

Contact: Lyne Noella
Chief Marketing Officer
Stonefield Josephson, Inc.
Tel: 310.566.4327
lnoella@sjaccounting.com

1620 26th Street, Suite 400 South
Santa Monica, California 90404
www.sjaccounting.com

Got a problem? Tap into your CPA's network

For immediate release

San Francisco—August 25, 2005—If you are a business owner wrestling with a bear of a problem, don't give up. Make a networking call to your certified public accountant. "CPAs often turn to their network to help solve problems," says Partner Nanette Lee Miller of Stonefield Josephson, a California-based certified public accounting firm. "We help business owners who want to correct all types of situations. We open doors for owners who want to break into a new area of business. If we cannot directly solve the problem, we know someone who can," says Miller.

CPAs maintain a local, national and often international network, according to Miller. "Astute CPAs belong to multiple associations that are dedicated to serving business owners in any state or overseas. These associations are populated with highly skilled professionals around the globe." Miller says that CPAs attend conferences located anywhere from New Orleans to Melbourne, Australia as part of their continuing professional education. "At these conferences, we network with executives in finance, law, taxation, management consulting and other disciplines. These contacts are available to us as we work with clients to solve problems or develop opportunities." Most CPAs work in multiple cities, according to Miller, where they interact with other professionals. "If my client is based in San Francisco but has operations in Atlanta or Hong Kong, we have the relationships in place to help the owner accomplish goals."

-- more --

At the local level, Miller says that CPAs work and network with attorneys, bankers, personal financial planners, marketers and other consultants. “The owner of a technology firm came to me for help. Nine months prior, he had signed a lease for too much office space. The owner was unable to keep up with the monthly payments and asked for help with going bankrupt. I referred the owner to a tenacious attorney who was able to renegotiate the lease. This introduction saved the owner’s business. Now the owner and I work together to grow his business.”

The CPA’s network does not stop there, says Miller. She says that CPAs belong to social clubs of all types, ranging from golf clubs to bridge clubs—you name it. What’s more, Miller says that CPAs serve on the boards of businesses, charitable foundations and nonprofits. “A friend told me that a local charity needed a six million dollar loan to remodel its building. I happened to serve on a board with the wife of a bank president, so I made a call. The charity received the loan within one week.” Miller says that the clients of CPAs are often business leaders who have a lot to offer the community. “I often introduce one business owner to another when they have mutual interests or can somehow help each other. When you help the community to succeed, whether it is business or social, it is highly satisfying.” For additional information on tapping into your CPA’s network, contact Nanette Lee Miller at 415-981-9400 or nmiller@sjaccounting.com.

Stonefield Josephson Inc. (www.sjaccounting.com) is a California-based certified public accounting firm founded in 1975. The full-service firm serves public and privately held clients throughout the United States and internationally from four California locations: Los Angeles, Orange County, San Francisco and East Bay.