



The Bean Counters' Quarterly

Hartrell & Kirkham Chartered Accountants

September 2010

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Greetings!

Welcome to the September 2010 issue of The Bean Counters' Quarterly!

Well summer is officially over (that was quick) and here we are into Fall!

We've completed our Photo of Summer Contest with the winning photos and photographers listed below. Also, we're telling you about a really neat tool which automatically records all of your auto mileage for tax purposes. Don't forget to check out 'Stuff to Know About Us' at the bottom to see what we've been up to over the summer!

The cooler weather and changing leaves tell us that Thanksgiving is just around the corner (here in Canada). We hope you will find many things to be thankful for in your life and your business! We are so very thankful to have you as a valued client. We try to communicate our appreciation often as we serve your business and financial needs throughout the year, but especially at this time of year, we are mindful of expressing our gratitude!

All of us here wish you an abundant and peace-filled Thanksgiving.

Best regards,

Steve Kirkham

The Dialogue Department!



The idea is to open the lines of communication on a topic or question that may be light and breezy or deep and serious, in an otherwise busy and hurried world. We'll start on our end by telling you about our thoughts on a particular topic or question, and then we'll wait to hear back from you - just hit the link "Here's What I Have to Say" and send us a quick reply.

Here's our topic/question for your consideration:

"What time of year would you choose for Thanksgiving if it were up to you?"

Our reply for this quarter is from **Linda Harris**: **"Thanksgiving is placed perfectly in the calendar year. What other season offers the abundance of produce available in the fall as well as some remaining veggies and fruits from the summer. The days are warm, not unbearably hot, the nights are cool yet warm enough to enjoy the outdoors after a big meal and everyone is on hand to celebrate the season, not off to summer destinations. I love this time of year for the colour, the food and the weather; a perfect time of year for Thanksgiving."**

Here's What I Have To Say - please send your reply to steve@hartrellkirkham.ca

Photo of Summer Contest - THE WINNERS!



ANNOUNCING **THE WINNERS** OF OUR

Photo of Summer Contest:

(Thank You to everyone who entered!
You made our job as judges very difficult – but a lot of fun!)

CONGRATLUATIONS TO OUR 1st PLACE WINNER – Eska Hawley (Geronimo):

(\$75 Visa Gift Card!!)



**CONGRATLUATIONS TO OUR 2nd PLACE WINNER – George Ward (Dog Days of Summer):
(\$50 Visa Gift Card!)**



**CONGRATLUATIONS TO OUR 3rd PLACE WINNER – Walter Zuppinger (The Canoe is This Way):
(\$25 Visa Gift Card!)**



The Dreaded Mileage LogBook - No More



The Automatic Mileage Logger

Finally – the answer to the dreaded **Auto Mileage LogBook**. This is an area of business that most people hate. They either have a very poor logbook or none at all. CRA (Canada Revenue Agency) takes a dim view of not having a detailed logbook. Not only can they deny your tax deduction claims without the support of a detailed logbook, but they can (and do) also impose penalties and interest.

Now there is a **SIMPLE - EASY - EFFICIENT** way to log your mileage for tax purposes! **PLUG & LOG** - Odotrack automatically uploads your mileage to your online account with the push of a button when your vehicle begins to move.

Odotrack will:

- Generate management and tax reports
- With the push of a button upload mileage data to your online account
- Provide **detailed** support documentation for your accountant to prepare your tax returns and in case of government **tax audits**;
- **Maximize and support** your mileage expense deductions

Plug & Log

Work by GPS and cellular network

Automatically uploaded to our secured servers, and saved for 7 years

Easy access to your account and trip reports online whenever you want.

Fully tax deductible when used for business purposes

**If interested in more information, please contact the Odotrack representative
Debra Dowdell at 519-591-8252 or debra.dowdell@rogers.com**

Disclosure: Debra has worked within the accounting industry for over 20 years and has provided resources and coaching to public accountants for the last 13 years. She has worked very closely with our firm for a number of years. Our firm has no financial interest in Odotrack.

[click here](#) for more information:

www.odotrack.ca

Recommended Reading:



UnMarketing: Stop Marketing. Start Engaging By Scott Stratten

From the Publisher

From one of the leading experts in viral and social marketing-market your business effectively to today's customers

For generations, marketing has been hypocritical. We've been taught to market to others in ways we hate being marketed to (cold-calling, flyers, ads, etc.). So why do we still keep trying the same stale marketing moves?

UnMarketing shows you how to unlearn the old ways and consistently attract and engage the right customers. You'll stop just pushing out your message and praying that it sticks somewhere. Potential and current customers want to be listened to, validated, and have a platform to be heard-especially online. With *UnMarketing*, you'll create such a relationship with your customers, and make yourself the logical choice for their needs.

- Shows how to create a mindset and systems to roll out a new, 21st century marketing approach
- Marketing expert Scott Stratten focuses on a Pull & Stay method (pulling your market towards you and staying/engaging with them, leading them to naturally choose you for their needs) rather than Push & Pray
- Redefines marketing as all points of engagement between a company and its customers, not just a single boxed-in activity

Traditional marketing methods are leading to diminishing returns and disaffected customers. The answer? Stop marketing, start *UnMarketing*!

[Chapters.indigo.ca](http://www.chapters.indigo.ca)

<http://www.chapters.indigo.ca/books/UnMarketing-Stop-Marketing-Start-Engaging-Scott-Stratten/9780470617878-item.html?ref=Books%3a+Search+Top+Sellers>



-**Sherry** and Grant had a great summer and they're sad to say they will be closing their pool in the next couple of weeks. They went to Pittsburgh in August and were lucky enough to see Paul McCartney in Concert. Samantha, their Husky/Shepherd just celebrated her 14th birthday in August and they feel lucky that she's still with them. Sherry also hopes to visit her cousins a bit more before the end of the year.

-**Andre** had a quiet first summer with his family. Martina and William enjoyed the cooler and relaxed summer in Canada (compared with back in China). They spent a day at Ontario Place, and experienced barbecues with friends. Andre joined a group who played badminton every week and started to pick up the skills and training that he hadn't used for 10 years. When he came to Canada 10 years ago, Andre found it very difficult to find anyone or any place to play, which he knew was due in part to our culture where hockey and curling dominate. However, he now notices the badminton courts in Richmond Hill and Markham are fully booked most of the time. What he was used to seeing and hearing in Canton or Hong Kong, he now experiences here – a lot of people running, jumping and yelling in the courts.

-**Linda** spent her summer traveling to Prince Edward County, Haliburton and the Finger Lakes region. She also trained for a half marathon which she completed on September 26th and in which she placed 5th out of 45 participants in her age group. Not bad! She is preparing for another half marathon in November, which will be her third this year and will cap off the season. She is planning a vacation during Christmas to hike the Rio Grande area in Texas; the pictures should be spectacular.

-**Steve**, Sherry and the kids had a great summer. The boys attended a basketball camp together while Erin was busy with her first job as a swim instructor. Sherry and Erin went out to Regina for the canoe/kayak Nationals, where Erin and her team took gold in the war canoe. They all spent a few weeks down at the cabins on Bob's lake where Erin is perfecting her wakeboarding and the boys are doing quite well on the waterskiis. Unfortunately mom and dad have a little catching up to do! Steve's dad passed away in late July at the good old age of 87. It was a tough time but with six brothers and sisters and mom, it was also a good time of family getting together and sharing memories (photos are an amazing thing!).

[Read on...](#)

Quick Links...

- [The Bean Counters' Quarterly Archives](#)
- [More About Hartrell Kirkham](#)

• Canada Revenue Agency - for Business

• Your SUCCESS PROFILE - we can help!

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