



## The Bean Counters' Quarterly

Steve Kirkham C.A. Professional Corporation

October 2012

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### Greetings!

#### Welcome to the October 2012 issue of The Bean Counters' Quarterly!

Brrrr, have you noticed it's getting chilly out there? It's the perfect time to come by and see our new office and have a cup of coffee or tea to warm up!

**Happy Hallowe'en!** We will try not to 'scare' you as we discuss **Anti-Spam Legislation** or '**Accountability**' that will help you move towards your goals!

Please don't miss our Spotlight On Business telling you about our client: **Cynthia Findlay Antiques (featuring estate and vintage jewellery)**.

Also, check out our Dialogue with Linda, and the 'Stuff to Know' about all of our team members.

Keep in mind that our enewsletter is a dialogue with you, and we welcome your comments and feedback!! .

Our new address is:

[See Map](#)

2345 Wycroft Road

Suite 2

Oakville, ON

L6L 6L8

(same phone)

(Wycroft is just south of 403/QEW, between Third Line and Bronte Rd)

We look forward to having you 'drop by' our new office when you're in the neighbourhood.

In keeping with our recent trend of change and new spaces....we are now on Facebook! It's all very new, so give us some time to find our way, but you can Like us at: [Facebook](#)

Enjoy the Fall and stay warm and dry!!

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:

**"We're deep into the Fall season now, and many people have mixed feelings about this time of year. Then again, some love it, and some hate it. What are your thoughts about this time of year and the transition to Winter?"**

Our reply for this quarter is from **LINDA HARRIS**: **"This is my favourite time of year. The colours are the main attraction for me as is the fall of the thermometer from the searing summer highs to more comfortable autumn days. I always hope for an extended fall season so that winter does not seem so long. Hopefully, this year will somehow mimic last year but I suspect that we will not be so lucky."**

Here's What I Have To Say - (send reply to) [steve@kirkhamca.ca](mailto:steve@kirkhamca.ca)

*CANADA'S ANTI-SPAM LEGISLATION*

**Canada**

If your company does business in Canada or has offices in the country, you need to familiarize yourself with Bill C-28, also known called CASL (Canadian Anti-Spam Law), which carries serious implications for businesses. For instance, firms found to have sent unsolicited e-mails or other digital messages (such as mobile phone calls and text messages) could face fines as high as \$10 million.

**Canada's new anti-spam law was passed in December 2010 and will enter into force following a Governor in Council order, expected to come within the next few months.**

Once the law is in force, it will help to protect Canadians while ensuring that businesses can continue to compete in the global marketplace. When the new law is in force, it will generally prohibit the:

- \* sending of commercial electronic messages without the recipient's consent (permission), including messages to email addresses and social networking accounts, and text messages sent to a cell phone;
- \* alteration of transmission data in an electronic message which results in the message being delivered to a different destination without express consent;
- \* installation of computer programs without the express consent of the owner of the computer system or its agent, such as an authorized employee;
- \* use of false or misleading representations online in the promotion of products or services;
- \* collection of personal information through accessing a computer system in violation of federal law (e.g. the Criminal Code of Canada); and
- \* collection of electronic addresses by the use of computer programs or the use of such addresses, without permission (address harvesting).

### **What does this mean for your business?**

Recently, Industry Canada also announced plans to build a Spam Reporting Centre. The centre, dubbed The Freezer, will field reports and complaints of spam. The information will be used as evidence of potential violation against offenders and used by enforcement agencies in levying fines or other penalties.

These initiatives target spammers, but legitimate small and medium business operators as well as e-mail marketers must also familiarize themselves with the CASL and use this interim time before implementation to make sure they are well positioned for compliance.

Here's a checklist and a few pointers of what you should know to make sure your business is will be in compliance:

### **Establishing consent**

Proving you've received the customer's consent to send out marketing material is perhaps one of your strongest defences.

Although Bill-C28 still contains situations where "implied consent" (consent taken to have been granted by a person not expressly, but rather inferred, such as in failure to activate an opt out button), it is important for business to clarify the requirements for "expressed consent" in the context of the legislation. The Act recognizes ordinary business activities as forms of implied consent, including existing business relationships and business messages to addresses that have been published or disclosed. So, for example, a business can send messages to customers who have purchased goods or services within the past two years.

Make sure you understand the details of Bill C-28 and how it affects your business practices. Keep your business in compliance.

## THE KEY TO REACHING BIG GOALS



### **THE KEY TO REACHING BIG GOALS: Accountability!**

**Accountability = Fire starter, a kick-in-the-pants, a nudge, positive reinforcement.**

You can do great things in your business! You have ideas and motivation. So why does it seem, that you don't always do what you know you should or want to do?

Do you ever find yourself setting big goals or having big dreams, but feel that you lack the ability to keep working on it at the high level of focus and energy you require to really accomplish it, because you're busy, you're working hard on the day-to-day, and you're not always fully supported? You are NOT alone. The truth is that most people on the planet will accomplish MORE and do it FASTER if they have some help. If they have someone whom they are accountable to!

Many (most?) people find that it's difficult to keep the vision going strong, and maintain the work required to accomplish it - on their own. The truth is we get distracted. We get weary. Sometimes we get bored. Sometimes we lose vision and heart. We need external accountability to help us continue to move towards our goals.

If you think about real-life examples of various forms of 'accountability' it works incredibly well! Think about sport teams who have coaches, top business professionals who have mentors or coaches, individual athletes (or those who want to accomplish fitness goals) who have personal trainers, they all have a better chance of attaining their goals - because they are accountable to someone!

### **"Accountability breeds response-ability." Stephen R. Covey**

The bigger your goals and aspirations the more reason for you to find someone to be accountable to. The role of an external accountability partner is not to judge or to have all of the answers for you. They are there to help keep you on track. They are there to encourage, share, inspire, or give a well intentioned nudge or 'kick-in-the-pants' when you need it.

If you're a small business owner/operator, there is likely very little or no accountability to anyone regarding your business. You may have a spouse or family member that is involved or supportive, but you don't have a responsibility to report to any external Shareholders or Board of Directors regarding the results of your business. Without the external factor, this gives you an 'out' in the accountability department. A 'free pass' if you don't follow through or get the results you want.

You may say that you know what you need to do for your success and that may be true, but the reality is that you likely won't always DO what you know! External accountability can help you!

At **Steve Kirkham CA Professional Services** we try to offer you a variety of services and a lot of value to our clients. We'd like to know your goals and aspirations for your business, so we can help you as you work towards them. We'd like to be your external accountability partner. Help us, help you! Let us know what you're working towards and ask for our help! We'll be happy to encourage, nudge, kick (not literally of course) or help start your fire (again, not literally).

## *Spotlight On Business*



### **SPOTLIGHT ON YOUR BUSINESS:**

#### **Cynthia Findlay Antiques: Estate & Vintage Jewellery**

Cynthia Findlay is the 5th generation of a family of retailers. Her very first job after Acadia University, in 1970, was with Royal Doulton of Canada where she developed the Marketing and PR department. She was also an avid collector of porcelain. So it is no wonder Cynthia ended up in the antique business.

In 1978, Cynthia started her business on an 8 foot table at the original Sunday outdoor Harbourfront Antique Market on Queens Quay in Toronto. In 1983, when the market moved indoors to a more permanent venue at 222 Queens Quay, Cynthia opened a shop there. After 5 years, in 1988, the market moved to 390 Queens Quay and Cynthia Findlay Antiques also moved to a larger storefront in that location.

Then 15 years later when the market closed, Cynthia joined a group of dealers, at the Toronto Antiques on King in 2003.

After Toronto Antiques on King's third year; Cynthia, in addition to her own business, also managed the multi-dealer complex until it had to move in the spring of 2009.

**Today, the Cynthia Findlay collection is situated at 284 King Street West, in the Mirvish Enterprises building between The Princess of Wales and Royal Alexandra theatres.**

Cynthia Findlay Antiques is in a 6000 square foot retail space in the heart of Toronto's renowned Entertainment District. Cynthia Findlay Antiques includes a constantly expanding online store, and a strong presence at antique and jewellery shows across North America.

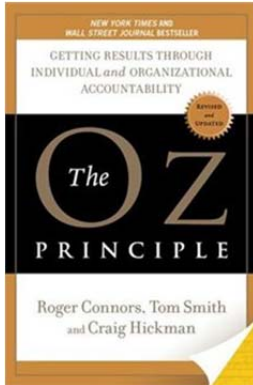
Services range from personal shopping, prop rentals for films, TV shows, magazines and sourcing important items for National museums. Cynthia is a trusted leader, worldwide, in vintage and unique antique and estate jewellery, and Objets D'Art . Her iconic store and website attracts locals, tourists, designers, international customers and celebrities. While the Cynthia Findlay collection covers almost all genres of antiques, it has changed over the years to focus particularly on art glass, art pottery and estate jewellery, especially vintage engagement rings. We welcome any inquiry for buying and selling antique jewellery.

**Please visit our store on King Street or our website link below.**

Want to promote your business through our newsletter? Just send us a short bio along with logo/artwork and we'll put you in a future edition.

[Cynthia Findlay Antiques](#)

## Recommended Reading:



### **The Oz Principle: Getting Results Through Individual And Organizational Accountability**

by Craig Hickman, Tom Smith, Roger Connors

The definitive book on workplace accountability by the New York Times bestselling authors of How Did That Happen?

Since it was originally published in 1994, The Oz Principle has sold nearly 600,000 copies and become the worldwide bible on accountability. Through its practical and invaluable advice, thousands of companies have learned just how vital personal and organizational accountability is for a company to achieve and maintain its best results.

At the core of the authors' message is the idea that when people take personal ownership of their organization's goals and accept responsibility for their own performance, they become more invested and work at a higher level to ensure not only their own success, but everyone's. Now more than ever, The Oz Principle is vital to anyone charged with obtaining results. It is a must have, must read, and must apply classic business book.

[Chapters/Indigo - The OZ Principle](#)

## Stuff To Know About Our Team



**-Sherry** had a fantastic summer. She and her husband, Grant, spent a lot of time at home tending to the house and gardens. They took day trips throughout the summer and that was a lot of fun.

She was also able to attend a family reunion in Edmonton where she reconnected with her

amazing cousins and their parents.

She also adopted a new fitness routine with the "Tread Powerfully" group and is finding it both physically and mentally uplifting. This was definitely a summer to remember.

**-Andre** has had a very busy season for him and for his kids. He was kept busy, becoming the Dad-chauffeur, giving them rides to various camps and then picking them up.

Also last month, his mother-in-law came to visit the family and she will stay for several months. His kids are so pleased that they can see her again after many years.

**-Linda** once again, this year enjoyed her holidays in the outdoors where she hiked a 4000' mountain in the Adirondacks. What a thrill to reach the top! She is looking forward to her return trip to the area in the near future to conquer another one.

**-Steve** looks back at the summer, and said although it was fast, it was good. Some down-time was spent at the family cottage in Parry Sound and the later part of August at the cabins on Bob's Lake. The boys really enjoy being around the water and it's great to see them separated from their electronic devices for a while.

Erin has now started her first year at Waterloo and is really enjoying it (and even seems to be getting some studying in!).

The new office has come together and other than a few pictures left to be hung, everyone is really liking the new space.

At the writing of this enewsletter, the weather is quite ugly (hurricane Sandy), but still looking forward to a bit of Fall before the snow flies. Be sure to stop by the new office when you are in the area.

[Read on...](#)

### Quick Links...

- [The Bean Counters' Quarterly Home Website](#)
- [Canada Revenue Agency - for Business](#)
- [More About Steve Kirkham C.A. and Our Team](#)
- [View previous issues of our Bean Counters' Quarterly](#)

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