



The Burdette Smith Group

CPAs of Choice

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Accomplishing Your Team's Goals and Mission

By: Thomas E. Burdette, CPA



Thomas E. Burdette, CPA

We all want to see our businesses flourish and continue forward on the path we have chosen for them. This is not only a responsibility of the business's owners or management, but is a responsibility of all the people in the organization.

In one of my earlier newsletter columns, I said it is not the answers that are important, but the questions we ask. With that in mind, let's critique our organizations.

The following questions must be asked of ourselves and the rest of our team.

Why are we proud and happy to work at our company?

If we are not proud to be associated with our organization, why would a customer/client want to be involved with us? It is up to the leaders in any company to maintain an environment where all team members want to brag about their

employer. As leaders, we must instill pride in the organization - it's the road to success. It is important that we identify the reasons that we are better than our competition.

What are our most important assets?

When we identify our most important assets we should flaunt them. Your assets may be location, expertise, or level of service. Flaunt it! These assets should be the basis for your marketing and advertising efforts. Many companies have been successful at this. There are those who are acknowledged experts in their respective industries because of their professional or technical abilities. Others are considered to be the best in their geographical area and some have levels of service that far surpass their competitors.

What do we want prospective customers to know about us?

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21 Years at BSG

By: Kathleen O. Eggers, CPA

Today, September 11, 2006, is a day of reflection for all Americans. Perhaps it's appropriate that I'm writing this column as I begin my final weeks at the Burdette Smith Group before my retirement. After twenty-one years here, I have a lot to think about.

I came into accounting rather late, after graduating with an English degree,

graduate work in communications and several years as an at-home mom. It was my amazing good luck to have been hired by Tom Burdette, whose vision and personality has shaped the Burdette Smith Group.

Our firm has always been different. As a former president of the Northern Chapter of the Virginia Society of CPAs, I've met staff and principals from



Kathleen O. Eggers, CPA

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Accomplishing Goals and Mission

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We want our prospective clients/customers to know why our existing customers chose us. We want them to understand what we do and our reputation for excellence. It is up to us to let all of our prospects know why they should deal with us.

I have often discussed this concept both here and outside the firm. It is great if you have the best team, but if no one sees you play they will never know about you. Being the best is no good to you if no one knows it!

Is our size an advantage?

If we consider our size to be an advantage than we use that to enhance

our services, client relationships and staff satisfaction. Bigger is not always better. It depends on each situation. Desirable size will depend on whether it has a positive or adverse effect on our customers and staff. We don't want to be a small company trying to do the work of a larger company or vice versa. The ideal size is the one that fits for both parties.



Basically all it takes to accomplish your team's goals and mission is to have staff members who are

proud of their team, have identified its assets, have the ability and enthusiasm to relay it to others, and a management team that has chosen the perfect size for the company.

At BSG we feel we have accomplished our team's goals and mission. We all look forward to a great future. I want to thank all of my teammates for participating in making it happen.

News of Our Clients

We're happy to share the news that **Peed Plumbing** has been selected for the 2006 Delta/PHCC Contractor of the Year award. The Plumbing, Heating & Cooling Contractors' Association (PHCC) recognition is based on professionalism, merchandising skills, management skills, innovative plumbing skills, trade involvement and community service. Gary Peed, president of Peed Plumbing, will accept the award at the Network 2006 Convention in Chicago in late September.



Big happenings at **Signature Theatre**

which will open its doors to a new facility after the first of the year. The administrative staff will have a head start in getting settled. They move into their new space, which is located in the Village at Shirlington, on October 15. The theatre is expanding from its present one stage to two theatres, seating 299 and 99, respectively. "Into the Woods" by Stephen Sondheim will be the first production in the new facility. Curtain up January 20, 2007. For tickets call 703-820-9771 or buy through the website at: www.signature-theatre.org.

If you're a GMU Patriot basketball fan (as are many in this office), you'll find **Brion's Grille** THE place to be both before and after home games. They cater to the home team crowd. Brion Sumser, owner of the restaurant, is a GMU basketball alum and one of the team's greatest supporters.

If you stop in after a game, you may see the players and coaches unwinding. Food's great too!

With the goal of repeating last year's outstanding season, when the men's team stormed their way into the NCAA Final Four, the team begins practice with **Midnight Madness** on October 13th. The regular season opens at the Patriot Center against Wichita State on November 18 at 4 p.m. The conference season begins January 3 with William & Mary at 7 p.m.



Staff News

Welcome to **Josh Bright** who joined BSG this summer. Josh is a August graduate of George Mason University.

Beth Moffett, CPA and her family enjoyed a scenic trip to Germany this summer which included a cable car ride to the summit of Zugspitze, the tallest mountain in Germany.

Kathy Eggers, CPA and her husband had a great vacation on the middle fork of the Salmon River in Idaho. In some



respects it was an "extreme" vacation with camping every night. The gourmet meals prepared by the trip guides made it a very enjoyable adventure, however.

Kudos to the many staff members who provided transportation to **Becky Bartholomae, CPA** as she recovered from a broken ankle. For six weeks, staff members brought Becky to the office each day and returned her home every night.

Betty Nolte, CPA and her husband Jerry, spent several summer weekends



playing duplicate bridge at various locations around the country, including the national tournament in Chicago. Both Betty and Jerry hold 150 master points.

Congrats to **Bill Wegley, CPA** on the his "new" log cabin on Lake Anna. It will be very welcome retreat.

21st birthday congratulations to Allie Burdette, daughter of **Tom Burdette, CPA**. Seems like just the other day we were celebrating her birth!

21 Years at BSG

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other public accounting firms and we just stand out. Enron and other scandals notwithstanding, many CPA firms, like BSG, take pride in the accounting profession and do good work. I also believe that many other firms share BSG's strong commitment to professional ethics.

You, as a client reading this article, have experienced one thing that makes BSG special - the personal service we provide clients. The extra effort we extend to explain, or advise, or accommodate is a big part of our success.

You may also sense another aspect of our firm culture, the camaraderie. BSG is a place where folks like to laugh. The lunches, parties, practical jokes, happy hours and Old Rag hikes are a big part of working here.

We also share each other's sorrows and challenges - injuries, children's illnesses, a parent's death. It's awfully nice to have that support and help when you're feeling low.

A wonderful part of BSG is the respect with which the higher-ups treat the staff - in fact, anyone who comes through our doors. It always touches me to observe the shareholders chat with the office cleaning people after twelve-hour tax season work days.

Another BSG plus is our use of technology - we've been ahead of the curve in this area for quite a while. Some of us, particularly those with a few gray hairs, have struggled with the change from paper to internet research and electronic work papers and files. I now real-

ize that I owe my tech savvy to Joe English, Becky Bartholomae and Jeff Smith, who make sure that we all use the best tools available for our work.

I've spent most of my career in the tax area and it's been fun and challenging. Being part of the team that won the *Money Magazine* tax test a while back was really exciting. Like many others who work in this area, I'm convinced that our tax system is complicated to the point of absurdity. The cost of compliance with tax laws is awful. And I know that really, really smart people often don't understand where the numbers on their tax return came from and whether they're correct. That's pretty scary. Something's got to change.

Retirement Announced

By: Joan W. Cross

Some folks make such an impact on a business that when paths diverge, it's hard to imagine how it's possible to fill the void. Kathy Eggers, CPA has announced her retirement effective October 15th. Her departure is just such an event for the firm. After 21 years, her leadership, expertise and great sense of humor will be missed immensely.

Kathy Eggers, CPA joined BSG in 1985. She was the seventh employee to join the staff. Her outstanding talents and keen intelligence were soon evident. She became an expert in individual, estate and trust taxes. Her understanding of these complex fields of

the profession has been drawn upon by others, both inside and outside the firm. She has been a columnist in local publications for many years. She participated in the *USA Today Tax Talk* phone bank, fielding questions from around the nation related to individual tax.



Happy Trails!

Although her acknowledged skills have been outstanding, it's Kathy's personal leadership that has meant the most to our firm. She has

been a mentor, a teacher and a friend to our young professionals. She is continually learning and imparting her knowledge to others.

Her sense of humor is also well known. Practical jokes are her specialty. She has the innate ability to inspire others to mischief. As much as any other person, she has made BSG a great place to work. It's fun to be around her.

Years ago Kathy put a Latin phrase on her license plates - "Sum CPA." She is, indeed, SOME CPA and we will miss her.

Fall - A Time to Glow

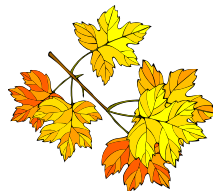
By: Joan W. Cross

Fall has always been my favorite time of year. All the senses are heightened - from the amazing display of color, to feeling the crisp temperatures, to the startling brilliant blue skies, to hearing the crickets' chirp and the noisy flight of great flocks of birds overhead. It has always been very uplifting - exciting in many ways.

There are many, however, who view this time of year as sad, mournfully reminding us of the end of sum-

mer's warmth and the onset of the cold challenges of winter.

Maybe, subconsciously, we equate the seasons with our individual passage through the seasons of life and fall reminds us that we are subject to time's toll. Winter approaches even while we bathe in the beautiful hues that maturity and growth have given us. Glowing color - a reminder that it will fade and



eventually disappear.

How much more satisfying, it seems to me, to think of fall as a grand adagio in a beautiful symphony - as if the falling leaves are the conclusion of a stirring prelude with the exciting finale just ahead.

Fall is upon us - a time for great enjoyment of the out-of-doors and a great time for reflection as we are reminded of life's ever-changing scene and the players we all are on that stage.

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Eldercare Services at BSG

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Preparation of Trust and Estate Income Tax Returns
Estate Administration
Coordinate Services with other professionals

Trust Services

Trust Document Review
Evaluate the Advantages and Disadvantages of Trusts
Trust Administration

Personal Financial Services

Preparation of Net Worth Statements
Coordinate Family Financial Meetings
Caregiver & Household Employee Payroll
Managing everyday financial details of:
Paying Bills
Bank Account and Credit Card Statement Reconciliation
Reviewing Household Expenditures/Budgets
Monthly Reports of Receipts and Disbursements

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Super CPAs

This fall *Virginia Business* magazine will publish the 2006 list of Virginia's Super CPAs. We are very proud of our firm's representation on this list. Selections are made through the Virginia Society of CPAs by member ballots.

Small Business Consulting

Thomas E. Burdette, CPA

Assurance Services (Auditing)

Jeffrey A. Smith, CPA

Business Valuation

Joseph M. English III, CPA

Estate Planning and Trust

Robert W. Stemetzki, CPA

Individual Tax

Kathleen O. Eggers, CPA

Corporation Tax

Rebecca Bartholomae, CPA

Government/Non-profit

Christine Souders, CPA

Employee Benefits

Shelly Jones, CPA

Young CPA

Jill Linden, CPA



*By all these lovely tokens
September days are here,
With summer's best of weather
And autumn's best of cheer.*

Helen Hunt Jackson

1830-1885

DO WE HAVE YOUR CORRECT ADDRESS?

Please drop us a note if our mailing list is out of date. Try as we may, we often see some of these newsletters coming back in the mail with assorted kind messages from the post office. Please help us make the necessary corrections.

