



ANDERSENALUMNI™

Straight Thoughts, Straight Talk

"Serving Andersen Alumni Worldwide"

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Editorial

Letter from Editor

The older I get the faster time flies. It is hard to believe we have started the final quarter of 2010. This year continues to pose a unique set of challenges and opportunities. The next 30 days should be very interesting as we close out the mid-term elections.

Regardless of your political persuasion, it will be interesting to see what message the politicians in Washington get from the voters.

Take a look at our feature articles on "Power Networking" and "It's a Small Business World." I think these articles offer great insights to the reality of today's business world. Both articles hit very close to home for me. As I write this, I am on a flight to open our new office in Shanghai, China. This opportunity was made possible by my colleague's Andersen alumni's network.

This has been a busy year at the Association (aka AndersenAlumni.com.) Our partnership with Consulting Magazine continues to grow. Successful alumni events have been held in Atlanta, Baltimore (Chesapeake Practice), Chicago Dallas, Denver and Houston. Mark your calendars for future events in New York (11/04/2010) and Orange County (10/21/2010). If you are aware of other events or would like assistance in putting on an event please contact us at admin@andersenalumni.com (Subject line: Event Planning). These events are great for networking, both maintaining and renewing your Andersen relationships.

The continued success and momentum around the alumni events has challenged the board to consider a major software upgrade that should make the website more user friendly and enable us to offer more to our alumni. We need your help. Please take a minute to update your profile and ask a colleague to join as well. Thanks for helping make our group such a powerful network.

Lastly, let us know if there is anything we can do to enhance our network. Send your suggestions to admin@andersenalumni.com.

Take care,

Kirk Hancock, Alumnus
Former Manager
Atlanta Office (1986- 1992)

Engaged to the Core by Alumnus John Blumberg

The research should be disturbing. From a corporate perspective it is about productivity. From a personal perspective it is about fulfillment. They go hand-in-hand. It is the issue of employee engagement. The well-publicized research by the Gallup organization should open our eyes:

54% are not engaged and 17% are actively disengaged.

A fair amount of thoughtful insight has been written on this topic in the last five years. As with many issues, the question becomes ... are we addressing the symptom or the root cause of the issue?

The seeds of genuine employee engagement are at the root ... or, shall we say, at the core. Engagement is an issue of connection. Think of it as inserting a plug into an electrical socket. Insert a plug into a loaf of bread and nothing happens. Insert an inappropriate object into a plug and something happens ... but it won't be good. It is only through the appropriate connection that electricity can flow. Oh sure, there can be a strike of lightning, every now and then, that gets things moving. The lightning makes a big impact for a moment. But it doesn't last.

Employee engagement is not only valuable. At the very core ... it is an issue of values.

Corporate values are the socket and personal values are the plug. When properly connected the result is flow ... there is engagement. Of course, a socket itself can be

inoperable without being properly wired to a fuse box. Which is exactly where we find leadership ... fueling the flow or not.

In GOOD to the CORE, I noted the overwhelming percentage of companies that either do not have stated values ... or, for those who did have stated values, the overwhelming number of employees who could not state them! I also noted that the likely reason the employees couldn't state them was rooted in their inability to state their own personal values. Gallup's research notes that two-thirds of the work force is only moderately engaged or disengaged. There seems to be an interesting correlation to a work force that only has a moderate gut feel or intuition about their personal and corporate values ... or have no idea about them at all.

Many would think of "values" as one of those "soft issues." In organizations, "soft" is code for "one of those nice things ... but not a business imperative." Leaders who prescribe to the idea they are "soft," rarely provide the electrical current to create employee engagement. They more likely are like bolts of lightning that create amazing moments with serious collateral damage. And they look at Gallup's numbers and wonder what is wrong with the employees. When leaders boldly harness the value of values, something very different begins to happen.

The possibility for flow begins.

Employee engagement is nothing short of a "values" proposition. For organizations and the employees who work there, the bottom-line question might very well be ... how are you wired?

Network Power by Ed Maier, Former Andersen Partner

Over the past several years, I have had the opportunity to participate in several Andersen alumni events. When you reflect on that alone, it is pretty awesome. Andersen went out of business in 2002. Here we are eight years later and alumni around the world are still connecting and gathering together.

Earlier this year there was an event in Dallas which corralled over 150 alums. Another recent one in Dallas was smaller, but still attracted a good group of people. There was also an event last month in Houston. There have been several in Chicago and others around the country. I have also been told of similar events in Europe and Asia/Pacific.

What is the reason for this continued collegiality or camaraderie? Warren Turner reminded me of this when he suggested I write about it. He remembers when he had his exit interview with the Firm how Steve Rogers told him of the strength of the alumni network. When I was recruited by the Chicago office, Tom Nessinger emphasized the strength of our alumni as a significant intangible asset of the firm. During my thirty-four

years with the firm I observed the power of the relationship between Andersen and our alumni over and over again.

Eight years after Andersen disappeared from the profession our alums are still willing to come together. They mention that they do not feel the same attraction to such events with subsequent employers. When I ask them why they get together, they tell me stories about their experiences at the firm. For some for some it was the nature of the clients, for some it was the training for some it was the reward of a great group of people working together. Those are great reasons for the positive experience, but I believe it goes deeper than that.

I submit for your consideration that the common glue that held us together throughout our careers with the firm, regardless of the length, were the common values we shared. I offer several of them in my own words below:

- Think Straight. Talk Straight. – Of all, this is my personal favorite and most important. As I did in an earlier newsletter, I break it down as follows:
- Think Straight – gather the facts; understand the context; avoid the noise and fluff; keep it simple; draw logical conclusions.
- Talk Straight – tell it like it is; keep it simple; clarify the understanding; consider other perspectives; be courteous and respectful; manage your emotions.
- “One Firm” Concept – Consistently apply your principles to clients around the world. Whether it was audit, tax or consulting services, build consistent quality control through common processes and approach. In addition, while adjusting for cultural differences, provide clients with the same message across the globe. I was always impressed that I could go to any office of the firm, in any country, and find workpapers and processes that were consistent in their preparation and use. As I met with clients around the world, I could see this consistency in the services provided and responses given to technical and business questions. While my experience was in the audit practice, I know our tax and consulting practices were similar in their approaches.
- Training and Development – Invest in the continuous learning and development of our people at all levels and skills and provide consistent tools for use in all practices to ensure quality.
- Quality -- Provide all services to clients at the highest level of quality. Compromises that reduce quality are not acceptable.
- Client Service – Dedicate yourself to meet all reasonable client requests. If the client demands are unreasonable, refer to “Think Straight. Talk Straight”.
- Innovation -- Use our significant breadth of talents across the firm and across practices to develop new ideas and services for our profession and our clients.
- Leadership in the Profession -- Encourage and support our personnel to take leadership roles in the profession.
- Stewardship – Create a better firm for those coming behind you, as those who preceded you did.
- Community Service – Help build the community around you through personal and professional involvement

These are the values I remember that kept me going through a long and successful career in the firm. And, I believe they are consistent with the values of others with whom I worked. I also think they are the underlying reason we still have a community of active alumni. I hope that community lives a long time into the future.

As always, I am interested to know what you feel about my thoughts. Are there other values you remember? Feel free to contact me at Ed@ThinkStraightTalkStraight.com and share some of your thoughts with me.

In closing, I can't stop without saying "Thanks" to all of the alumni who have kept us together for so many years. They have given their time and their money to websites, newsletters and alumni events and activities. It's pretty amazing. I wish all of you good health, success and a good life.

How Small the Business World is

by Warren Turner, Alumnus

"It's a small world...after all..." Sorry, I know that will be stuck in your head for a few hours now, and I do apologize, but those words from the old Disney song resound in the business world. Just when you think that you are "LinkedIn", "well connected" or "in the right circles", random acquaintances that share many backgrounds, idealistic viewpoints and humble beginnings reside in many different business circles. You bump into these people more than you realize, but when you take a second to meet and greet your surroundings, you will be surprised by the sheer number of similarities of your acquaintances and business opportunities that exist. Here's an example that I'd like to share...

A couple months ago, while consulting with one of my client's, Solutions II (Denver, CO) regarding their unique CFO seminar series, I bumped into a couple of Andersen Alumni that were attendees in the distant cities of Austin and Seattle. Solutions II developed a creative seminar series to help bridge the communication gap between CFOs and IT called "What Every CFO Should Know about IT" focusing on teaching IT to CFOs in order to help clients reduce cost, mitigate risk and improve services internally and externally. For more details, check out their site at...www.solutions-ii.com, where there is a press release posted.

Back to my story... While presenting "Understanding the Real Cost Of IT" as part of the seminar I inquired as to the backgrounds of some of the attendees, I found out that there were two Andersen Alums in the crowd. I purposely reached out to these Alums during and after the meeting to get their perspectives on the events as well as just talk about their Andersen experiences. One of these Alums, Greg Hale (Austin, TX) is President of a large, regional aggregator of construction materials in the Southwest, and the other, Tom Murphy (Seattle, WA) is a successful private, strategic consultant on business challenges

in the Northwest. Both, Greg and Tom found great value in the CFO seminar series from the different perspectives of running a business to consulting clients on how to better run their business. By just slowing down and asking acquaintances a couple questions, I was able to reinforce the successful experience that was derived from the Andersen experience, but also possibly uncover potential business opportunities in the future.

So, the moral to the story...

Take time to ask the simple questions when meeting new acquaintances as you never know where hidden similarities of experience, opportunities for collaboration and friendship building can arise from. It's not hard to do, but so easy to dismiss.

ENTREPRENURIAL SPIRIT – Red Moon Solutions

On June 24, 2003, Warren Turner, founder of AndersenAlumni.com, posted the question: "Whatever happened to TTE, the Sarasota group that developed income tax software for the firm and for external clients?" Judy LaMee, then manager of Communications and Public Affairs for Vertex, responded: "In June 2002, Vertex Inc. and Arthur Andersen Tax Technology Enterprises (TTE) announced a formal agreement for Vertex to acquire Andersen's integrated technology solutions for corporate income tax." But that was then, and this is now. Here is a deeper look into the TTE story and where a piece of it is today.

Nestled amid the quiet sanctuary of a live oak park in Sarasota, Florida, just about two miles south of the former TTE complex and Arthur Andersen Parkway, are the vibrant offices of Red Moon Solutions. The company website provides this description: "Founded by the former CIO and head of Tax Technology Enterprises for Andersen LLP, Red Moon Solutions, an experienced independent software vendor (ISV), provides specialty tax products and services. Their solutions, Fixed Assets Manager (FAM™), Like-Kind Exchange Matching (LKEM™), and WorldPro™, were built to support the tax practice of Arthur Andersen. Exciting additions to the portfolio include the eTaxPortal™ suite".

While Red Moon Solutions has become an established well-respected, client-focused, tax software solutions business, their story is one of unique challenges and opportunities...

Red Moon Solutions: A History Rooted in Andersen

In 2002, portions of Andersen's Tax Technology Enterprises were sold to Vertex, Inc. As a part of the sale, Jim Shedivy, the managing partner of TTE, agreed to assist in the transition of the people, products and services. At the end of the three-year transition, Jim attempted to retire for a second time - his first attempt was during TTE's Jackson-Hewitt project (For details, please see P.P.S The Rest of the Story: TTE's Jackson Hewitt Team).

Instead of going off into that priceless Sarasota sunset in 2005, Vertex presented Jim with one last opportunity. The best fixed asset management system ever developed, Fixed Assets Manager (FAM™), and some of its friends needed a new home. So in January 2006, the URL www.redmoonsolutions.com was purchased and a new adventure began.

Lucky for Jim, the entire FAM product development team from Vertex, originally trained at Andersen, came along for the ride. Since then, other Andersen alumni have joined the team and together they have tackled some interesting challenges while achieving success with their client-focused reputation.

Fun Challenge 1: Arthur Andersen is an Asset

Despite those early years with "Enron noise" in the background, those that were truly in the know knew that Arthur Andersen's people and technology were amazing. One of the biggest challenges that Red Moon Solutions faced, as does any business, was brand awareness. From the formidable "Arthur Andersen" brand to the "Red Moon Solutions WHO?" brand – it seemed daunting. Red Moon Solutions' competitors (BNA, CCH, Thomson Reuters, et al) were well established in the tax technology space with sales and marketing budgets the size of Red Moon Solutions' entire operating budget. Though Red Moon Solutions came from a venerable background with software "built by Andersen for Andersen", marketing professionals feared any such association. They just did not understand that the accounting world knew that Andersen was THE gold standard, regardless of what occurred in Houston. Over time, the FAM team convinced the marketers that the Arthur Andersen name was truly an asset and not a liability. As a matter of fact, simply saying that FAM was created by Arthur Andersen to support its clients opened doors. Red Moon Solutions was on its way!

Fun Challenge 2: Great Team - Inside and Out

It was fantastic that the FAM development team (and most of the FAM clients) came to Red Moon Solutions from Vertex. "Our people really stood up, accepting additional responsibility and redesigned their skills to meet the needs of the organization," comments Shedivy. "It was really inspiring to watch the team pull together, many times stepping out of their comfort zone, to achieve success." Each team member participated as a part of the support team, which resulted in all team members having a better feel for how clients used the products and how the products could be improved. In addition, they are able to forge long-term relationships with their clients.

The original FAM team leader took on the sales challenge; in addition, Red Moon Solutions was - and is - fortunate to have clients and friends who make up their "auxiliary sales" team. "It's been great to know that there are Andersen alumni out there who remember us and trust that we will live up to our commitments, just as we did at Andersen. We have amazing clients; and they have become a great 'asset' too. Sorry for the pun!" smiles Shedivy.

Among the many Red Moon Solutions advocates are clients like Pitney Bowes - who influenced Sara Lee, which in turn influenced Delta in their decision to select FAM to manage their fixed assets. Guardian continues to provide testimonials; and while these large clients, like The Minnesota Twins, create a lot of buzz; there is no doubt that Red Moon Solutions thrives on assisting companies of all sizes with the unique challenges of true tax professionals. “It was always the Andersen way to put clients first,” says Shedivy; “and we have no doubt that holding true to that value has helped in our success.”

FAM™ and LKEM™ - Yes, they still exist...

Red Moon Solutions' flagship product remains Fixed Asset Manager - FAM™. Used by fortune 500 companies and CPA firms alike, this tool continues to be consistently awarded a top rating by CPA Technology Advisor. It has come a long way in four short years - including a Canadian module and the birth of an online version.

LKEM™ (Like-Kind Exchange Matching) still exists; and is now Red Moon Solutions' comprehensive offering that helps maximize the cash flow benefits, for personal property, allowed under IRS Code Section 1031.

Adding to the already top notch specialized tax products, Red Moon Solutions' portfolio now includes the eTaxPortal™ Suite. This Software as a Service (SaaS) offering is similar to the original Andersen products. It is built on rock solid technology and provides functionality that you did not even know you needed. The eTaxPortal™ Suite offers tax professionals all critical components of collaboration and information sharing in one fully compatible and intuitive interface. Its modules include: AuditRoom™, eTaxCalendar™, Workflow, and Document Management. With a feature-rich workspace for multiple groups involved in the tax function, it serves as the gateway for enhanced process automation, collaboration, risk management, compliance, information sharing, scheduling, productivity and controls.

Services - “The Tax Solutions You Want”

Taking from Andersen values, the Red Moon Solutions team is dedicated to superior service - differentiated in the marketplace by its truly personalized approach to meeting the needs and wants of their clients. While delivering excellent client implementation, data conversion or support services, Red Moon Solutions makes sure that their clients are self-sufficient and thus able to focus on strategy and tax department initiatives, rather than their data and technology.

Red Moon Solutions really stands out in its ability and desire to meet the unique needs of today's tax professional. For example, Red Moon Solutions customized its service to expand the functionality of FAM, including a Built-in Gain (BIG) Solution. The BIG offering allows companies to simplify the complexities of calculating and tracking built-in gains and losses associated with ownership changes. Red Moon Solutions' latest BIG opportunity consisted of assisting a large US airline in its acquisition of another to create

the largest US airline. “We were thrilled to deliver what no one else could or would - everyone else balked at the challenge,” commented Kelley Lear, Managing Director, sounding like her former Andersen self.

Fixed Asset Outsourcing is the newest service offering; and Red Moon Solutions is also working with “cost segregation” consultants to enhance their studies to accelerate tax depreciation. “Our clients identified a need in the marketplace to alleviate many of the tasks associated with managing fixed assets so that tax departments can focus on more important business initiatives,” enthuses Traci Wheeler, Managing Director, also trained under Andersen’s entrepreneurial value system.

As a further testament to their entrepreneurial nature, Red Moon Solutions is making a bigger splash in the tax technology world with its much-followed blog and free tax toolbar. Intoxication - Tax Buzz with a Twist is a somewhat humorous and content-rich blog that features a broad range of topics, which address tax and business issues, while also offering thought-provoking commentary on the latest happenings in the tax industry.

Designed for tax professionals, the free Tax Pro Toolbar offers tax news and alerts from industry leaders in one convenient location - the tax professional's browser. It provides “tips and tricks” tutorials for tax-related questions and can be customized to include additional applications and links, specific to each professional's needs.

Red Moon Solutions: October 2010

Now you know “the rest of the story” with regard to TTE – well at least part of it. You know of the initial challenges in marketing the “Andersen fixed asset tool” and re-designing its org chart to create a great company inside and out. And now you see it is well positioned with great product development, new products and services, continuing in the TTE tradition of helping clients face niche tax challenges head on and allowing them to focus on their tax strategy, rather than mundane tax tasks.

P.S. Why the name "Red Moon Solutions"

Many people have asked, "Why the name 'Red Moon Solutions'?" While Red Moon Solutions would love to say that it signifies “rising to surpass your expectations,” the simple answer is that 1,000 names originally considered - many with Andersen significance - were already legally established and/or taken. The team continued to search for a name that would capture people's imagination and help them stand out; and it was one sleepless night that Lavonne, Jim's wife and partner of over 40 years, rose to see a red moon rising over the Gulf of Mexico. Thus, the company's name was born.

P.P.S The Rest of the Story: TTE's Jackson Hewitt Team

As mentioned above, Jim's first opportunity to retire was while he was a partner with Andersen in 2001. It was delayed when he stayed to finish the Jackson Hewitt project - one of the largest contracts the firm ever had. It involved approximately 150 people over 2 years, modifying A-Plus™ 1040 software into a product with an 18,000 question/answer decision tree that would enable non-tax experts to file individual federal and state tax returns electronically and obtain rapid application loans in a single day. The work of modifying this sophisticated top end product, to enable preparers to serve the bottom end of the market, culminated just as the unbelievable turn of events occurred in 2001. Fortunately, the Jackson Hewitt project team became employees of Jackson Hewitt.

Submitted by: Jim Shedivy, Founder and President, Red Moon Solutions - -

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October is Fire Safety Month from our friends at Liberty Mutual

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MARK YOUR 2010 CALENDAR , UPCOMING ALUMNI REUNIONS

Date	Location	Registration
October 21, 2010	Orange County, CA Oak Creek Golf Club (Irvine, CA)	Bob.Taylor@RobertWTaylor.com
November 4, 2010	New York, NY – The Union League Club of New York	www.consultingmag.com/Andersen

If you are aware of upcoming alumni events we would like to know more about them and help. Please email admin@andersenalumni with the date, location and registration information and we will update the Andersen Alumni Association Website www.andersenalumni.com (News & Events)post in future newsletters and to our LinkedIN Discussion Group

Andersen Alumni Benefits

Liberty Mutual

Andersen Alumni Association has partnered with Liberty Mutual, the nation's fifth-largest auto and home insurer. Through Liberty Mutual's Group Savings Plus® program, Andersen alumni may save up to 10 percent on their auto insurance and 5 percent on their home, condo or renters insurance*. That can be hundreds of dollars back in your pocket. Plus Liberty Mutual offers their customers who have both auto and home policies an

attractive added multi-policy discount.

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LinkedIn Group

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<http://www.linkedin.com/e/gis/38306/6E0CB25BC94E>

Facebook Fan Page

Andersen Alumni Association has worked with Facebook in creating a fan page. Simply go to Facebook and search on Andersen Alumni.