

Executive Memo

September 2002
Focus on Financial Issues

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Paying "Use Tax" on Those Donuts?

—by Carol Cameron, Colorado Society of CPAs

Most of us understand the concepts of sales tax and property tax. The idea of a "use tax" is less familiar, but it probably applies to your organization. Don't wait until an audit to find out the hard way that you owe use tax. More associations are being audited for use tax because they often overlook this requirement, mistakenly thinking they are exempt.

In Colorado, and under most tax statutes throughout the nation, a taxable event occurs upon "the sale, use, distribution, or consumption" of an item of "personal property." Think of personal property as distinct from real estate. We use personal property at work everyday in the form of products and merchandise, tangible things such as paper clips and office chairs, even the potted palm in the reception area and the roll of film used to snap photos at the last membership event.

When your organization acquires an item of "tangible personal property," (or you acquire an item for business use and include it on your expense report), be alert to the use tax consequences. Some examples:

- ◆ You make a purchase in one town at a lower sales tax rate, and "consume" the item in the town where your business is located and the sales tax rate is higher—you owe use tax for the difference
- ◆ You use a press clipping service—the cost of the clippings (but not the labor to perform the search) is taxable in Denver
- ◆ You purchase donuts, a birthday cake, or holiday candy for the office and no tax is charged at the grocery store—you owe use tax when these items are consumed at your office in Denver
- ◆ You purchase a software maintenance agreement that provides for upgrades, and no sales tax is charged—in Denver, this is considered a purchase of software and is subject to use tax
- ◆ Your organization receives a donation of free equipment in return for free advertising in your newsletter—the market value of the advertising (what you would charge a paying customer) is taxable
- ◆ You renew a subscription for a newspaper or periodical and there is no sales tax shown as part of the subscription price—you must pay use tax
- ◆ You order office supplies or computer hardware from out of state by mail order, and no sales tax is charged—you must pay use tax (the shipping is taxable, too)
- ◆ You order a book online—if no sales tax was charged, you owe use tax

More associations are being audited for use tax because they often overlook this requirement, mistakenly thinking they are exempt.

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Executive Memo

Executive Memo is the monthly publication of the Colorado Society of Association Executives (CSAE) and is provided as a benefit to members. Submit your article by e-mail to JoanT@csaenet.org. Deadline for all material is six weeks before issue date. Submissions are edited and published as space allows. Letters to the editor, suggestions, comments and encouragement are welcomed. Expressed opinions and statements in this publication do not necessarily represent the opinions of the CSAE board of directors or its membership.

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President's Message

The CSAE Community

—by Karen Wojdyla, CSAE President

Where has the summer gone? Although the June conference seems so long ago, the excitement and enthusiasm from the Snowmass meeting lives on (*see our photo gallery on pages 6–7*). What impressed me the most about the conference was seeing the camaraderie among our members. We really are much more than a professional society. We are a community, a family. It was wonderful to hear several new members comment on how they immediately felt a part of CSAE. They were made to feel welcome and embraced by our community spirit. The importance of this should not go unnoticed. It is, in my opinion, a great thing that on those days when we are feeling overwhelmed and professionally isolated, we have a whole resource of people on whom we can call. Perhaps we can invite them to coffee or lunch to listen when only someone in our business would understand the frustrations. It's easy. Just open your directory and dial. The CSAE community is at your fingertips. It's important that we all become active, welcoming members of our community.

I want to thank Nancy Erickson, Nancy Hardiman and their conference committee for an excellent program and for helping us foster the CSAE community spirit. Thanks also to Tim Jackson for bringing us Rob Sherman and Mike Marshall—two of the most entertaining and informative speakers we have had at an annual conference. The feedback from the attendees was very positive. Lastly, Jim Pilcher and his staff at the Silvertree and Neil Camas of the Snowmass Resort Association made us feel very welcome and special.

What's another way to share in the camaraderie and play a larger role in our CSAE professional community? Participate on a CSAE committee. Do you have special talents or skills that you can share with other CSAE members? Do you maybe not have any special talents or skills, but have a cheerful, can-do attitude? Or, maybe none of the above, but you want to help better our organization? Our

committees need you and CSAE needs you! At our board meeting on July 24, the board approved the following chairpersons for our 2002–2003 committees. Committee chairs need your help. Get involved—your career deserves it.

- ◆ **Communications**—Andrea Weelans, CAE/
Mary Jordan
- ◆ **Education/Program**—Jeff Arnold/Kathy
Smith
- ◆ **Finance**—Sam Albrecht, CAE/Bruce Boynton, CAE
- ◆ **Membership**—Mark Linnell/Peggy Dixon
- ◆ **Public Policy**—Doug Slothower
- ◆ **Strategic Marketing**—Dorothy Shadrick,
CAE
- ◆ **Technology**—Alan Browning

We are also involved in the Meeting Industry Council and Network for the Needy and seek volunteers for these activities.

It takes a great deal of volunteer effort to bring you the programs and services that CSAE has to offer and we need more volunteers! You will find that by volunteering on a committee, your personal membership benefits will greatly increase. You may be thinking, "If I volunteer on a committee, how will I benefit?" Well, for starters:

Creating Networking Opportunities—Another way to meet CSAE members...serving on a committee helps you establish closer relationships.



It's Not the Same Old Accounting!

—by *Andrea J. Weelans, CAE, Colorado Society of Certified Public Accountants*

Remember when you could do your association's accounting by hand on a large columnar pad? Well, maybe you don't if you are new to the profession, but some of us old-timers remember those simpler days before computers, PDAs, electronic spreadsheets, and functional accounting.

Now, non-profit organizations are required to report their expenses by functional classifications such as program services and supporting activities. In the Financial Accounting Standards Board's Statement of Financial Accounting Standards No. 117 (SFAS No. 117), a nonprofit is required to:

1. Present its expenses by functions such as membership, meetings, publications, fundraising, general, and administrative; or
2. Continue to present its statement of activities as in
1. Direct personnel costs incurred by each function;
2. Office space occupied by each function;
3. Full-time equivalents devoted to each function; or

the past, disclosing these major functional expenditures in the footnotes.

Although SFAS No. 117 doesn't specify how the expenses should be allocated among functions, it does encourage organizations to allocate expenses in a manner that best depicts the true cost of each function and makes it easier to compare the effectiveness of one organization against another.

SFAS No. 117 requires that the allocation method be meaningful, reasonable, accurate, and consistently applied. The most commonly used methods rely on a percentage basis of one of the following:

4. Direct costs incurred by each function.

Be objective in your analysis of how and where the costs are being incurred. Determine the three components (there are three types): Direct expenses are directly attributable to one function, such as meeting room rental or printing a newsletter. Costs shared by some functions include travel/lodging for board members attending a meeting or a section of the newsletter devoted to the annual conference. Indirect expenses are those general and administrative expenses required to run an organization that benefit all functions. These include personnel, occupancy, volunteer leadership, telephone, and similar costs.

Place the expense in the appropriate category and determine the most appropriate allocation method. A direct

expense is fully allocated to its respective function, shared costs are divided among functions depending on derived benefits and indirect expenses typically employ characteristics of both.

It's important that you evaluate the different methods to ensure that each function is reflected appropriately and that the method is meaningful, reasonable, accurate, and consistently applied, as well as an efficient use of your time and resources. ♦

Andrea Weelans, CAE, is manager of membership services for the Colorado Society of Certified Public Accountants. She can be reached at (303) 741-8612 or e-mail at aweelans@cocpa.org.



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How I Got Here...

Once again, CSAE Execs responded with vigor! The question, "How did you get here?" brought many "you won't believe this, but..." stories. A few of us attacked the profession with a mission, but most of us are "accidental executives," taking a winding path to fulfilling destinations.

Because of the number of responses, we are publishing these throughout several issues. Watch for them—stories about you—in this and coming editions of *Executive Memo*.

Ben Northcutt, Executive Director International Erosion Control Association (IECA)

While serving as an operations manager for a landscaping and revegetation contracting business, I attended two annual conferences of IECA and immediately liked the group. Noting that the opening sessions were pretty dry, I offered to "jazz it up" by volunteering to put together a multimedia slide show (slides accompanied by contemporary music). It was an instant hit and a few directors asked if I would like to serve on the board. Knowing essentially nothing about what the board did—let alone about being a board member—I agreed to run and was elected. Two years into my three year term, the board became discontent with the executive director (a part-time, paid position) and solicited proposals to see who else might be viable. Feeling somewhat static and uninspired in my employment at the time, I decided to throw my name in the hat. Again, I had little idea of what I was getting into, but felt it might be a new career direction. The board accepted my proposal, and nearly 14 years later, I'm still the executive director. The main skills I possessed that allowed me to grow into the position were communications, writing talent, an eye for marketing, solid organization ability, knowledge of the profession and the ability to do many tasks at once. From just me as the single part-time, paid staff to my current full-time staff of 13, I've been fortunate to see the association grow steadily since 1988 from a little over 300 members to 2,600 members today, representing 50+ countries. ♦

President's Message

Continued from page 2

Serving Educational Needs—Help put together the programs and services that members (and you) want and need.

Advancing Your Profession—Learn from CSAE and each other.

Enhancing the Community—Share what you learn with your own organization.

We know that serving on a CSAE committee takes some time out of your busy schedule. However, this is your organization and there is no better way to make it "your own" than by volunteering on a committee. It is a wonderful way to give something back to your

association, and the rewards of networking, establishing close relationships and spending time with others in your profession is well worth it.

If you are interested in serving on any of the above committees or would like to talk about volunteering in another capacity, please contact Joan Tezak or Cheri Overton at the CSAE office. The phone number is (303) 368-9090.



CSAE—Your Career Deserves It!
Karen M. Wojdyla
President



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CSAE's Annual Conference

Each year, the success of CSAE's annual conference can be measured by continually increasing attendance and rave reviews of sessions. But, we feel that these smiles tell the story single-handedly for this year's event held at Silvertree Hotel in Snowmass on June 20-22. CSAE is a conduit for building associations, careers and friendships. Thank you to the 106 attendees who made this year's meeting the best yet, especially during our 50th anniversary year.



CSAE President Karen Wojdyla, Past President Tim Jackson and President-Elect Randi Morris hold CSAE's 50th Anniversary cake.



Dick Bruso from Heard Above the Noise and Joan Tezak, CSAE's executive director celebrate the 50th anniversary.



Past President Tim Jackson (r) gives thanks to outgoing board members (from left) Marv Tuttle, Denny Farnsworth and Adrienne Bien.



Photo Gallery



Award Winners

Congratulations to this year's award winners:

Distinguished Service:

Association Professional of the Year—Karen Hammel, CAE, Colorado Chiropractic Association

Associate Member of the Year—John Thomas, AMTRAK

Lifetime Distinguished Service Award—Ellen Caruso, Caruso Group International

Volunteer of the Year—Mary Jordan, EdD InterNational Electrical Testing Association

Outstanding New Professional—Tim Blum Rocky Mountain Electrical League

Programming Achievement:

Association Publications Serial-Budget under \$500,000—Colorado Chiropractic Association

Association Publications Special-Budget over \$500,000—Conference & Management Specialists Inc.

Association Publications Special-Budget under \$500,000—Colorado Academy of Family Physicians

Association Membership Programs-Budget over \$500,000—Medical Group Management Association

Associate Promotion Award—Grand Junction Visitor and Convention Bureau, Adam's Mark Grand Junction, Holiday Inn Grand Junction

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Long Term Storage—Records Retention Schedule

—by Robert C. Harris, CAE, Non Profit Resource Center

Description	Retention Period	Description	Retention Period
Accident reports and claims (settled cases)	7 years	Internal audits	3 years
Accounts payable ledgers and schedules	7 years	Inventories of products, materials, and supplies	7 years
Accounts receivable ledgers and schedules	7 years	Invoices to members and customers	7 years
Audit reports of accountants	Permanently	Invoices from vendors	7 years
Bank reconciliations	2 years	Journals	Permanently
Capital stock and bond records; ledgers, transfer registers, stubs showing issues, record of interest, coupons, options, etc	Permanently	Membership applications	3 years
Cash books	Permanently	Minutes of directors and committees, including bylaws and charter	Permanently
Charts of accounts	Permanently	Notes receivable ledgers and schedules	7 years
Checks (canceled but see exception below)	7 years	Option records (expired)	7 years
Checks (canceled for important payment, i.e., taxes, purchases of property, special contracts, etc (checks should be filed with the papers pertaining to the underlying transaction)	Permanently	Payroll records and summaries, including payments to pensioners	7 years
Contracts and leases (expired)	7 years	Petty cash vouchers	3 years
Contracts and leases (still in effect)	Permanently	Physical inventory tags	3 years
Correspondence (routine) with members, customers, or vendors)	1 year	Plant cost ledgers	7 years
Correspondence (general)	3 years	Property appraisals by outside appraisers	Permanently
Correspondence (legal and important matters only)	Permanently	Property records—including costs, depreciation reserves, end-of-year trial balances, depreciation schedules, blueprints, and plans	Permanently
Deeds, mortgages, and bill of sale	Permanently	Purchase orders (except purchasing department copy)	2 years
Depreciation schedules	Permanently	Receiving sheets	2 years
Duplicate deposit slips	2 years	Requisitions	2 years
Employee personnel records (after termination)	3 years	Sales records	7 years
Employment applications	3 years	Savings bond registration records of employees	3 years
Expense analyses and expense distribution schedules	7 years	Scrap and salvage records (inventories, sales, etc)	7 years
Financial statements (end of year, other months optional)	Permanently	Stock and bond certificates (canceled)	7 years
General and private ledgers (and end of year trial balances)	Permanently	Stockroom withdrawal forms	2 years
Insurance policies (expired)	3 years	Subsidiary ledgers	7 years
Insurance records, current accident reports, claims, policies etc)	Permanently	Tax returns and worksheets, revenue agents' reports and other documents relating to determination of income tax liability	Permanently
Internal audit reports (in some situations, longer retention periods may be desirable)	3 years	Time books	7 years
		Trade mark registrations	Permanently
		Voucher registration and schedules	7 years
		Vouchers for payment to vendors, employees, etc. (includes allowances and reimbursements of employees, officers, etc., for travel and entertainment expenses)	7 years

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More Savings In Your Pocket

—by *Andrea J. Weelans, CAE, Colorado Society of Certified Public Accountants*

You and your employees now have more opportunities to save for the future, thanks to the Economic Growth and Tax Relief Reconciliation Act of 2001 (EGTRRA.) Most of the provisions of this act are beneficial to associations and their employees and include:

Increased Elective Pension Deferrals—Employees can now salt away more cash by contributing additional amounts to their 401(k) plans. In 2002, contributions were increased to \$11,000 and will increase \$1,000 per year until 2006 when they reach \$15,000. Similar increases apply to 403(b) plans and SAR-SEPs.

IRA Increases—Both regular and Roth IRA contributions have increased to

\$3,000, and by 2008 contribution limits will top out at \$5,000. Thereafter, contributions will be indexed for inflation.

There are other changes that affect small business employees and lower-income savers, and your CPA can help you sort them out.

Easier Rollovers—Employees can roll over most types of employer-sponsored plans into another plan or an IRA, or roll over an IRA into a qualified plan, if their employer's plan permits such a move. In addition individuals generally will be able to move after-tax contributions from their pension plan into a traditional IRA, and those who fail to roll over funds within the allotted 60 days due to certain conditions can ask the IRS for an exten-

sion. In 2003, the law allows IRA contributions as “add-ons” to their retirement plan.

Roth Pensions at Work—Starting in 2006, employees of participating employers can invest in what amounts to a Roth 401(k) or a Roth 403(b).

Easier Employer Vesting—As of January 2002, pension plan providers are required to vest matching contributions more quickly, choosing from one of two schedules.

Mature Workers—Beginning in January 2002, employees 50 years or older can make an additional \$1,000 contribution to their pension plan. This amount increases by \$1,000 each year until 2006. Best of all, the catch-up contributions will not count against the employer's deduction limit or against the employee's overall dollar limit.

With these legislative changes in place, associations can design a stronger retirement program than they ever have had in the past. Ask your CPA to help you design this plan, and your employees will thank you for it. ♦

Looking for a place to think out of the box, get things done and have some fun while staying in budget?

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For more information about meeting opportunities in Fort Collins, contact Diana Hakenholz at dhakenholz@ftcollins.com, or 800-274-3678 ext. 3

Fort Collins salutes CSAE's 50th anniversary and looks forward to welcoming ASAE in August 2002.



The information in this article was compiled by Andrea J. Weelans, CAE, Colorado Society of CPAs. To find a CPA, visit the Society's Web site: www.cocpa.org.

Tech Tip

Quick tips to improve your day-to-day work and increase the efficiency of your organization. E-mail your tips to Tim Blum at timblum@rmel.org.

More On Graphics...

One image file type not mentioned last month is the EPS format. EPS stands for Encapsulated PostScript, and since it is a PostScript file, it is one of the most versatile formats available. When you save your graphic for the first time, or Save As, you can choose the EPS or a variety of other file types under the format drop down menu in the Save dialog box. Art saved in the EPS format can be easily resized with no detriment to image quality.

For most image file types however image quality/image resolution is a serious consideration. Resolution refers to the spacing of the images pixels. A pixel is one of the many colored squares that make up an image. These pixels are measured in pixels per inch (ppi), sometimes called dots per inch (dpi). The key here is—the higher the resolution the more pixels the image contains. Higher resolution allows for more detail and better overall image quality.

Higher resolution images will generally use up more disk space

and take longer to load on the internet. However, if you want to print your image on a printing press and have it look like a photo, rather than a collection of little squares, high resolution is crucial. The reason for this is printing presses are much more sophisticated than your office printer or computer screen.

The most important concept to understand about resolution is the relationship between an image's resolution (PPI) and an image's print size (actual width and height). Because the number of pixels in an

image is fixed (this is determined when the image is originally scanned in or created) increasing the size of an image decreases its resolution and decreasing the size of an image increases its resolution.

Photos off the Web are usually 72 dpi. Photos found in magazines and newsletters are usually at least 250 dpi. When sending photos to your print house, save some time and hassle by making sure the image resolution is appropriate. To do this, check "image properties" in most graphics programs. ♦

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Headaches: How to Live Without Them

—by *Vineta Campau, Communications Director, Colorado Chiropractic Association*

Oh, my aching head! If you've uttered these words—you're not alone. Headaches are one of the most common physical complaints in the world—millions of people suffer from them. While most headaches are not life-threatening, they certainly can cause pain, suffering and loss of time from work, family, friends. Understanding headaches is the first step to determining what you can do to prevent and treat your headaches.

Headaches Defined

Most headaches are just that—a headache. This type of headache is called a primary headache. An estimated five percent of headaches are warning signals for illnesses or serious physical problems. These headaches are called secondary headaches. If you ever have a headache that strikes suddenly, is accompanied by numbness, confusion, slurred speech, or any other unusual symptom, seek emergency care immediately.

Primary headaches are generally divided into three categories: tension-type, vascu-

lar (including migraines and cluster headaches), and cervicogenic.

Tension-type headaches are by far the most common. Typically tension-type headache pain is moderate to severe and is usually generalized all over the head.

Migraines are severe, throbbing, often one-sided headaches. These headaches may last several minutes or several days. They often are accompanied by nausea, loss of appetite, and even visual changes called auras. Recent research reveals that

migraines may have physical "triggers" such as stress, diet, or medications.

Cervicogenic headaches are a musculoskeletal form of tension headaches that may be related to migraines. Neck pain and stiffness accompany these headaches.

Avoiding Headaches

Most primary headaches are caused by stress and tension in the neck and shoulders. We spend much of our time in

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Headaches

Continued from page 12

front of a computer or sitting at a desk, increasing muscle tension and causing headaches.

Your first thought when you feel a headache is usually, "How do I get rid of this headache?" Over 4 billion dollars are spent annually on over-the-counter medications for headaches, but many of these are ineffective. These drugs may cause serious side effects and interactions with other medications or supplements you may use. In addition, the drugs that help your headaches today may not give you relief in the future. Some medications have even been shown to cause headaches.

Consider using alternative methods such as chiropractic treatment, massage or biofeedback.

Consider keeping a "headache diary." Write down when your headache starts and what happened a few hours prior, including what you ate. You may be able to identify your headache triggers and avoid them!

Be sure to take a break every 30 minutes or so and stretch your neck and shoulders.

Drink plenty of water to avoid becoming dehydrated, which can cause a headache.

Take a short walk or stroll every few hours either outside or around the home or office. ♦

Headache Triggers

Although the cause of migraine-type headaches remains uncertain, a wide range of factors can often trigger a migraine, such as:

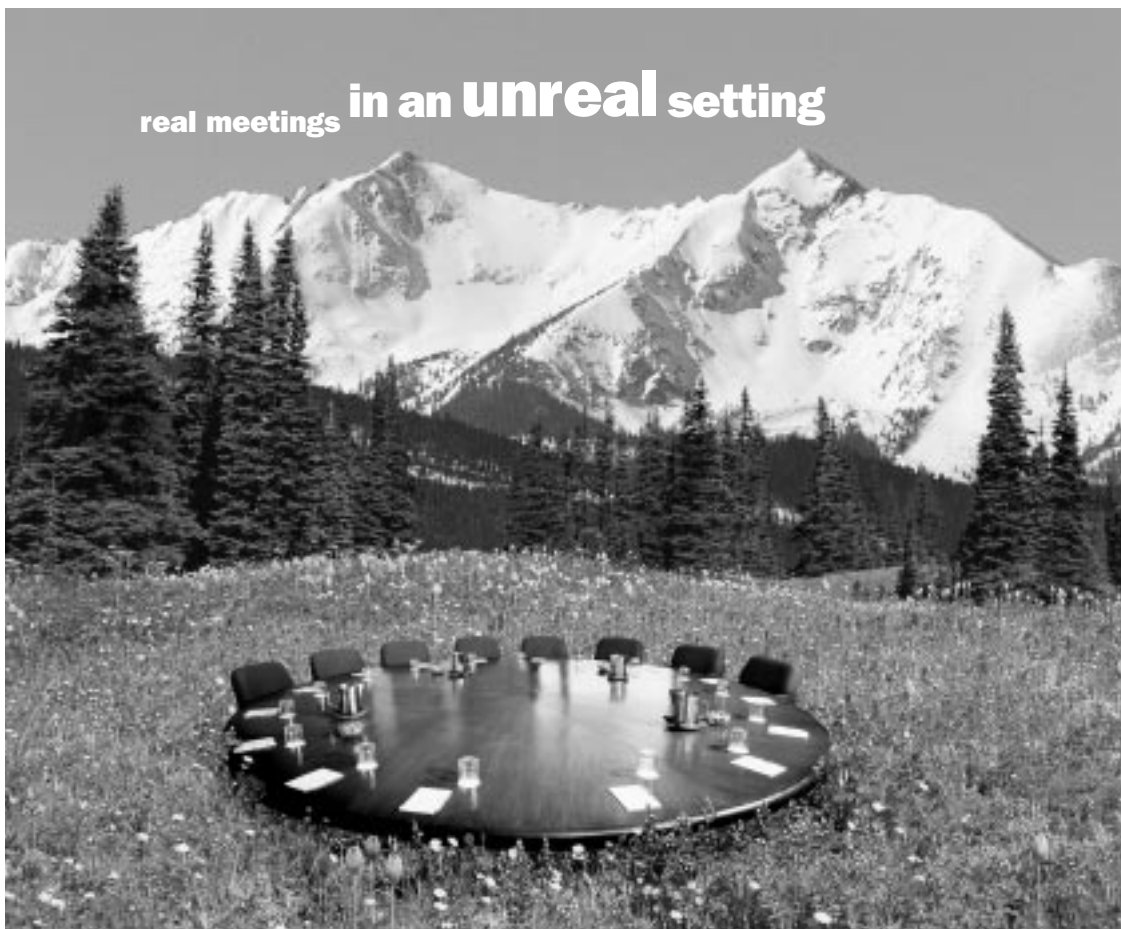
- ♦ Certain foods (see below)
- ♦ Hunger or missed meals
- ♦ Changes in weather
- ♦ Some physical activities
- ♦ Emotions and stress
- ♦ Medications
- ♦ Hormonal changes

Some foods and beverages that may also trigger migraine headaches:

- ♦ Alcohol
- ♦ Caffeine

- ♦ Dairy Products—aged cheeses, such as cheddar
- ♦ Vegetables and fruit—sauerkraut, peas, avocados and overripe bananas
- ♦ Some types of beans—broad, Italian, lima, lentil, fava, soy
- ♦ Snacks—peanuts, peanut butter
- ♦ Meats—salted and cured meats, dried meats, pickled herring, chicken livers
- ♦ Soups
- ♦ Chocolate-base desserts

Information from the National Headache Foundation www.headaches.org



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Here's the CAE question of the month...

Which of the following activities by a 501(c)(3) organization would be an Internal Revenue Code violation?

- A. Spending five percent of the budget on government relations activities
- B. Hiring a contact lobbyist
- C. Alerting members to pending legislation
- D. Providing PAC contributions to key legislators

Answer at bottom.

Interested in finding out more about the CAE certification? Call ASAE at 202-626-2772.

Answer is D. Providing PAC contributions to key legislators.

CSAE Member Profile: Doug Crawford, Telluride Conference Center

—by Mo Goldman, ConferenceDirect

Of all the CSAE members who live in Colorado, Doug Crawford is one that lives the farthest from Denver. He is national sales manager for the Telluride Conference Center, promoting that unique mountain town as a destination for meetings and incentives. The Conference Center was built and is maintained by the town of Mountain Village for the express purpose of bringing in group business that will help diversify the winter skier and summer festival markets.

It is Doug's job to bring in business from the western United States. As a CSAE member for the past three years, he has attended the past three state conferences, but, because of the distance, doesn't get to the monthly meetings. I caught up with him in Snowmass at the CSAE Conference, to talk about Telluride, his work, and his life!

Telluride—an old mining town in southwest Colorado and now a National Historic

District—is tucked amidst 14,000 foot peaks in the San Juan Mountains. Reflecting the history and sophistication of its mountain surroundings, the 11,000 square foot conference center blends western charm, Fortune 500 elegance and state-of-the-art technologies to provide a versatile destination.

Doug was born in Inglewood, California and raised in the mountains near Lake Arrowhead. After high school, he joined the United States Marine Corp, eventually becoming a Corporal. He was stationed in Guam, Okinawa, the Phillipines and Korea. It was in the military where his leadership skills emerged. He stayed in the military for four years, going on to study at Cal State-San Bernardino where he earned a degree in business administration and finance. After college, he worked as a ski tour wholesaler in California, and in 1994 moved to Steamboat Springs.

His first Colorado job was as a travel agent for Steamboat Central Reservations. From there he worked in group sales for Colorado Resort Services, a property management company in Steamboat. In 1997, he made the big move to Telluride becoming group sales manager for Telluride Resort Accommodations.

In 1999, he bought a condo, married, and began his current job—all in one month! His wife, Allison, works as a writer/researcher for John Naisbitt, of Megatrends fame. They now have a baby boy, Nathaniel, almost one-year old. In his spare time Doug likes to fly fish, bike, hike and ski. However, his sports activities "have been put on hold, until my son is old enough to join me."

Doug does not know what lies ahead, but he "looks forward to the future." Want to book your next meeting in Telluride? Call Doug at 970-369-6402. ♦

Use Tax

Continued from page 1

- ♦ You purchase shirts with your organization's logo for resale to members, and then give some of the shirts to staff as gifts—you owe use tax on the gift shirts
- ♦ You order an item from out of state and store it in Denver before shipping it

- to another location where it is used—you owe Denver use tax for the value of the stored items
- ♦ You have a caterer deliver box lunches to your office, and they charge too little sales tax because they thought your address was in the next town—you owe use tax for the difference

The key is "sale, use, distribution, or consumption!" There are exemptions throughout the various jurisdictions for specific transactions. Check with the specific jurisdiction. ♦

Carol Cameron is the finance and administration manager at the Colorado Society of Certified Public Accountants.

September Luncheon— Building “Solid Gold” Relationships

Go beyond the business card shuffle to unleash the true power of making the ideal connections for your association or business. This entertaining and highly informative lunch program will provide proven and powerful networking techniques, that are guaranteed to maximize your ability to meet the right people. As you will discover, it's not just what you know, but “who you know” that will ultimately create true and lasting success in all that you do. At this jam-packed and fun-filled presentation you will learn how to:

- ◆ Favorably connect with anyone in the world you desire to meet.
- ◆ Maximize key contacts at any conference or networking event.

- ◆ Document and track your networking contacts.
- ◆ Cultivate quality “centers of influence” to move your association or organization forward.

AND as a special bonus for association leaders...

- ◆ Double the size of your association membership in one year!

Our luncheon presenter, Dick Bruso, is an accomplished speaker, marketing/media expert, and master networker. He is a member of CSAE, the National Speakers Association (NSA), the International Federation for Professional Speakers, and NSA/Colorado.

Cancellation deadline: 9/3/02

September Luncheon

What: Building Solid Gold Relationships

When: Thursday, September 5, 2002

Where: Inverness Hotel & Golf Club
200 Inverness Drive West
I-25 & Dry Creek Road
Englewood, CO 80112
Phone: 303.799.5800

Directions: Take I-25 to the County Line Road Exit. Turn east on County Line Road, then north onto Inverness Drive West

Time: 11:00 a.m.—Orientation
11:30 a.m.—Networking
12:00 noon—Lunch
12:30 p.m.—Program

Cost: \$30/pre-registered members
\$35/walk-in members
\$35/nonmembers

CSAE Registration Form

September

Name _____

Association/Company _____

Phone _____

Yes, I am attending for the first time. I am attending as a CSAE Member Guest

Attending new member orientation Yes No **Alternative Luncheon Plate** Fruit Plate Vegetable Plate

Luncheon: \$30/member \$35/nonmember

Total amount due \$ _____

Method of Payment Check AMEX Visa/MasterCard

Name _____ Number _____ Exp. Date _____

*Register today by fax 303-368-4222
mail to: 2170 S. Parker Road, Suite 265
Denver, Colorado 80231
or online at: www.csaenet.org*

Mark Your Calendar

Thursday, September 5, 2002

Building "Solid Gold" Relationships
Membership Luncheon
Inverness Hotel & Golf Club

Tuesday, September 10, 2002

CSAE Golf Tournament
Inverness Hotel & Golf Club

Friday, October 4, 2002

Membership Luncheon
Red Lion Hotel—Denver
Central

Wednesday, October 23, 2002

Leading to Success
Bud Crouch, Innovations
Plus
Denver

Thursday, December 5, 2002

Network for the Needy
Colorado Convention Center
Ballroom, Denver

Friday, December 6, 2002

CSAE's Annual Holiday Luncheon and 50th Anniversary Celebration
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Meadows, Broomfield



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