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www.business-keepers.com

(3/15/1855 Louisiana establishes first health board to regulate quarantine)

Mar"key"t place

What is in a name? In two words: A LOT. Companies spend millions of dollars a year promoting their name and creating a name-brand loyalty in a highly competitive world. We are going to look at the importance of your name and its branding power over the next few issues.

This month we'd like to first discuss the basic marketing question: Does your name best reflect your company's service or product? We know it's expensive to change a name, and we don't want to encourage you to necessarily change it at this time in your company's history. However, if you are planning on starting a business or have been using a "working name" but have not made it official, let us strongly suggest you carefully consider the nature of your business and put a lot of thought into how the name can best reflect your product/service. Next issue we'll discuss names and logos.

Quote

a time to scatter stones and a time to gather them,
—Ecclesiastes 3:5

Q&A

Client: What is my SUI rate?

bkc: Your SUI rate is determined by the EDD. You should have received a letter from the EDD in mid-December 2004 stating what your new rate is (if it has changed). If you are using a payroll service, you need to fax this letter to your payroll service so they can charge the correct percentage for 2005.

Business-keepers Consulting

always votes for good record keeping.



(3/7/1801 Massachusetts enacts first state voter registration law)

KEEPING LEDGER

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Names and Signs

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We continue our discussion on properly processing of cash by your employees and how you can avoid any mishandling. Cash can also be mishandled through Quickbooks. Too many hands in Quickbooks can cause a lot of strain on this limited program. Here are a few suggestions:

- Use the password option to restrict users' access to features in Quickbooks.
 - Have your invoices preprinted and keep a sequential record of all invoices used. This keeps employees from printing an invoice for a customer, then later, after funds are received, deleting the invoice.
 - Only you or your outside accounting service should be opening up your bank statements. If you are an offsite owner, have the bank statements be mailed directly to you.
 - If you do not sign each check yourself, you should make it a practice to check all of your cancelled checks when they are returned from the bank (in whatever format that may be)
- We'll have a few more tips for you next month.

Calendar

Tuesday, March 15th
Corp. Tax Return filing deadline
Thursday, March 17th
St. Patrick's Day
Sunday, March 20th
Spring Equinox
Palm Sunday
Friday, March 25th
Good Friday
Sunday, March 27th
Easter