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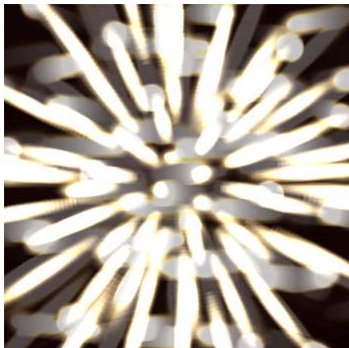
Paul Rafanello, CPA, PLLC Newsletter ISSN #1556-9497

News
July 2006**Dear Paul,**

The Orange Networking Alliance lunches are a smashing success! This month, Douglas Cunningham from the Times Herald Record, and Maureen Halahan from the Orange County Partnership will be joining us!

This month:

- Orange Networking Alliance, LLC
- Quickbooks Seminars
- Words to Live By
- Quote of the Month
- Write an article for my E-Zine
- How to Maximize the Benefits of a Networking Event?
- Record Retention

**Orange Networking Alliance, LLC**

The next lunch will be held on July 20, 2006 at The Landmark Inn, 127N Route 94 in Warwick, New York. The lunch runs from 11:30am - 1:30pm. You will be served a full 3-course lunch, and given an opportunity to upsell your business for 2 minutes.

The cost is \$30 in advance if paid by July 14, 2006, otherwise \$35 Please make your reservations early as I expect this event will sell out. Contact me if you need further information.

Quick Links...[Register Now](#)[Newsletter Archive](#)[Related Topics](#)[More About Us](#)[Read on...](#)**Quickbooks Seminars**

I will be teaching an Advanced QuickBooks® course for Rockland Community College in August 2006.



The classes will be held at RCC on August 21st-23rd. All sessions will be hands on!

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Call (845) 574-4151 to register. Call me for more information!

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Words to Live By

Relationship Building In a bad mood? Don't feel like going to a networking event because you are tired? Try these steps:

- 1) Write down your goals. Act on each one until complete. Make your goals attainable.
- 2) Write down the names of 20 people that have influenced you in your sphere of influence. Call each one next week.
- 3) Don't be shy about asking for referrals!

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Quote of the Month

"The tragedy in life doesn't lie in not reaching your goal. The tragedy lies in having no goal to reach.." **Benjamin Mays**

"Though no one can go back and make a brand new start, anyone can start from now and make a brand new ending." **Anonymous**

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Write an article for my E-Zine

Would you like to write an article for my e-zine? Please contact me with your ideas.

How to Maximize the Benefits of a Networking Event?

Everyone needs to network: entrepreneurs, small business owners, job seekers! But does everyone maximize the benefits of networking? The purpose of networking is to build relationships so you will get leads from someone you know, or from someone who knows someone you know. When you attend a networking event the purpose is to meet business people from various industries to get exposure. What networking is not? Networking is not a numbers game; you need to focus on quality and not on quantity. Some people think that they had a successful event when they have collected 30, 40 or more business cards, but they are missing the real point. How many of these 30 or 40 people will you be able to follow-up? How many of these 30 or 40 will follow-up with you? What is the purpose to collect a huge number of business cards that will end up in a shoe-box on one of your shelves? Networking is not a place to sell. You have



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to be prepared to give your elevator pitch to introduce yourself, not give a sales pitch. If you attend an event expecting to find a client to close a sale right away, chances are you will be very disappointed. Furthermore the other attendees might not appreciate your attitude.

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Record Retention

The paperless office has not quite arrived, so how long DO you need to keep these documents around anyway? Whether you keep them handy or put them in safe storage, below is a suggested schedule for retaining your business records: ACCOUNTING RECORDS Annual Financial Statements; Tax Returns – Permanent Accounts Receivable; Payable Records -- 10 Years Sales Records; Expenses Records; Loan Schedules; Clients' Invoices -- 7 Years



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Quickbooks Training



Need help with QuickBooks? Not sure which version to purchase for your business? Let me show you the way. I am a Certified QuickBooks Pro Advisor and have trained clients since 1992 when it was a DOS program. Most of my new engagements occur when I am brought in to clean up a client's QuickBooks file that has been improperly set up. Having problems with yours? I will come to your office for a free 1 hour consultation. Feel free to contact me if you need further information.

Quickbooks Training - First Hour Free



Not sure about Quickbooks? I will come to your office and give you a demonstration free of charge!

In addition, if you are a member of BNI, Rockland Business Association, or the Orange County Chamber of Commerce, I will give the first hour of training free.

[Learn More](#)

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