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Accounting firm website offers culinary tips along with tax advice

For immediate release

Santa Monica, Calif.—June 2, 2005—Does your accounting firm offer advice on how to sear a “killer” tuna in 10 minutes for dinner guests? Stonefield Josephson, a California-based certified public accounting firm, includes culinary tips right along with tax advice on its website www.sjaccounting.com. The Stonefield Josephson website offers information typical of an accounting firm: tax tips, accounting services and profiles of accountants. However, a new area called the Back Porch shares the favorite recipes of several Stonefield Josephson principals in addition to other features. “The Back Porch section of our website is the most visited area,” says Chief Marketing Officer Lyne Noella.

“Visits to the Stonefield Josephson website doubled from April to December of 2004. The number of visitors continues to grow in 2005,” says Noella. She contends that the website delivers strategic and competitive advantages. “The website presents original ideas from our accountants to help clients manage their businesses. This includes selecting the right banker and creating an advisory board. The Back Porch section offers lifestyle tips to help clients with everything from international travel to entertaining. Such features help us stand out in a competitive marketplace.”

The website’s Back Porch includes a slide show of Hugh Tama’s “Killer Seared Tuna.” Debbie Zimmerman offers an easy chicken enchilada recipe. Jim Katherman explains how to

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make Dutch Oven Cobbler at a campsite. Rob Babek offers his mother's "famous" pasta sauce with chicken. For an elegant dinner, see Nanette Lee Miller's recipe for chicken tarragon in endive leaves. A turkey glazed with chili marmalade and sage is a favorite of Lenny Gordon. Death by chocolate cake, offered by Rick Poole, satisfies the bakers. Founder Marty Josephson shares a recipe for paella. Ron Friedman offers a hearty lasagna. Stonefield Josephson President Jeff Garrison hosts the recipe section.

Stonefield Josephson principals have discovered that the website helps them gain acceptance more quickly with prospects and clients, according to Noella. "President Jeff Garrison says that he spends much less time explaining our services due to the information that appears on our website. Clients and friends see both the business and human side of our accountants. The website is also attractive to potential new hires at all levels," says Noella.

Stonefield Josephson Inc. (www.sjaccounting.com) is a California-based certified public accounting and business advisory firm founded in 1975. The full-service, 100-person firm serves public and privately held clients throughout the United States and internationally from four California locations: Santa Monica, Irvine, San Francisco and Walnut Creek.

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