



The Bean Counters' Quarterly

Steve Kirkham C.A. Professional Corporation

December 2014

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Greetings!

Welcome to the December 2014 issue of The BeanCounters' Quarterly!

Well, no matter how many years it happens, December always seems to sneak up and surprise us. Whether we're ready or not, 2014 is about to end, and 2015 looms ahead with promise and opportunity! I wish you every happiness and success in the new year.

We would like to take this opportunity to welcome clients from Joe Harrison's office. |We look forward to meeting with all of you in the coming months and appreciate you allowing us to continue providing you with excellent accounting and tax services (while Joe steps back and starts his retirement). We also would like to welcome Ana who will officially be joining the team in January.

In the September issue of BCO, we shared an article about the three powerful stories you need to learn as a small business owner to help you attract the people you want to serve. Well one of our clients was inspired and created her three stories - and we share what she did with you here. Perhaps you'll be inspired to create your own. If you need any help with your story or any writing, we've included her info in the Spotlight section.

We also have an article where you'll find out about new measures from the government to make life more affordable.

Also find out what Linda's answer is to our Dialogue question, as well as see what the team is up to in the About Us section.

We are on **Facebook!** You can Like us at: [Facebook](#)

We wish you a wonderful holiday time with family and friends!

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 question/topic for this issue:

"What is the best and what is the worst part of the holiday season to you?"

Our reply for this quarter is from **LINDA HARRIS**: "***One of the best aspects of the holiday season are the lights decorating homes and illuminating them at night; such a colourful time of the year! The worst part of the holiday season is the start of the new year when the lights are taken down and the outdoors becomes bleak again at night..***"

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

New Government Measures Will Make Life More Affordable



New Government Measures Will Make Life More Affordable for Canadian Families

Did you know that the Government announced new measures to help make life much more affordable for Canadian families? These measures include:

* **Family Tax Cut:** The proposed Family Tax Cut would allow a spouse to, in effect, transfer up to \$50,000 of taxable income to a spouse in a lower tax bracket, up to a maximum benefit of \$2,000. The Family Tax Cut would take effect starting in the 2014 tax year. Couples would be able to claim the credit when they file their 2014 tax returns. More than 1.7 million families are expected to benefit from the new Family Tax Cut.

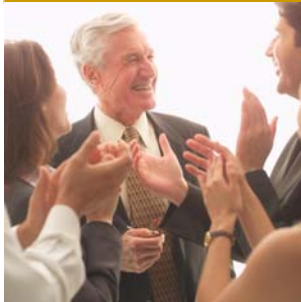
* **Universal Child Care Benefit (UCCB):** The Universal Child Care Benefit currently provides all families with up to \$1,200 per year for each child under the age of 6. The Government is proposing to increase and expand the UCCB starting in 2015 to provide up to \$1,920 per year for each child under the age of 6, and up to \$720 per year for children aged 6 through 17.

* **Child Care Expense Deduction (CCED):** The CCED allows child care expenses to be deducted from income when those expenses are incurred to earn employment or business income, pursue education or perform research. The Government is proposing a \$1,000 increase to the maximum dollar amounts that could be claimed, starting in the 2015 tax year.

* **Doubling the Children's Fitness Tax Credit (CFTC):** The Government proposes to double the Children's Fitness Tax Credit to \$1,000, starting in the 2014 tax year. The Government also proposes to make the credit refundable for the 2015 and subsequent tax years to ensure those who do not earn enough to pay income taxes would benefit.

[New Government Measures](#)

Three Stories Every Small Business Needs To Tell



Three Stories Every Small Business Needs To Tell

As mentioned in the September issue, there are three stories that all small business owners should have in the back pocket at all times. Whether you are at a networking event and someone wants to hear more, speaking to your local Rotary Club or Chamber of Commerce, or even on your "About Me" page on your website, tell them!

One of our clients, Vanessa Wells, has created her three stories and has allowed us to share them with you. To see how Vanessa may help your business, see her information in the Spotlight on Your Business Section.

1. **Mission critical story.** I'd spent most of the last twenty years teaching Latin (and a lot of English), but even in the private school market, Latin is, sadly, no longer a priority. One day last year, I was at school working on student papers, when I realized, My favourite part about teaching is marking - correcting things and explaining how they could be written better. I realized I could take all my teaching and pro bono editing experience and turn it into freelance editing business. I have the personal traits required to be a freelancer and I would be doing my preferred part of teaching exclusively!

2. **Turning point story.** I spent the next nine months (how symbolic!) exploring freelance editing, networking, taking courses, and attending seminars and conferences, and I decided to take the seemingly irrevocable step of leaving teaching (hard as it was to leave 'Caecilius' and *amo, amas, amat* behind). I miss the kids, but I am so glad I did it! I have worked full time since then marketing my business, building my brand and updating my knowledge about social media platforms. I confidently seek out new clients (often by writing tactful letters pointing out how I could have caught their typos and writing errors), I read widely about my new field (blogs, books, social media links, etc.), but mostly I ask questions - constantly! My new colleagues have demonstrated generosity in sharing their knowledge and experience and most of all their support; it's a wonderful new community to be part of, both online and in person.

3. **Stunning results story.** I have acquired clients needing editing in website content, corporate communication and both fiction and non-fiction books. Their feedback includes appreciation for my thoroughness, punctuality and willingness to share information that helps them grow and succeed. I give estimates based on free sample edits: this is a vehicle for the author and me to establish both trust and mutual understanding of what each is capable of producing. I share industry information that will guide their decisions, and if I don't know an answer - just as in teaching - I will find out and get back to them. Most of all, I love working on my own while still collaborating with clients and sharing with peers. Who wouldn't love a job that pays you to read?

And here are the free tips I'm going to leave you with:

That was it: you CAN start a sentence with a conjunction and you CAN end a sentence with a preposition! Another thing I have learned along this new path is that even some of the grammar rules have changed since I began teaching.

[Vanessa Wells](#)

Spotlight On Business



SPOTLIGHT ON YOUR BUSINESS:

Vanessa Wells, Wells Read Editing

If you could use a copy editor, proofreader, indexer, or manuscript evaluator, please contact me at wellsread@editors.ca and LinkedIn @vwellseditor.ca.

I look forward to hearing how I can help. And I promise not to say 'tut-tut' if you dropped Latin in high school. Contact Vanessa wells at Wells Read Editing.

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.

[Vanessa Wells](#)

Recommended Reading:

The Ten Principles Behind Great Customer Experiences (Financial Times Series) by Matt Watkinson

Overall WINNER - CMI Management Book of the Year 2014 WINNER - Innovation & Entrepreneurship Category at the CMI Awards 2014

Create a great customer experience whoever you are. Customers are powerful. They have a loud voice, a wealth of choice and their expectations are higher than ever.

This book covers ten principles you can use to make real world improvements to your customers' experiences, whatever your business does and whoever you are.

For managers, leaders and those starting a new business, the book shows that making improvements customers will appreciate doesn't need to be complicated or cost a fortune.

[Chapters/Indigo - The Ten Principles Behind Great Customer Experiences](#)

Stuff To Know About Our Team



-Sherry says that as of December 1st, she and Grant have lived in their house in Burlington for 10 years. She has never lived anywhere longer than her current home. This is truly home for her. Grant is laying down new hardwood flooring in the bedrooms and that means living in under construction this winter. After this is done, the only room left to renovate is the kitchen. She can't wait. They are ready for Christmas as the tree is trimmed and gifts are wrapped. They are spending Christmas with Grant's family as usual and they always have fun. Merry Christmas everyone!

-Andre says the last quarter of 2014 featured lots of professional development courses from income taxes, foreign reporting to professional practice updates. Besides that he picked up the Badminton racquet a few times after the unexpectedly busy October this year. Also his family (without him) went to Los Angeles and Las Vegas for a week in November so they escaped the cold and windy days in Toronto at that time. Curling season for his kids started in October, now Martina is a Junior Bantam and William is in Little Rock, and both of them need to prepare for inter-club games coming next year.

-Linda is looking forward to baseball Spring Training: hoping to catch some games in Arizona.

-Steve says it's another somewhat "fast Fall" for him and for the family. Not sure where it goes but it goes. The only thing on their minds right now (outside of work of course) is their upcoming trip to Puerto Vallarta for Christmas. Will be very strange having never been away at Christmas but everyone is looking forward to the sun and the sand (and a few outings in the works - dune buggies, whale watching, etc.) This will be Gavin's first time on a plane and he is adamant that he will Bungee-jump down south! Justin just passed his Lifeguard course so Dad can count on him to make the ocean save (?) if needed. Erin is just finishing her co-op term and is really looking forward to the break (it has been early 6:30am mornings of dad driving her to the bus and getting back to as late as 8:00pm some days). And, with all the planning pretty much in the past, Sherry is looking forward to some R&R. She has a friend in the area that she visited last year in February, so they'll all be counting on her to show them around. Stay tuned for some photos as Steve (and Justin) practice with their new cameras.

Quick Links...

- [The Bean Counters' QuarterlyHome C.A. and Our Team Website](#)
- [More About Steve Kirkham](#)

- [Canada Revenue Agency - for Business](#)

- [View previous issues of ourBean Counters' Quarterly](#)

email: steve@kirkhamca.ca

phone: 647-723-6195

web: <http://www.kirkhamca.ca>

[Forward email](#)



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Steve Kirkham C.A. Professional Corporation | 2 - 2345 Wycroft Road | Oakville | Ontario | L6L 6L8 | Canada