


Mar"key"t place

We have a little understanding of what kinds of networking opportunities are out there. Now let us discuss what happens at a networking meeting.

Chambers of Commerce meetings. There are usually three different kinds of meetings: breakfasts, luncheons, and mixers (evening).

The mixers are the most casual and last a couple of hours. They are held at retail stores or restaurants, serve light hors d'oeuvres/alcohol, and attendees can arrive any time during the

 mixer hours. There is a minimum (if any) charge, and no formal agenda except to mingle with other attendees. You can meet anywhere from 10-50 attendees in the course of the mixer.

Breakfasts and luncheons are more structured. There is always a set agenda, so you can get into a little routine (or a rut, depending on the group leaders).

Breakfasts are held at larger venues to accommodate the seated 50-125 attendees. Here is a typical Chamber of Commerce breakfast agenda:

1. Meet and greet the first 15 minutes. Check in, pay the admission price, (usually around \$15-25), get a name tag, and drop a business card in a basket (and buy raffle tickets) to win door prizes. RSVP-ing is highly recommended so the chamber can get a head count for the catered food, and your name/company is listed on the roster, given to all attendees.

We continue next month.

Quote

"Come to me, all you who are weary & burdened, and I will give you rest." -- Jesus, Matthew 11:28

Q&A

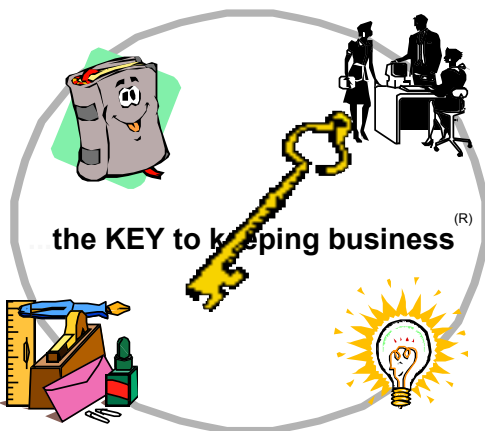
Client: How do I pay bonuses to my sales staff?

BKC: Sales by its nature is self-motivating, so make sure you set clear sales goals. If you make it too hard for your sales staff to obtain their desired pay level, than they will get discouraged and quit. If you make it too easy than it eats into *your* bottom line. Deciding on commission before or after your expenses is critical.



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ACCOUNT-ABLE

We have discussed the accounting theory of double-entry for checks, deposits, and sales. Let us now discuss another common double-entry—the payment of a bill that was incurred a cost and is now due. We call this Accounts Payable.

The first part of the double entry: You receive a bill from Verizon Wireless for telephone expense. You would debit the expense and credit Accounts Payable. Note: when you are entering this bill into Quickbooks (QB) in the "Enter Bill" mode, QB is doing the debit and credit in the background for you.

The normal balance for an expense account is a debit. A normal balance for Accounts Payable is a credit. Therefore, when entering a bill, debiting Telephone, the expense account, increases the account (debit + debit = higher debit). Crediting Accounts Payable, a normal credit balance, increases that account as well (credit + credit = higher credit)



What is fascinating and magical about this double-entry, normal balance formula is that you can debit an account and increase the balance and credit another account and *also* increase *that* account.

Next month: Paying the bill. Question: How do you decrease a normal credit balance account?

Calendar

September 9th
Grandparents Day
September 11th
Patriot Day
September 15th
Estimated tax payment due
September 23rd
Autumnal Equinox (Fall starts)

The Sound of Business...



Due to the volume of paper our business naturally generates, and in an effort to be more consciences of the environment, our newsletter is going paperless starting with next month's October issue of Keeping Ledger.



We will be sending our newsletter via email. As always, if you decide you no longer reap a benefit from our newsletter, please email us and we'll be happy to remove you from the list. If, however, you know of someone who would like to receive our newsletter and they have granted you permission to give us their email address, we welcome the opportunity to add them to our e-mailing list.

If you haven't already, please add Business-keepers to your Outlook or other email address organizer so that our newsletters do not accidentally end up in your spam or deleted folder.



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Dated Material

Important Websites:

www.irs.gov

www.edd.cahwnet.gov

www.boe.ca.gov

www.ftc.gov

www.sdnhm.org

www.katchtheday.com

www.business-keepers.com

**Keeping Ledger, this
newsletter, goes
paperless (emailed)
next month.**



Katch the Day

History is one of those Katch the Day kind of ideas that really expands on the meaning of "day." The Dead Sea Scrolls exhibit at the San Diego Natural History Museum is a walk through the days of Israel.

The scrolls were kept in clay jars that were discovered in 1947 and 1956 in caves near the northwestern shores of the Dead Sea. This fantastic exhibit displays some of the discovered 900 separate scroll pieces documenting biblical books, hymns, prayers and other exceptional writings. To help you appreciate the scrolls, the museum displays (in pictures and audio) a great history lesson on the region, the people, and the times of Israel.

There are lectures throughout the run of the exhibit that will enhance your understanding of the scrolls and their meaning to us now and into the future.

The exhibit runs through December 31st, seven days a week and requires timed entry reservations. The museum is part of the cultural park, Balboa Park. There is much to do there so you could plan on an afternoon or a whole day. www.sdnhm.org

Katch the Days of Israel's Dead Sea Scrolls & leave the business-keeping to us!

