



# The RoCo Times

## Find cost savings for your business

### Special Dates of Interest

- June 15—Second Estimated Tax Payment due for both Individuals and calendar-year end Corporations.
- July 3rd—Office Closed Independence Day.
- July 15th—Deadline for filing extended 2008 calendar-year Partnership and Trust returns.

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*Grasping for the future does provide hope for tomorrow. But the true richness in life can only be found in the simple pleasures of this day.*  
**Urbansolace**

In these tough economic times, businesses that discover innovative ways to trim costs – while continuing to satisfy customers or clients – have a much better chance of weathering the storm. Here are a few cost-cutting ideas to consider in your business.



- **Renegotiate the lease, or move.** In a depressed market, your landlord may not have the luxury of charging high rents. Consider dusting off your negotiating hat and reworking the business lease. Alternatively, you might transplant the company to a different locale. These days many business parks are desperate to fill vacancies. Find them – especially if the new location is closer to your customers – and your new digs may result in lower costs and higher profits.

- **Scrutinize the company car.** When the market was humming along, you might have been convinced that the business really needed that luxury sedan. Take another look. Gas, insurance, and lease payments for a company vehicle may not contribute to your bottom line.

- **Revamp the schedule.** By closing the front door of your business one day a week and asking staff to work longer shifts on the other days, you can often save utility costs and other overhead expenses. Ask your employees for help. They may suggest the perfect cost-saving alternative to the standard work-

week, especially if it means saving the business and their jobs.

- **Postpone large purchases.** Lean times may require putting off big expenditures. New manufacturing equipment, computer network upgrades, hot new delivery vehicles – these may need to be postponed till revenues improve.

- **Buy in bulk.** Office supplies, raw materials, and other types of inventory can all be purchased in large quantities. To generate additional bulk purchase discounts, consider renegotiating existing supplier contracts.

- **Use that computer.** Free or inexpensive online services can help with a variety of operational tasks, from advertising to bill payment to legal assistance. Computers can also be used to generate basic business cards and brochures. Sit down with your staff and brainstorm ways to drive down costs by taking advantage of existing computers.

- **Examine existing technology.** Do you really need an inter-office phone system when all your employees have cell phones? Can you replace desktop computers with laptops that consume less energy? What's the monthly cost of that copier service contract? Is it necessary?

To make it through difficult times, businesses need to examine costs and reduce wasteful spending. Take cost-cutting measures now to help your company weather the current economic downturn.

# Streamline the cost of vacations and entertainment

Sometimes "luxuries," such as family trips and entertainment, get lopped off in the budget-slashing process. But we all need time to recharge, to have fun, to enjoy our families and friends apart from the daily grind. Without some of these so-called frills, we can work ourselves into ill health or just plain boredom.

Fortunately, you can enter the work-free zone of vacations and fun and still stay within a reasonable budget. Here are some ideas.



## Vacations

- **Travel off-season.** You'll probably find the Caribbean or other warm locations more humid in the summer months, but cheaper rates can keep your vacation budget from overheating.
- **Don't park at the airport.** That's what friends are for, right? If you know folks who live close to the airport, ask to park your car at their home during your vacation. As an alternative, check out "park and fly" packages at nearby hotels.
- **Take the airport less-traveled.** Speaking of alternatives, you can often find cheaper rates by flying into an airport that's not as busy. Research fares to find which airport is cheaper for your vacation. Just make sure the distances to your hotel don't offset cost savings on air travel.
- **Eat for less.** Many hotels provide free breakfast, saving you the cost of at least one restaurant meal per day. Buy groceries and eat in your room once in a while. When you dine out, look for smaller neighborhood markets and eateries away from the high-priced tourist areas. They're often more affordable (and may be more authentic).

## Entertainment

- **Be patient and save.** Instead of standing in line to view that must-see blockbuster, wait a few weeks and watch it at the discount movie theater. Or wait a little longer and rent it on DVD.
- **Buy a family pass.** If your home is near a zoo, aquarium, or museum, purchase a season pass for the family. You'll recover the cost in just a few visits and won't feel the pressure to see it all in one trip.
- **Watch the amateurs.** Enjoy high school or community college sports once in a while. High-priced professionals are, well, high-priced. Minor league games can also provide great family-friendly entertainment without breaking the budget.

With a little creativity, you can still enjoy delightful outings — even when money's tight.

## Just for Laughs

### Riddles

1. A woman has 7 children, half of them are boys. How can this be possible?
2. Can you name three consecutive days without using the words Monday, Tuesday, Wednesday, Thursday, Friday, Saturday or Sunday?
3. The word CANDY can be spelled using just 2 letters. Can you figure out how?
4. What are the next 3 letters in this riddle? o t t f f s s \_ \_ \_
5. There is one sport in which neither the spectators nor the participants know the score or the leader until the contest ends. What is it?



Answers on next page

# Summer Special



Do you have questions about QuickBooks or maybe just want to clean-up your books this summer? Perfect timing, we are running a special for the months of **June, July and August**.

Our regular hourly rate for QuickBooks support is \$95.00, but for these three months our Summer Special is \$65.00 per hour (3 hour maximum). Some of the benefits are:

- Get set-up efficiently and accurately, customized for your business.
- Work one-on-one with a QuickBooks expert.
- Maximize your efficiency by learning to use the features most important for your business.
- Have peace of mind that you are using QuickBooks correctly.
- Stay organized, save time and get back to business by getting the most out of QuickBooks.
- Learn time saving shortcuts.



This is at least a 30% savings. Don't miss out, call today to schedule time with Chris or Gigi, and let's get those books in order. Don't have QuickBooks yet? Go to our website, order from the link on the opening page, and you will save at least 20%.

## Spring Cleaning

Cleaning out file cabinets and old paper work? Don't forget that our website has a list for both individuals and businesses on record retention. Go to:

- \* [www.rococpa.com](http://www.rococpa.com)
- \* Newsroom
- \* Click on record retention on left side of page.



## Answers to Riddles on page 2

1. **ALL** the children are boys, so 1/2 are boys and so is the other half.
2. **Sure** you can, **Yesterday**, **Today** and **Tomorrow!**
3. The answer: **C** and **Y**
4. **e n t** - They represent the first letter when writing the numbers one thru ten.
5. **Boxing**.