

iolite news

on the web at www.iolitewriting.com

a monthly publication for clients and friends of iolite writing services

Jan/Feb 2007

let us do your writing - so you can do your business.

Have you ever

wanted to find a better place to network? Well look no further.

Biznik.com is a great place for independent professionals to meet. It's an online community that sponsors frequent networking events around town.

And best of all - it's free to sign up and create your business profile.

Biznik's slogan is "business networking that doesn't suck." And you know what? They're right.

I attended my first biznik meeting in January in downtown Seattle. The crowd was vibrant and I made a lot of new connections. What are you waiting for? Get your networking groove on.

Sign up at www.biznik.com.



Biznik is a Seattle-based company that offers innovative ways to make business connections.



photo credit: NASA/JSC Digital Collection photo of Comet Kohoutek

Comet McNaught's bright tail stirred up our January sunsets. To find out what's worth watching in Washington skies, listen to the local astronomy news program, "*It's Over Your Head*." Catch the show Wednesday mornings at 8:20 am on Everett's KSER 90.7 FM or on the web at www.celestialnorth.org/radio/radio_program.htm.

Iolite joins OMWBE

This past December, Iolite Writing Services became a certified woman-owned business through Washington State's Office of Minority and Women's Business Enterprises (OMWBE).

The OMWBE "helps create and sustain an equitable business environment" for all qualified and available businesses.

If you are interested in working with a certified WBE, MBE or DBE business in your area, search the OMWBE database by "county" or "business description" at www.omwbe.wa.gov/biznetwas

Contact me:

Iolite Writing Services

Annika Wallendahl

asw@ioliteedge.com

360.643.0332

www.ioliteedge.com

Annual Report

What does a professional writer do? Here's a snapshot of my 2006 project roster:

wrote/distributed:

20 press releases to 60 media outlets

published:

22 articles in 10 different newspapers

3 magazine articles

2 online articles

5 science news radio scripts

wrote & edited:

2 tech memos for industrial clients

5 direct marketing pieces

25 business newsletter articles

organized:

1 promotional event

wrote & designed:

6 marketing newsletters

2 brochures

2 websites and content

prepared:

3 grant proposals

5 project proposals

2 nonfiction book proposals

business

QuickBooks Pro

Do you ever wish you could see into the future? Believe it or not, the QuickBooks Pro accounting software might be able to help with that.

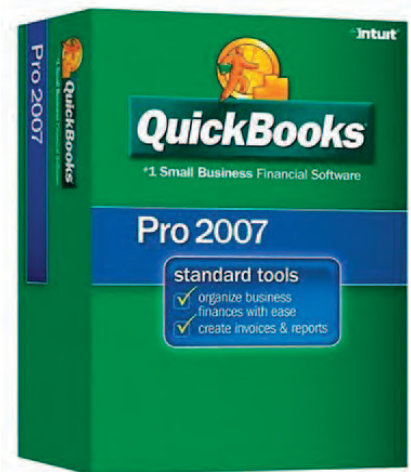
Whether you're tracking profitability, creating budgets or considering a

bank loan, QuickBooks Pro has several features that shed light on your business's big financial picture: past, present and future.

From paper to electronic

Created by Intuit, the QuickBooks line of accounting software is considered to be the gold standard in its field. One of the best things about QuickBooks Pro is that you don't have to be a trained accountant to use it – but accountants also use it. Why? To learn more, I went to expert Dana Lashbaugh.

Dana Lashbaugh is a staff accountant and QuickBooks Pro



QuickBooks Pro offers accounting solutions for small businesses.

Advisor with Hagen, Kurth, Perman & Co., a CPA firm in Seattle.

QuickBooks Pro is designed for businesses that are starting up, and for businesses that have fewer than 20 employees or sales less than \$1 million annually, Lashbaugh said.

For even the smallest business, there are many benefits that come with upgrading your accounting system. For example, when businesses grow they may need to consider a bank loan or open up to outside investors. And outsiders are going

(QuickBooks cont'd on page 3)

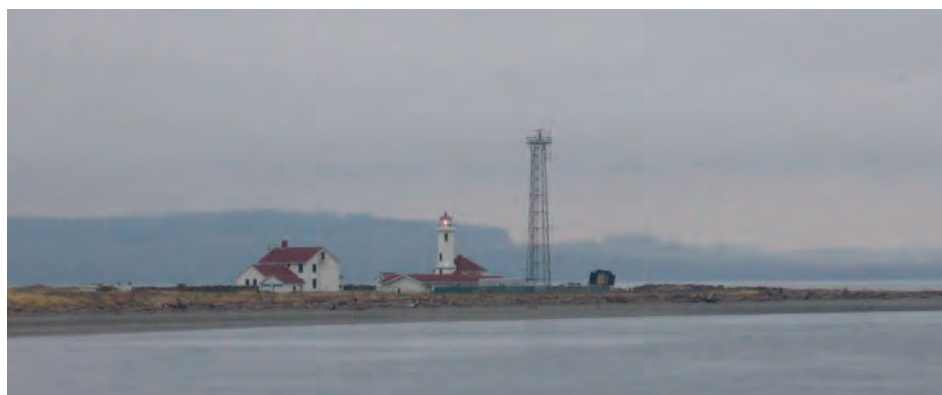


photo credit: Annika Wallendahl

The Point Wilson lighthouse in Port Townsend works overtime on a foggy February morning. The lighthouse is located along the beach at Fort Worden State Park.

My professional writing services include preparing technical reports, press releases, newsletters, annual reports, direct mail, grants and more.

Contact me:

Iolite Writing Services

Annika Wallendahl

asw@ioliteedge.com

360.643.0332

www.iolitewriting.com

(QuickBooks cont'd from page 2)

to want to see organized and formal financial records.

“If you’re considering a loan, banks would be interested in seeing a history of financial statements,” Lashbaugh said. “The QuickBooks Pro software allows you to print off your financial statements whenever you want.”

Financial statements are a record of a business’ financial activities that are used internally by owners and managers. to determine the profitability of a specific product line or service. The statements are also used externally by lending institutions and potential investors.

And if you need bookkeeping assistance, or a formal review or audit, QuickBooks Pro is well respected in the accounting world.

“The accountant is going to prefer a QuickBooks file to an Excel spreadsheet file,” Lashbaugh said.

Easy to use

“It’s a very easy program to use - and it’s available in retail stores,” Lashbaugh said.

The basic QuickBooks Pro edition costs just under \$200. The installation and set-up of the software is speedy.

“You could have QuickBooks started in a day,” said Lashbaugh. “It takes 45 minutes to one hour to complete the ‘Quickstep interview phase.’”

Following the Quickstep interview, a second part of the installation takes you through visual training videos, the basics of the accounting

cycle and how to enter invoices, Lashbaugh added.

All said and done, a new business could have their QuickBooks Pro accounting system up and running in as little as two hours.

A little help from your friends

Even the best designed software can seem complicated. To help businesses, Intuit created the QuickBooks Pro Advisor program to address this issue.

“The QuickBooks Pro Advisor program trains people like myself to know the software inside and out,” Lashbaugh said.

Which means that there is an army of accountants out there that can help with the quirks - and powers - of QuickBooks Pro software.

QuickBooks Pro also allows businesses to print checks, manage payroll, create estimates, invoices and reports, and download bank and credit card transactions. There’s even a QuickBooks Online Edition for businesses with multiple locations.

To learn more about the QuickBooks Pro software visit www.quickbooks.intuit.com or contact Dana Lashbaugh at dana.lashbaugh@hkpseattle.com or (206) 682-9200.

Contact me:

Iolite Writing Services
Annika Wallendahl
asw@ioliteedge.com
360.643.0332
www.iolitewriting.com

out and about **Festivals**

March 5, 7:30 pm

Seattle Arts & Lectures

present **Art Spiegelman**. The Pulitzer-prize winning author of Maus will present a lecture at Benaroya Hall. www.lectures.org/spiegelman.html

March 8-10, all day

Seattle Banjo Festival

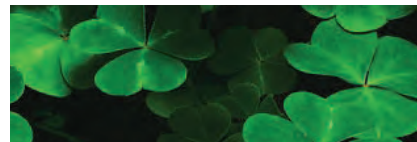
will perform while on a weekend retreat in Port Hadlock, Wash. www.seattlebanjoclub.com/schedule2.htm



March 10-18

Irish Week Festival.

Cultural events culminate in a grand parade on St.Patrick’s Day through downtown Seattle. www.irishclub.org/irwk.htm



March 24 & 25, 10 am - 6 pm

Vegfest. This weekend festival celebrates vegetarian dishes at the Seattle Center’s Exhibition Hall. www.vegofwa.org/vegfest/index.html

March 26 - April 1

Vancouver Playhouse International Wine Festival.

Over 500 winemakers will present their finest wines for tasting. Held in downtown Vancouver, British Columbia. www.playhousewinefest.com