or, you can easily search with Google or Bing on the term XP Mode and find this site.

This is where it can get a bit dicey, but if you pay attention to the following steps, you will not make the same mistake I made last month. Get this wrong and you will either bog down your machine, which I did, or crash it altogether, which I did right after bogging it down and trying to fix the mistake. You must get this right from the start. Here are the steps:

1. **Before you start downloading anything, know your hardware!** You must determine what capabilities you have in your processor. Look up your specific processor chipset on either AMD or Intel's website to see if the chipset supports hardware virtualization. The graphic below shows that my new laptop does have hardware support for virtualization, a fact that I assumed would not be present in this new smaller, lighter laptop. I was wrong. So I loaded all three elements of XP Mode when I actually only needed the first two. Read the fine print carefully and you

will see that Microsoft warns you about this right on the site.

2. Next, follow the step marked step 2 on the website and select your version of Windows 7 and language.

3. Now, you will see three buttons appear on the screen at the bottom.

4. Download and install the files associated with the first button (Windows XP Mode).

5. Download and install the files associated with the second button (Windows Virtual PC)

6. Halt! Do you need the third element? If you have hardware support for virtualization, you do not need this third set of files. Stop. You are done with the website. Skip step 7 and go to step 8.

7. If, and ONLY if, you do NOT have hardware support for virtualization, download and install the files associated with the third button (Windows XP Mode Update). This is not for all systems, only those that do

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Do We Have Your Email Address?

Visit the Members Section of the Society website (top right main page at www.ms-cpa.org) to review your member information and make updates. Or, email your preferred email address to mail@ms-cpa.org and we'll do the update for you.

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WINDOWS 7

CONTINUED FROM PAGE 5

not have the hardware level native support for virtualization.

8. Now, select Windows XP Mode from the Start menu (Virtual PC Folder) and it will begin the installation process.

From here on, it becomes a standard Windows XP installation into the virtual machine including anti-spyware, anti-virus, etc. Complete the XP Mode installation, close and be sure to change the default RAM allocated to the XP Mode Virtual PC by selecting Virtual PC console from the Virtual PC Folder. I recommend 1.5 MB of RAM for heavy users and 1 MB for casual use of XP Mode. You must have at least 4 GB of RAM in your Windows 7 system to enable you to allocate this much to XP Mode.

Enjoy! A proper installation of XP Mode should greatly enhance your experience with Windows 7.

27th Annual Governmental Accounting and Auditing Conference

Thursday & Friday

August 19 & 20, 2010

Hilton Hotel *** Jackson, Mississippi

\$245 Member Fee 16 Hours CPE

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Tech Bit 60: Time to Update Your Website?

Is your website starting to look “so last century?”

When was the last time you posted new content on your website?

Does it have a date last updated on the bottom that says you have ignored it since 2007? Or longer?

Even if you aren't Amazon.com or Zappos.com, your customers and potential customers are probably finding you more often by Googling you than looking you up in a phone book, if they still have phone books. Try looking your business up on Google, Bing and/or Yahoo. Does it appear in the first page of results?

I wouldn't get excited if you don't appear on the first page, especially if you typed just your business name and it is relatively common. But if you type your business name, the city and the state and don't show up, there may be search engine optimization (SEO) problems on your site. And another reason it may be time for a new website.

SEO is a huge subject, there are

many books written about it. And there are several multi-day conferences on SEO every year. Plus it is a moving target, the algorithms used by the search engines in ranking your site are always changing.

But one measure every search engine uses in their ranking is how recently your content has changed. Newer content is assumed to be more current and therefore more relevant.

Also, like women's fashion, website design is constantly changing. What was a reasonable website design 5 years ago now looks dated compared to what other companies are doing. Like any advertising or brochures you might have, that first impression you give when a visitor comes to your website is critical. Especially since they might just click their back button and return to the search results page if you don't capture their attention in just a few seconds.

Over the next couple of articles I'll cover more about building your new improved website.

But in the mean time, be thinking about what you want a customer, or potential customer, to see in the first 10 to 20 seconds when they visit your website. Usually if you haven't hooked them by then, you can figure they have hit the back button and are looking down their search results list for the next website.

Then if you can keep them on your website, think of all the questions they might want answered about your company, your products or services, and how to buy and use them. One thought, since people buy from people, make sure that you profile anyone your customer might deal with. Our third generation website, done back in 1998, had a page for each employee to share with their friends and family. Long before Facebook and social networking, it put a human side to our company that is still applicable now.

Gregg Marshall, CPMR, CSP, is a speaker, author and consultant. He can be reached by e-mail at gmarshall@repconnection.com, or visit his website at <http://www.repconnection.com>.

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Social Media ‘How To’ for CPA Firms: **Using Google Insight**

by Roy Keely, Xcentric

There are tons of ways a CPA firm can use Social Media that are not related to Twitter or Facebook. Here is one that many times goes unmentioned but that I find practical and enlightening because it reinforces traditional marketing tactics that are easier to understand.

Take a tip from the CDC (Center for Disease Control) and their use of technology.

The CDC has turned to Google in recent years to predict outbreaks of the flu, disease, and other viral nuisances. Google is able to help because our culture often turns to the web to search for what ails us.

For example, when your 5 year-old child tells you they have a sore throat, you may take a peek and witness red dots throughout their mouth. You then turn to Google to see what information is out there regarding a diagnosis and possible cure. If you did the search I mentioned above, you would find this article that mentions some helpful tips in diagnosing strep throat. The CDC, in turn, follows trends in what people are searching for on the web and from what parts of the country they are coming from. This

allows them to be nimble with their public messaging and campaigns in attempt to head off outbreaks before they become widespread.

“So how does this help my marketing efforts as a CPA?”

People, perhaps more than when they are sick, turn to the web (aka Google) to get answers to the financial questions they are asking, both personally and professionally. When it comes to your local market, what are the hot topics? What local tax issues are seeing rising interest? This is where a tool called Google Insight can help you find the relevancy of financial matters in your firm’s market.

This tool provides ‘insight’ on how to market. *It doesn’t do any marketing for you, that’s still your job...but it can help you determine what/how you market.*

Examples of how to use Google Insight

– **Firm Example:** CPA firm located in Columbus, OH with the ability to help businesses understand and implement GAAP

Questions:

- What interest is there in GAAP in our local market?
- What should we do to market our

expertise?

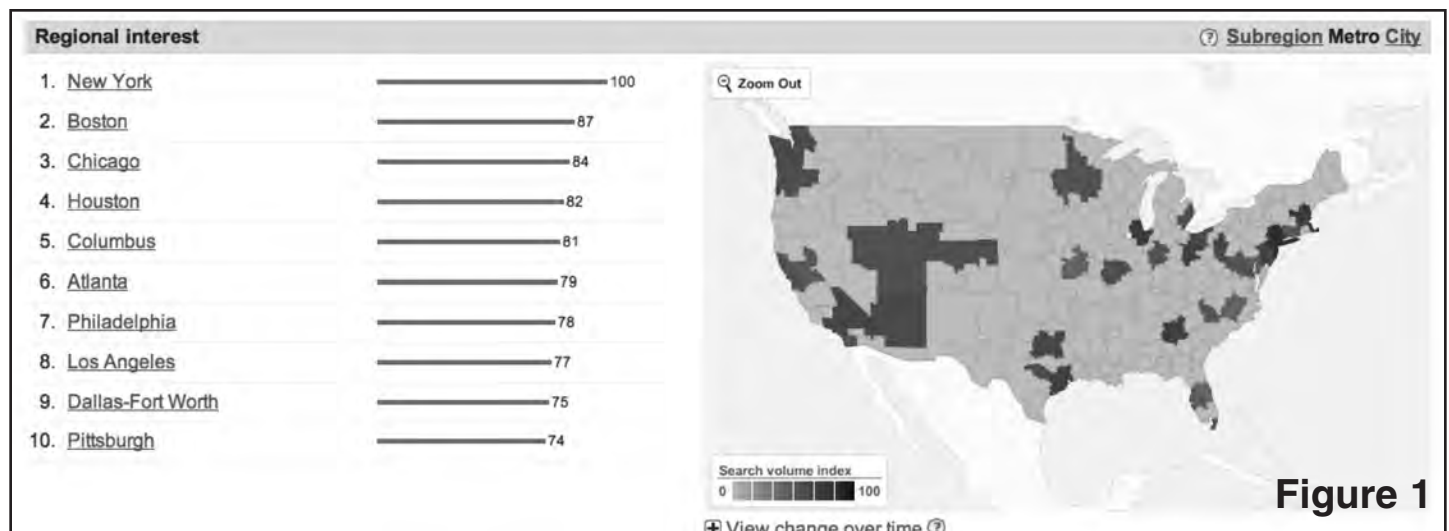
The data:

- Use Google Insight to do the following search
- You find out your region is in the ‘Top 10 Metro’ areas in the US that is searching for help on GAAP. (See Fig. 1.)
- You find out the way people are searching for help is by searching for ‘IFRS vs GAAP’. Google has actually deemed it a ‘breakout,’ which means that lots of people are using that terminology to find information relevant to the subject. (See Fig. 2.)

How to use the data:

- You have confirmed the interest in your local area for knowledge regarding GAAP.
- Host a webinar for local controllers, CFOs, etc explaining the difference between the two standards – call the webcast ‘IFRS vs GAAP – How to proceed with confidence’.
- Do a mail piece to a list of contacts (building a list is another topic) drawing attention to your firm’s expertise in GAAP.
- If you have a cold call campaign,

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GOOGLE INSIGHT

CONTINUED FROM PAGE 8

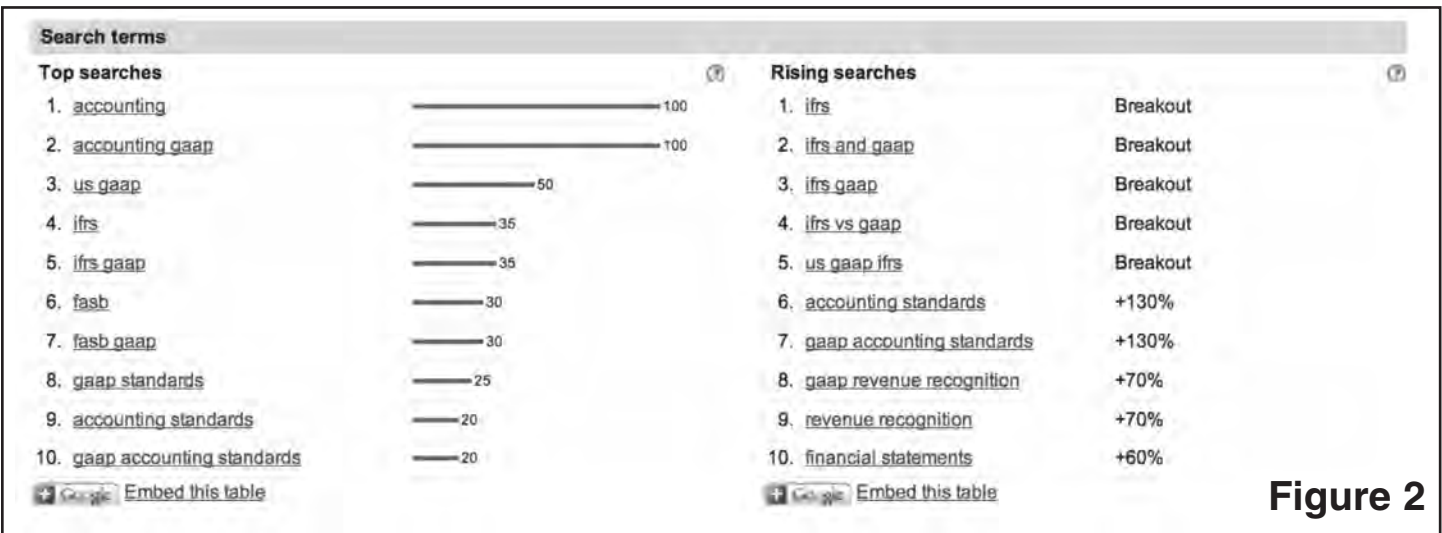


Figure 2

develop a script around the subject and start making dials (or the firm you have hired).

- Write 2-3 articles explaining GAAP.
- If you have a blog, blog about this subject. Call it 'IFRS and GAAP: Understanding the differences.' Do multiple posts and pull from the content you used to write the articles mentioned above.
- Find local gatherings of financially-minded people and send them a speaker sheet/bio that mentions this as a desired subject amongst the business decision makers and your availability to speak on the matter

The Logic behind using a tool such as Google Insight

The above example is not all that important...the logic is. The reality is that there is a tool readily available and in a previous lifetime would have cost millions to tap into. But, today, it's FREE, yes FREE, and only a few clicks away. This tool can be used to find local financial interests and insight on how to speak to them. As with any data, decisions and actions around the data are where the marketing battles are won and lost. If you are like most firms, your talent problem has become a marketing/sales problem. Here is a tool for your tool belt. Use it. Don't just

think about it.

Other simple examples on how to use Google Insight.

- Proactive service example – When is the ideal time to send out information regarding W-2 forms to your clients? Per this chart it makes sense to send it out on January 17th because that's when people go hunting for it.
- Have a niche for helping people in bankruptcy? If so, perhaps see if your state is one of the top 10 where people need the service.
- Let's face it, not everyone understands how to read balance sheets – even business owners.

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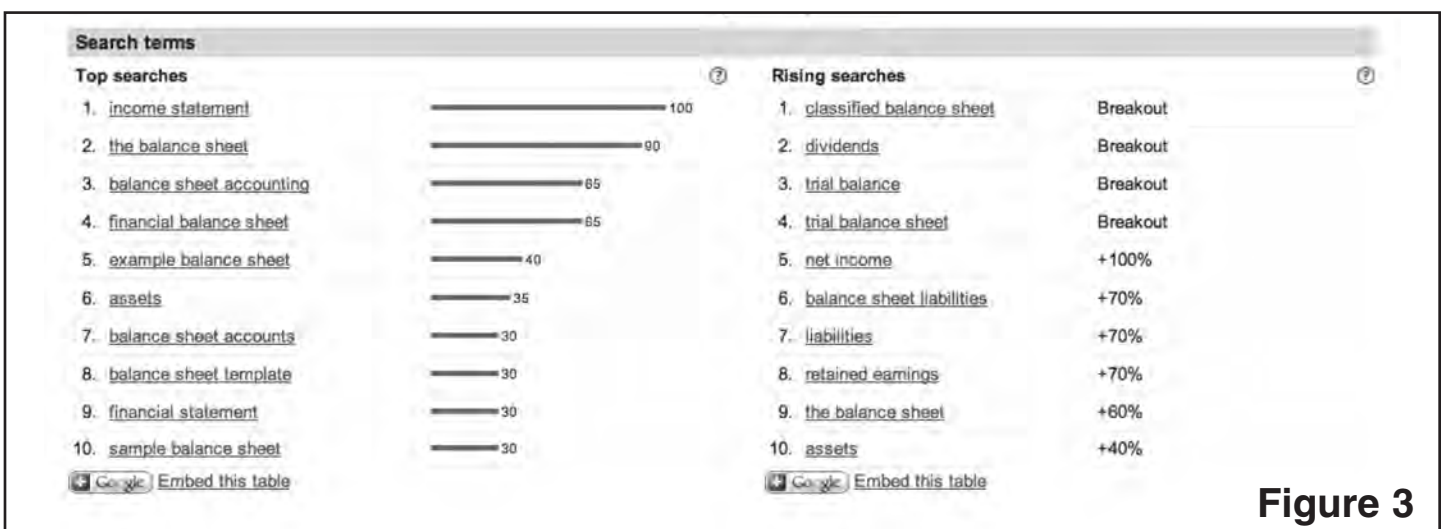


Figure 3

NEW

ENDOR: K2 Enterprises **ACRONYM:** QRA

books, many accountants and auditors work with techniques for reconciling balance sheet accounts and as the Client Data Review and the Working Trial s. Also included: handling problematic accounts

is seminar, please visit: www.k2e.com/qra.

July 2010

ANNUAL GOV. CONFERENCE

CONTINUED FROM PAGE 1

Robert Smith will be a part of Friday's program discussing "GASB 54", and "GASB Update".

Sessions from the Office of the State Auditor will include A&A Updates on Municipalities and Counties as well as a general "Legal Update" and "State Auditor Fraud Cases". On Thursday, we will enjoy lunch with Stacey Pickering, Mississippi State Auditor.

Registration and agenda details for this year's Conference are available on the Society's web page: www.ms-cpa.org. Everyone is encouraged to use the special registration form for the conference so that we can determine the number of participants planning to attend each breakout session. This will help determine room assignments for each speaker.

JULY CLASSIFIEDS

CONTINUED FROM PAGE 12

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◆ ◆ ◆

NEW MEMBERS

CONTINUED FROM PAGE 2

of Internal Audit for Parkway Properties, Inc., in Jackson.

Jonathan Michael Morgan was born in Jackson and received his Bachelor of Accountancy from the University of Mississippi and MBA from Mississippi College. He is CFO with Bomgar Corporation in Ridgeland.

Danna Gwen Napp was born in Meridian and received her Bachelor of Business Administration and Master of Business Administration degrees from Mississippi State University. She is a Staff Accountant with Rea, Shaw, Giffin & Stuart in Meridian.

Michael Eugene Rhodus, Jr., was born in Brookhaven and received his Bachelor of Science in Business and Master of Business Administration degrees from William Carey College.

He is President of Rhodus CPA PA in Madison

Scot Allen Thigpen was born in Meridian and received his BPA from Mississippi State University. He is President of Solomon Financial in Jackson.

GOOGLE INSIGHT

CONTINUED FROM PAGE 9

Through a search on 'balance sheet' you see that the need to understand 'Classified Balance Sheets' is going through the roof. My guess is you can help your clients learn what they are and how to read them. (See Fig. 3.)

Roy Keely serves as Director of Marketing at Xcentric, which specializes in Cloud Computing and IT consulting for CPA firms. Roy graduated from the University of Houston with a degree in Marketing and has extensive experience in marketing, branding and sales. Roy can be reached at 678.297.0066 x525 or rkeely@xcentric.com. For more about Xcentric, go to www.xcentric.com or follow them at www.xcentric.com/blog and www.twitter.com/xcentric.

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ACCOUNTING PRACTICE SALES – JIM BURFORD, BROKER – WHERE PRACTICE SELLERS AND BUYERS MEET. Some of the practices we now have available are listed below: – Natchez, MS. Tax practice does over 400 income tax returns for individuals with an average fee of \$200. All clients file for refund anticipation loans. Office is only open 10 weeks per year. For 2008 practice had \$73,572 gross revenue with a net profit on practice

schedule C of \$61,463. Owner does not have tax return completed for 2009. However, the practice grossed \$84,303 for 2009 and practice grossed \$74,594 through April 28, 2010. Owner has health problems and needs to sell. Take a look at this one.

– Covington, TN (close to Memphis, TN). Long established accounting and bookkeeping and payroll service firm now available in Covington (less than an hour from Memphis). Total gross fees are in excess of \$197,000. Fees from bookkeeping are over \$114,000. Good staff employees are in place to perform the work of this practice. Asking price for the practice, without the office building, is \$238,000. Asking price for the practice, with the office building, is \$375,000. Owner believes the building is worth around \$215,000. Owner is willing to lease the office building to the purchaser of this practice.

To list your practice with us or to check out our current listings, call me, Jim Burford, CPA toll free (800) 340-7002 or visit our website at www.accountingpracticesales.com or e-mail me at jimburford@verizon.net.

◆ ◆ ◆
15th Annual Governmental and Non-Profit Conference, Sept. 28, 29 and 30, 2010 at the Marriott Courtyard in Gulfport, MS. Understanding & Documenting the Entity & Its Environment Including Internal Controls in Smaller Entities, Sept. 28; Single Audit Testing and Documentation, Sept. 29; and 2010 Governmental and Non-Profit Accounting & Auditing Update, Sept. 30. Seminars conducted by nationally recognized instructor, J. Michael Inzina. Attend any combination of days. Multi-day seminar discounts apply. Call (251) 344-7178 for a brochure or more information.



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CFO/Controller: Ratcliff Construction Co., LLC, a commercial building contractor with offices in Alexandria, LA and Dallas, TX seeks CFO/Controller. Position is located in Alexandria, LA. Please send resume to Daenen-Henderson & Co., ATTN: Ms. Jackie Daenen, 5615-C Jackson Street, Alexandria, LA 71303-2304. Fax- 318-442-1138 or Email: jdaenen@dnc-cpas.com.

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Internal Auditor & Special Projects Coordinator

Baldwin EMC is seeking applications for the position of Internal Auditor & Special Projects Coordinator. Bachelors Degree in Accounting is required. CPA or Professional Accounting Designation is desired. Four to six years accounting experience planning, conducting, and reporting the results of audit procedures is required, as well as, experience in assessing the internal control structure of an organization and providing recommendations for improvement of internal controls. Position will assist in establishing and maintaining internal audit policies and plans for the completion of internal audit duties. Perform audits of various accounts

and functions and completes various financial reports. Must have thorough knowledge of Generally Accepted Accounting Principles and their application and Generally Accepted Auditing Standards and their use when performing an audit. Interpersonal and written communication skills are a must, also computer skills with experience in Microsoft Word, Excel, Access, Outlook and other financial accounting software. Experience with Crystal Reports is desired.

Qualified applicants should apply with the Alabama Career Center at 200 W. Michigan Ave., Foley, AL 36535 (251) 943-1575; fax (251) 943-8867. All applications along with a resume must be received no later than 4:00 PM on Friday, July 30, 2010.

Baldwin EMC is an Equal Opportunity Employer.

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BKD, LLP, one of the 10 largest CPA and advisory firms in the U.S., is looking for experienced audit and tax professionals for its Mississippi offices. Candidates must have CPA or be CPA eligible. For a closer look at BKD, please visit www.bkd.com.

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