

**We will not let your numbers rebel.**

(714) key-8-key  
 (714) key-8535 fax  
 www.business-keepers.com

(7/14/1850 First public demonstration of ice made by refrigeration)

Mar"key"t place  
 Expectations and more expectations. We are becoming a less and less forgiving society. It is more evident that a company's reputation is sometimes based solely on the last transaction with the customer. A company's history and past record with a valued customer is becoming more fragile. For example, you own a dry cleaning company and have been cleaning Jane Doe's clothes for years. One day, while cleaning her clothes, your machine snaps and tears the blouse. There is nothing you can do to repair the blouse. Upon Jane arriving at your store to retrieve her blouse, she is flabbergasted that you have torn her blouse. She takes her clothes and never returns again. Find out in next month's issue how to handle these "unforgiving" circumstances and how to become a forgiving customer as well.



(7/13/1836 US patent #1 (after 9,957 unnumbered patents), for the locomotive wheels)

**Quote**

"My God sent his angel, and he shut the mouths of the lions. They have not hurt me, because I was found innocent in His sight. Nor have I ever done any wrong before you, O king."  
 —Daniel 6:22

**Q&A**

**Client: How do I get SDI if I am self-employed?**

**bkc:** The EDD offers State Disability Insurance (SDI) to the self-employed through their Disability Insurance Elective Coverage (DIEC) program. One of the benefits of disability is income protection whether or not an injury or illness is work related. Check out www.edd.ca.gov

**Business-keepers Consulting**

keeps the numbers from falling from the sky.



(7/2/1843 An alligator falls from the sky during a Charleston SC thunderstorm).

**KEEPING LEDGER**

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 Forgiving Periods**

**business-keepers consulting  
 2210 Pacific Avenue, Suite K1  
 Costa Mesa, CA 92627  
 (714) key-8-key (714) key-8535 fax  
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We continue our "breather" from the heavy hand of accounting's debits and credits with a look at the differences between the Balance Sheet and Profit & Loss Statement.

This month we'll talk about dates of the reports, specifically the Balance Sheet dates: The Balance Sheet cuts off AS OF a designated end period such as AS OF May 31, 2004 or December 31, 2003. The "as of" means there is no beginning period. The Balance Sheet is only concerned and reflects the designed end of a period. It is a "snapshot" of the balances in your Assets, Liabilities, and Equity as of the end date you designate. This AS OF is because the Balance Sheet's infinite life is not concerned with the beginning or the middle of a period, it reflects the END balance of a period. Next month we'll talk about the dates for the Profit & Loss Statement. This will prove to be another insight into how these reports compliment each other.



(7/22/1775 George Washington takes command of the troops)

**Calendar**

Sunday, July 4th  
 U.S. Independence Day