



SPECIAL POINTS OF INTEREST:

- November's Marketing Summit
- Immigration crack down on Alabama employers
- You don't "fall" into success
- Found money
- Changes in accounting methods
- Fun facts, trivial knowledge and points of interest

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Taxing Times

Dedicated to helping our clients keep the money that belongs to them through a focus on tax.

VOLUME 3, ISSUE 11

NOVEMBER 2011

Jingle Bells, Jingle Bells, Jingle All the Way...

To the Bank!

That's what you'll be saying after our November Marketing Summit on November 22, 2011.

That's right, the Holiday Season is upon us and the big question is, what are you doing to make sure this is not only the most joyous time of the year, but the most profitable time of year?

From Thanksgiving through Christmas, there is no other time when your customers are primed and ready to spend, spend, spend...of course, there is one challenge standing in your way – everybody else is marketing for their dollars too.

That's why I've decided to make our November Marketing Summit all about how you can take advantage of the Holiday Season to accomplish more in your business in the last 6 weeks of the year.

Done right, if you're ready (and I'm going to make sure that you are), not only will you make more money this Holiday Season, you'll also strengthen your customer relationships, get more referrals, and let the cream rise to the top (as they say) by getting your best customers to spend more **now**, making this Holiday Season your best time of year!

It's sure not going to happen on accident, or by sitting back and waiting around. You can't wait until the midnight hour to cash in with your customers; you've got to have your plans in place, and my strategies ready to go.

You've got to be at this month's Marketing Summit --- November 22, 2011 from 8:30 am to 11:00 am at the Wingate Hotel. Call 633-4070 to reserve your spot today! ☼



Controversial New Immigration Law Subjects Alabama Employers to Increased Scrutiny

All business entities or employers must use E-Verify or be in danger of suspension of their business licenses and loss of expensing for state income tax purposes.

On June 9, 2011, the Beason-Hammon Alabama Taxpayer and Citizen Protection Act was signed into law by Alabama Gov. Robert Bentley. Supporters and opponents to the act are calling it the toughest one of its kind in the country to crack down on illegal immigrants, far worse than the 2010 Arizona law that was appealed to the Supreme Court.

The law's self-described aim is to "preclude any state or local government or official from refusing to enforce federal immigration laws" and to "prohibit an alien unlawfully present in the United States from receiving any state or local public benefits." It attempts to accomplish that goal by creating several newly-defined crimes.

The law prohibits private businesses from knowingly employing undocumented workers. It prohibits "aliens not lawfully present" in the United States from entering into business transactions, housing leases, and other forms of contract by making the contract void and unenforceable in the courts. Violations could cost you your business license.

The law went into effect September 1, 2011 with provisions governing employers, and imposing new obligations. The following is a summary of the employer's obligations:

1. Effective April 1, 2012 all employers in Alabama must verify through federal E-Verify all new hires and determine if they are illegal aliens.

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Success and Wealth is Not an Accident *by Dan Kennedy*

Quite a few years ago, I got to know the author of that book, *Success is Not an Accident*, Dr. John Kappas. John is now deceased. He was married to actress Florence Henderson, who I've worked with on four different infomercials. Anyway, I complimented him on the title, because it one of those great ones you can profit by seeing on your bookshelf even if you never crack the cover.

Like: *The Magic of Thinking Big*. Most people think way too small.

Like: *Possibility Thinking*. Most people think of ways things can't be done.

Well, a whole lot of people persist in thinking success is an accident. An accident of birth or genetics or freak encounter or luck.

Most who think this must, in order to live with their own lack of achievement. To admit that success and wealth is both a methodical process and the outcome of a process virtually anyone can use would be to admit they failed themselves. It is more palatable to say life failed me than to say I failed me, or to say I'm unlucky rather than to say I'm lazy or weak or stupid. More comforting but obviously not helpful.

Every successful entrepreneur I know shares several chief frustrations. One is time; not enough time to do what he needs or wants to do, Time Vampires, waste, and so on. Another is a pack of family members who think he's so much more successful than they are by unfair accident, who resent him, who have no appreciation for his victories, who mooch off of him, who guilt him. *Every* successful entrepreneur has this in the family.

Success and wealth is very, very, very, very, very, very rarely accident. Even the incredibly annoying, apparently vacuous Paris Hilton is not a success by accident.

Through her own efforts and those of hired skilled publicists, she leveraged



being rich and striking in appearance to being famous for being rich and striking in appearance and famous into actual gigs and entrepreneurial activities that actually make actual profits.

That didn't happen by random lightning bolt. It happened by plan and work.

People often complain about her fame and financial gains, noting she has no talent. But there's a terrific object lesson there...*you don't need talent*.

Personally, I think I have very little, if any, talent. But I do have some very finely honed *skills*.

These days, I mostly see, work with, and hang out with very successful people. But still, occasionally, in the Kennedy ranks, there are those who struggle.

As an observer, it's not hard to see why they struggle. Success and Wealth is attracted by being deserved, by practicing certain behaviors.

These people do not practice those behaviors. So success shuns them. You see, failure's no accident either. ☼

Glazer-Kennedy Insider's Circle, owned and operated by internationally known marketing personalities Dan Kennedy and Bill Glazer, is THE place where truly smart, progressive, aggressive entrepreneurs with a love of marketing, a sincere desire to get rich and richer (with no apologies for doing so), and an optimistic, forward-looking attitude, gather to exchange and share timely information and "what's working today" strategies and examples.

This month's Special Gold Member call-in times for Lindsey's Insider Circle will be 11/28/11 from 2:00 to 4:00 pm. To schedule your appointment, contact Kristen at (251) 633-4070.

Does Montgomery Have Some Found Money for You?

Did you know the state of Alabama may be holding some of YOUR money? Nope, it's not taxes. It is called Unclaimed Property and the state may have some of yours! "What is this and how do I get mine?" may be the question you are asking. Well, unclaimed property is money that is owed to you and may be utility deposits, insurance proceeds, wages, or many other types of cash that is due to you. However, it becomes "unclaimed" because the company that owes you the money doesn't know where you are or how to contact you. So these companies are required to turn the money over to the state. The state maintains a website that people can go to and search for this unclaimed money by simply putting their name in the database. The website is www.moneyquestalabama.com. If you search by your name and find that the state has some of your money, you can file a claim online get your money. It doesn't cost you anything and it is worth a look. Good luck! ☼



Controversial New Immigration Law-

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Businesses that receive any state contract, grant or incentive must enroll and use it a few months earlier, no later than January 1, 2012. They can't continue to employ or hire for employment any unauthorized aliens to perform work in the state. E-Verify will protect the employer from any violations in respect to the employment of employees and it is their only "get out of jail card" with Immigration Compliance and Enforcement (ICE) and the only safe harbor under the Alabama Immigration Act. Employers must keep on file a copy of the I-9 and certify that the employee has presented documentation confirming his or her right to work in the U.S. Make sure that your I-9 forms are the latest version and that you put an E-Verify policy in your employee handbook.

2. Any business entity or employer with 25 or fewer employees can use the Alabama Department of Homeland Security to run its E-Verify checks for free. This service will be available within 90 days after the effective date of this act.
3. An employer who becomes aware of an employee with an illegal status must terminate the employee to avoid facing severe penalties such as probation and suspension of their business license.
4. A business entity or employer who deducts, from state income or business taxes, any wages, compensation or remuneration of any kind for services paid to an unauthorized alien, will be liable for a penalty equal to 10 times the business expense deduction claimed.
5. A business entity or employer who knowingly keeps an unauthorized alien and fails to hire a job applicant that is a U.S. citizen or authorized alien or fires a U.S. citizen or authorized alien, can be sued by the unsuccessful applicant in an Alabama civil action for discrimination under Section 17 and be awarded compensatory relief, court costs and reasonable attorney fees.
6. The act provides that no court will enforce the terms of, or regard as valid any contract entered into with illegal aliens.
7. The act makes it illegal to pick up any day labor in your vehicle on a street, roadway or highway for work at a different location if the motor vehicle blocks or impedes normal movement of traffic. This applies regardless of citizenship or alien status.
8. It will be illegal to transport an alien "in furtherance of the unlawful presence of the alien in the United States, knowingly or in reckless disregard to the fact that the alien has come to, entered or remained in the United State in violation of the federal law."
9. It is illegal to induce an alien to come to or reside in Alabama if the person knows or recklessly disregards the fact that the alien will be in violation of the federal law. It is also illegal to "conceal, harbor or shield" an alien for detection in any place, including any building or vehicles if the person knows or recklessly disregards that the alien is in the United States illegally.
10. It is illegal to enter into a rental agreement with an illegal alien, if the person knows or recklessly disregards the fact that the alien is in the United States illegally. ❁

Where does the \$ symbol come from?

We got the \$ from the Spanish. In the late 18th century, merchants in the North American British colonies traded mainly with two currencies: the British pound and the Spanish dollar. When the United States adopted its own currency in 1785, it used Spanish money as its model.

The standard abbreviation of "peso" was simply "P," but the plural form was a large "P" with a small "s" above it and to its right. This was simplified by retaining only the upward stroke of the "P" and superimposing the "S" upon it. Hence the symbol of the dollar. ❁

The Capitalization vs. Repair Issue

The IRS has made changes in the capitalization vs. repairs accounting method, which means closer scrutiny.

Cost will be considered repairs if they are incidental in nature and don't add to the value of property or prolong the life of the property. Costs that permanently improve the value of the property, restore its value or restore it to adapt it to a new or different use must be capitalized.

Example: *If an automobile engine is capitalized as an asset, then repairs on this engine would be likely capitalized. However if the automobile is the asset, then repairs on the engine wouldn't be capitalized but be classified as repair costs.*

The IRS has issued a new Audit Technique Guide to assist in the audit of a change of an accounting-method involving capitalization vs. repairs. It will also be helpful in correctly classifying expenses as repair costs or capital improvements.

IRS auditors are instructed to investigate the following for any costs that are reclassified as repairs:

1. Determine through management reports, engineering assessments and invoices the reason the work was done.
2. Decide if the costs were a unit of property (UOP) separate for the primary UOP.
3. Determine the age of the asset, acquisition date and any prior work completed to that asset.
4. What was the purpose of the repair, why was it done, the dates the repairs began and ended, when will the repairs have to be done again?
5. Consider long term repairs and determine if the expenditures:
 - a. Result in new assets
 - b. Improve the property, making it operate better
 - c. Add new components
 - d. Add upgrades or modification, to improve the value of the property
 - e. Extend the useful life of the property
 - f. Improve the efficiency, quality, strength or capacity of the property
 - g. Give the property a new use.

These factors tend to indicate that the expense must be capitalized and not be deducted as a repair. ❁

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For more information, visit us at:
www.ZevacLindsey.com

For tax tips visit:
www.TaxSaverTips.com

We would like to say "Thank You" to all of the Veterans who have served and protected. Happy Veterans Day!

We would also like to wish you all a very Happy Thanksgiving!!



A senior citizen in Florida went down to the local Chevrolet dealer and bought a brand new Corvette convertible.

Heading off the car lot and down the road, he floored it and enjoyed the wind blowing through what little hair he had left on his head. "This is great," he thought as he roared down I-75.



Then he looked in his rear view mirror and saw a high-way patrol trooper behind him, blue lights flashing and siren blaring.

I can get away from him with no problem," thought the man as he stood on the gas pedal -- 80, 120, 150, 170 mph. Then he thought, "What an I doing? I'm too old for this kind of thing." He pulled over to the side of the road and waited for the trooper to catch up with him.

The trooper pulled in behind the Corvette and walked up to the man. "Sir," he said, looking at his watch. "My shift ends in 30 minutes and today is Friday. If you can give me a reason why you were speeding that I've never heard before, I'll let you go."

The man looked at the trooper and said, "Years ago, my wife ran off with a Florida State Trooper, and I thought you were bringing her back."

"Have a good day, Sir." said the Trooper. ❁

MARK YOUR CALENDARS!!

November is Peanut Butter Lover's Month



November 15th is Clean Out Your Fridge Day

November 19th is Have a Bad Day Day

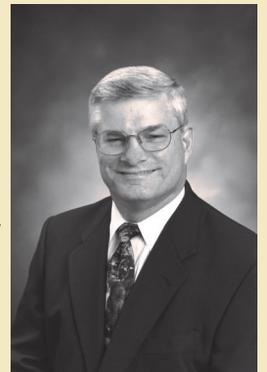


November 22nd is Start Your Own Country Day

Looking for Someone You Can Rely On?

We really believe in the process of referrals, so part of the service we provide is to be sure to refer our clients and associates to other qualified businesspeople in the community.

Below you'll find a list of areas in which we know very credible, ethical and outstanding professionals. If you're looking for a professional in a specific area we've listed, please feel free to contact us. We will be glad to put you in touch with the people we know who provide these services.



- * Cultured Marble
- * Massage Therapist
- * Mortgage Lender
- * Real Estate Investor
- * Realtor
- * Lawn Service
- * Chiropractor
- * Civil Engineer
- * Florist
- * Life Insurance
- * Printer
- * Window Treatments
- * Advertising Specialties
- * Attorney
- * Financial Advisor
- * Personal Trainer
- * Photographer
- * Remodeler