Official Newsletter of the Andersen Alumni Association

CENTENNIAL est. 1913
ANDERSEN ALUMNI™

# Straight Thoughts, Straight Talk

***"Serving Andersen Alumni Worldwide"***

**Jul. 2013** **Vol.6 No.3**

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# Editorial

The old adage says "time flies when you are having fun". While that may be true, it flies even faster the older you get. The year 2013 holds several milestones for me that are hard to believe. First, I crossed the mid-century mark. That is no big deal. Second, my youngest goes off to college and my wife and I will be empty nesters. Now that is a big deal after 22 years of having kids in the house! Third, 2013 marks Andersen's centennial founding and eleven years since its demise. Most of us owe our career success to things we learned at Andersen and have fond memories of our career friendships forged through that experience.

A lot has happened in over the past eleven years and it is time for alumni to together and catch up, network both socially and professionally. On September 26th we are trying to organize “One Firm, One Celebrations” at various cities. We think it would be really powerful for the entire alumni base to get together on that day to celebrate the one hundred year founding of the Firm.
Check out the master calendar of events and make sure your profile is current at www.andersenalumni.com.

I want to encourage you to read on in this newsletter. Checkout the article on Larry Katzen’s upcoming book, And You Thought Accountants Were Boring, on the rise and fall of Andersen. It is sure to provide an interesting insight on the Firm.

I also want to encourage you to read Ed Maier’s article on the values that we shared. I think he captures them very well. I know I will take them and use them with my team. Andersen’s values are timeless and proved to be unique, thus enabling the growth of one of the world’s greatest professional service companies.

As always, we need your help to further strengthen and maintain our Andersen Alumni network. Please leverage our Social Media Presence and LIKE our Facebook page and JOIN our LinkedIn network at and lastly you can FOLLOW us on LinkedIn as well.

Sincerely,
Kirk Hancock
Editor

# Coming Soon (two items)…

**PONE EVENT, ONE CELEBRATION….SEPTEMBER 26th 2013**

Alumni Celebration Planning Teams are at work in a number of cities throughout the U.S. and Internationally. Check out News & Events at www.andersenalumni.com for a link to the Master Calendar which contains participating cities and their event registration details. **NOTE:** the Calendar will be updated as more cities information is made available and we will send out several email notifications as well. Be sure to tell a friend.

**ALUMNI DIRECTORY**

It’s hard to believe but 2014 will be here before you know it… As such Andersen Alumni Association has partnered with Harris Connect to publish our quadrennial directory. This will be our 3rd edition Alumni Directory. Harris Connect published both the 1st and 2nd editions of the Alumni Directory in 2006 and 2010, respectively. Given the growth in our membership and Harris’s quality work it was a natural choice. **NOTE:** 1) We are still looking for a few more strategic advertising sponsors. For more information please email Katy Attebery, Program Manager keaatl@aol.com 2) Keep an eye out for the yellow

Harris Connect update postcards that will be coming out later in the year and please encourage other alumni to do the same!

# Centennial Memories

**By Ed Maier,** *Former Andersen Partner*

As you will read elsewhere in this newsletter, your Andersen Alumni Association plans to reunite former employees and retirees of Arthur Andersen LLP and Andersen Worldwide to celebrate the Firm's Centennial Founding in 1913. I hope you will be able to participate in this "One Firm, One Celebration" event in your city. And, if the alums in your city have not organized a celebration yet, then you can use this as an opportunity to reconnect with some and set up your own activity! Let us do what we can to celebrate". It is one more way to demonstrate the lifelong connections we have made through the Arthur Andersen/Andersen Worldwide experiences we have had.

What is it about the connection we have to the Firm that keeps us coming back together in spirit, even though the Firm no longer exists in the form we remember? To borrow from the Ragin'Cajun: "It's the culture, stupid!" All of us remain connected to the Firm because something in its culture attracted us, appealed to us and held us together. These cultural ties have helped keep us together for the past eleven years, as evidenced by this newsletter and by the alums willing to participate in this coming event.

Here are some of my memories of that culture.

**Think Straight. Talk Straight. –** As I presented in one of our first newsletters: In a book about the history of the company that carried his name, Arthur Andersen wrote: "About forty-five years ago, my own mother told me in Norwegian, 'Think Straight, Talk Straight.' No finer heritage could possibly be passed on from one generation to another. It has been as a firm rock to which I could anchor in a storm. Never has it failed me."

Ever since I heard the phrase on my first day of employment with Arthur Andersen, it has never failed me either. It resonates deeply with me in my personal life and in my professional life. I lean heavily on the value I find in its meaning.

I also wrote that my research did not yield a specific meaning to those two simple sentences from the man, Arthur Andersen, himself. Personally, I thought his conclusion would be that the meaning is pretty obvious. It is simple and straightforward. Depending on how you define it for yourself, it is a great foundational principle for life.

So as you gather to honor Arthur Andersen and the firm he created, remember it, believe it and live it according to your own principles.

**Investing in People –** Our Firm had a significant commitment to its people. Whether you were an auditor, a tax person or a consultant, you were exposed to the culture, processes and organization of the Firm from almost the moment you joined. For me, it

was attending the firmwide staff training school held on the campus of Northwestern University in downtown Chicago. I think it was called FASTS at the time (Firmwide Assistant Staff Training School). That name morphed several times over the years and most of you will remember it taking place in St. Charles, or Seville, or one of the other worldwide training centers that the Firm eventually opened.
This commitment to training was available to everyone throughout their career—even for partners. The majority of it was directed to help us grow in the technical side of our professions; but there was also a significant amount of training devoted to helping us develop as managers and leaders of people. This behavioral training included public speaking, business writing, selling professional services, teamwork, diversity, ethics and many others. We also supported those who wished to expand their knowledge through participation in professional or trade organizations.

The first time I felt the power of our commitment to train and invest in our people was the first time I was asked to serve as an instructor in one of the training schools. The amount of support given to me as an instructor was tremendous. It helped me prepare for and successfully deliver that program and many others over the years.

In addition to our commitment to our people through professional training and development, we had coaching, mentoring and other similar programs available to help people navigate their way to a successful career in the Firm.

**Quality –** I believe it goes without saying that we had a commitment to quality in our Firm. If you ever had to deal with a difficult accounting or tax issue; or if you had a client that wanted us to significantly deviate from one of our established methodologies, there was a thorough, established process you had to follow to resolve the situation. No matter the practice in which you worked, you had specific procedures to engage when a quality issue came into play. I never had a problem connecting with the appropriate person to help me deal with a difficult technical or quality issue. In my experience, our people responded at all times of the day and on all days of the year when I needed their help. I don't think any organization can survive very long if it doesn't have quality of service or product as a major tenet of its culture.

**Client Service --** From the day I joined the Firm and began attending our firmwide training school, it was clear to me that our primary mission was to deliver quality client service. The personnel I worked with, including the administrative personnel, were all committed to making sure that the service we delivered met or exceeded the client's expectations. I saw people jump on planes, trains and automobiles to meet a client requirement—often at the drop of a hat. People made business and personal sacrifices to deliver the best service possible. But in my years with the Firm, I also saw people stand up to clients and tell them "No!" when their demands for "client service" were excessive.

**Stewardship --** a former senior partner introduced me to the concept of stewardship during my campus interview with the Firm. To him, this value meant that it was his responsibility to "…make this a better place for the people that follow me…because those ahead of me made it a great place for me." That concept resonated with me. I found myself repeating it often to people throughout my career. I don't know a much better definition. I think it is a principle all of us can follow in our business and personal lives.

**One-Firm Concept** -- In the early 70's, I had my first opportunity to travel to several international offices of the Firm. I was the audit manager on a significant client with locations around the world. Up until that first overseas trip, I was aware of the "one-firm concept". I heard partners and managers talk about it often. The trip really brought the idea home to me. I reviewed dozens of workpaper files that were prepared consistently with the format and processes I was familiar back home. I met dozens of staff, managers and partners who spoke of the Firm, its policies, its practices, its culture, in the same way I did. Many of them even had some of the same complaints! It was a down-to-earth demonstration of a principle that I heard of many times. I finally appreciated its effectiveness. No matter what country we operated in, no matter the common language or customs of the local offices, we were one Firm. We viewed our service requirements and our professional requirements as the same for delivering excellent client service. Yes, we adapted them for local cultural differences, but we stuck too them.

**Networking** – Just out of curiosity a few years ago, I researched the etymology of the word "networking". While it has been around for a hundred years, it didn't come into frequent usage in the way it is now mostly used until the 1980's. I share this only because my experience in the Firm was that we did this and were encouraged to do it—business networking—from the time we joined. As I grew in the firm from staff to senior to manager to partner, I had periodic conversations with managers and leaders who expected and encouraged me to represent the Firm by "networking" with others in a variety of ways. This included college alumni, professional organizations, trade and business organizations, churches and community organizations.

**Commitment to the Profession** – In addition to growing a successful firm, we also had a commitment to give back to the profession. Many of our partners and managers devoted their professional careers to deepening their expertise in a specific area of accounting, auditing, tax and consulting. They became recognized experts in these areas and contributed to the profession by serving in leadership roles on various committees, task forces and other groups. This principle is not only applicable to our profession. Good companies in specific industries have key personnel in significant "knowledge" roles. In addition to providing deep technical knowledge within the company, many of them participate in selected industry groups for the benefit of industry growth and direction.

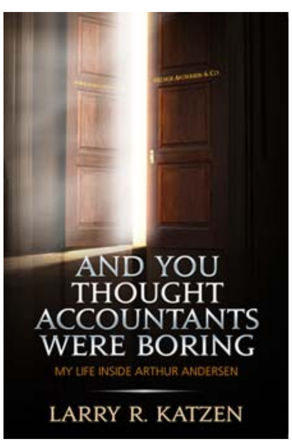
**Commitment to the Community** – I had the opportunity to serve in different offices of the Firm. In each, there was an expectation that as I grew in the Firm, I would seek out leadership opportunities in the community. I was encouraged to participate in community organizations—some which I selected for myself; some which were selected for me. Doing so broadened my own perspective on community issues and helped me develop my personal and professional skills.

**Commitment to Our Alumni –** I often heard a member of the Firm state that some of our best opportunities to grow came through our alumni relationships. Many of you experienced the same thing in your career. In addition, this Andersen Alumni Association consists of thousands of former employees and partners of the Firm. I am aware of one or two other similar organizations around the globe. And, together, we are planning a celebration in September that will involve twenty or more alumni groups around the country. And, all of this is taking place eleven years after the Firm disappeared from the accounting, tax and consulting spheres! Need I say more about alumni?

As always, I am interested in your thoughts. Please write me at ed@thinkstraighttalkstraight.com to share your memories of our culture and our people. What about the Firm's culture resonated with you?

And, to all of you—I hope you can participate in the celebration in September. Whether or not you can, thank you for what you have done, thank you for what you are doing, best wishes for continued success as you do more in the future. The body may be gone, but the spirit lives on!

# And You Thought Accountants Were Boring…My Life Inside Arthur Andersen




***Available August 2013***

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**by Larry Katzen**, *After graduating from Drake University in 1967, he started working at Arthur Andersen. He quickly rose through the ranks to eventually become the Great*

*Plains Regional Managing Partner. He stayed with the firm for 35 years, serving clients globally until 2002.*

Ingenuity. Indictments. Injustice. Arthur Andersen: an innovative accounting firm brought down by Governmental false accusations. Political fodder in the government's prosecution of Enron, the company was unjustly dismantled for its supposed connections to the corruption. The company was later vindicated by a 9 – 0 supreme court ruling, but it was too late. The impact was devastating. Thousands of employees were suddenly tarnished by the Arthur Andersen name, left reeling in the aftershock. Meet one of them: Larry Katzen. An honorable, hardworking man who devoted his life to Arthur Andersen, Larry was there from the company's meteoric rise to its unjust demise. This is his story.

**REFERENCES**

"My friend, Larry Katzen is just as evocative with words as he is with numbers – a rare gift. This beautiful story shows that the road warrior can also be a spiritual warrior."

- Deepak Chopra, M.D. and author

"A person who always tried to do what was right and lived by the firm's culture of think straight – talk straight.

- David Maxwell, Chancellor of Drake University

"Larry's exceptional and personal candor will arm readers with very valuable leadership insights."

- WR Howell, former Chairman of JC Penney

"You will enjoy reading this adventure – I guarantee it."

- George Zimmer, Chairman of the Men's Wearhouse

"An entertaining read that captures the evolution of a relatively small accounting firm into an industry leader and its sudden downfall."

- Donald Zale, former CEO and Chairman of Zale Corporation

"Katzen illuminates how one can engage in their work, develop meaningful relationships and be involved in continuous learning. This is a must read for anyone interested in maximizing their career growth."

- Jan Torrisi-Mokwa, CEO and founder of Congruence, Inc.

# Life After Andersen in Learning & Knowledge

**By Bob Hiebeler** *co-founder of St. Charles Consulting Group and leads services to clients in the areas of knowledge sharing solutions, process simplification and other enabling solutions to support client core business strategies. Bob was a senior partner with Arthur Andersen, with firm-wide leadership positions in knowledge management, common process implementation and best practices solutions. At Andersen, he led several world-wide implementation initiatives in knowledge sharing and best practices.*

By virtue of our all being Andersen Alumni, we have a number of great things in common, including commitment to quality and client service, the importance of transparency and collaboration, and the critical role of learning and professional development. Another, perhaps less obvious connection is that, as we have pursued life after Andersen, many of us have leveraged the talents and points of view that we developed at Andersen in our subsequent professional activities (and, hopefully, with great success).

For myself, I served as Chief Knowledge Officer on Andersen's Leadership Team for a number of years and, in the last stages of the firm, I was working with Phil Davis (partner in charge of global training operations) to develop an offering that combined the firm's learning & knowledge interests. When Andersen folded, Phil and I continued that discussion, and that continued "point-of-view" resulted in the creation of a quite small consulting firm called St. Charles Consulting Group, launched in late 2002. Over the years, Phil and I have both had the opportunity to evolve the "state of the art" as far as the integration of learning & knowledge is concerned, and in many senses it represented a natural evolution from our Andersen roots.

**Challenge of Learning & Knowledge**

If you think about "learning" and "knowledge," they are intuitively linked. Learning is the process; new knowledge is the outcome. But the connection is less intuitive in an organizational setting. In fact, most organizations have disconnected functions for activities in these two areas – learning is typically called "training" and is housed somewhere in HR or Talent Management, and knowledge is typically called "knowledge management" (or "document management") and is over in the IT group somewhere.

One of the big problems that we have been working on is bringing these two mission-critical functions together in a way that makes operational sense and, more importantly, that makes business sense. After 10+ years, we believe we have solved the problem. In order to appreciate the solution, it is important to note what has become an axiom for us: New knowledge (that needs to be learned) is best acquired in the context of the work … embedded in the business process … "What do I need to DO today?"

This means that the old model of sending someone to St. Charles for a two-week "boot camp" might still have a great deal of value, but it may not be the best way to convey knowledge in a way that the knowledge "sticks." Instead, as we know, most learning occurs outside of the classroom – on-the-job and on-demand – but rarely do we see a well-structured learning program that is grounded in the context of the work

**The Technology Enabler**

What Phil and I (and now many others at our "little" firm) have put together is a solution organized around the underlying business processes involved. So, for example, a professional services firm specializing in, say, outsourcing has a prescribed process (or methodology) for executing an outsourcing engagement. What we will do, very simply, is to help the client map the process in sufficient detail so that it becomes in effect self-documenting. Once that is done, it serves as the roadmap for teaching the methodology.

As important, the roadmap provides natural points for anchoring learning and other performance support resources along the way. So, with our outsourcing firm example, one of the early activities is likely to involve "client acceptance." Well, at the client acceptance phase in the process, you can house resources like: 1) a targeted on-demand self-study course on steps to follow when assessing a new client, 2) links to electronic forms that need to be filed with the quality control group at HQ, 3) a series of short video vignettes of others in the firm who have a war story or two to tell, and 4) an expert directory of "who to call" with questions or problems. The learning modules, nuggets, etc. are embedded in the context of the work.

Most recently, we have brought in technology to serve as a key enabler (another shared Andersen value) to support this in an enterprise environment. We have developed a tool called RapidMapper™ that sits on top of Sharepoint – a platform that is ubiquitous in corporate America (that happens to be vastly underutilized) – and, as the name suggests, it supports the rapid (i.e., easy) mapping of business processes and then pulls in all of the organizing power of Sharepoint to house corporate resources that relate to the process – mobile learning packs, reference databases, expert networks, and the like.

**"We've come a long way"**

What we have accomplished in this arena is probably not much different from stories that many of you can tell in other fields of endeavor and areas of expertise. As I reflect on it, we actually could not have done what we have 10+ years ago at Andersen – we had to wait for the technology to catch up with the ideas – but we definitely could not have done it without the Andersen foundation – the seeds were sown back then. So, another tip of the hat to Andersen, an organization which uniquely cultivated the drive and commitment to make a difference that really matters.

If you have interest to discuss this or if you have other "evolution" stories to share, drop me a line at rhiebeler@stccg.com.

# Becoming Question-able

**By John Blumberg** *is an Andersen Alumni and a full-time professional speaker and author who speaks with organizations who want to strengthen their core values and turn their people into better leaders. You can learn more about John at* [www.keynoteconcepts.com](www.keynoteconcepts.com)

Questions matter. Our intentionality in asking questions significantly impacts our ability to lead. Questions drive insight and discovery. They have the potential to relationally create connection.

Effective leadership has a lot more to do with the questions we ask rather than the directions we give. The question becomes ... how effectively are we able to ask questions?

**It's about moving from questionable to question-able!**

In my years in Firm-wide Recruiting at Arthur Andersen, I first discovered the power of "question" while working on a team to develop a sophisticated behavioral interviewing methodology. I was amazed to discover how short simple questions, consistently asked at the right time, could take a fairly common story to a very revealing level. In this process, I learned that our ability to effectively ask questions was directly linked to our ability to actively listen. The combination of the two enabled me to effectively probe a discussion. The result delivered exponential value.

It would be years later that I would further discover the importance of questions from my good friend and Master Certified Coach, Mary Jo Hazard. She helped me see how thoughtful questions help us avoid telling others what they "should do" and instead allows us to help them discover for themselves what they "need to do."

It is amazing how questions, used with good intention, help you probe beneath the veneer of most any conversation.

**Questions can also reveal your genuine interest.**

In professional circles, I have often challenged audiences to consider their approach to networking with others. Are you going to be interesting ... or interested? There is a big difference when it comes to connection. Hundreds of people, over the years, have confessed to me that they are just not good at networking. I usually respond, "sure you are ... you probably just need to become more effective and more intentional in asking questions." Often, networking is ineffective because initial conversations are made up of lots of statements by all those involved in the conversation. Put to the test, I think you would find that the quality of a networking conversation (and the results that may follow) are in direct proportion to the percentage of the conversation driven by thoughtful questions.

Questions even play an important role in our own internal conversations. They are a powerful tool in enhancing our self-awareness. They also enhance the authenticity of our spiritual journey. Our faith, itself, is enriched by our doubts and the questions that follow. Doubt is not the opposite of faith ... it is the engagement of it. And questions are an inevitable part of that engagement.

**Questions are also an inevitable part of effective leadership.**

Yet, with all that said ... questions, for the sake of questions, can be lethal. I have certainly been accused, by my children, of asking too many questions. I didn't take it as a compliment!

As leaders, we must be aware and accountable as to where our questions originate. We need to understand what fuels our motives in asking them. I would suggest there is a direct correlation between the quality of our questions and the connection we have to our own core. In other words, a conscious awareness of our own personal core values enhances our ability to ask great questions. My friend, Mary Jo Hazard, draws an important correlation in how questions can become a powerful reflection of an individual's core value. She notes, for instance, how someone's core value of "respect" can fuel a healthy curiosity in their conversation with others. It's not just about mastering a skill of questioning or trying to look interested ... it is an expression of respect that is directed by your core.

Without an awareness of our own personal core, our questions tend to be more reactionary than responsive. And, with every conversation, a leader misses an incredible moment of truth to enhance a connection.

Core values, by design, cause us to question things. In causing us to question, they open our eyes to see things more clearly. They guide us. Ironically, it is by intentionally following them ... that we are able to lead others.

So, as a leader, just how question-able are you? I'm asking myself the same question!

# The Paradox of Help

**By Randy Hain**, *Managing Partner of Bell Oaks Executive Search, a fan and advocate of Andersen Alumni*

Back in 2006, a friend and fellow member of my parish shared an observation after Mass one morning which had a profound effect on me:

"Randy, I have noticed that you really enjoy helping people. But, you are very uncomfortable when people try to help you. By not allowing them the opportunity to help, you are denying them the very grace you are receiving from God when you help them."

This fraternal correction from a man I respected stopped me in my tracks, and the conversation has stayed with me over the years.

The reasons for my challenges in this area are manifold and complex, but years of growing self-awareness has helped me understand that I sometimes struggle to let people help me. In the context of this post, "help" can range from something as basic as listening to someone venting to assisting a job seeker to prayer for a special intention. I have been uncomfortable with people helping me since I was a teenager. Reaching out (first) with an offer of help to people I encountered allowed me to maintain a protective barrier around my heart and keep some measure of control. I genuinely find pleasure in helping others, but I have recognized over the years that I was also serving a subtle need to maintain emotional distance. I have often observed similar discomfort in others, especially men, with receiving help. Why do we sometimes struggle in this area? Conversations with people who I felt were similarly challenged and my own prayer and self-reflection have led me to the following potential causes:

• **Pride.** We may be stubbornly avoiding assistance from others because of the sin of pride. "Do I need help? No thanks. I am doing great!"

• **Emotional Immaturity.** We may not be attuned to someone else's desire to help us or understand their motivation.

• **Fear of Weakness.** We misinterpret accepting the generous help of another as a sign of weakness.

• **Fear of Exposure.** We don't want to expose our flaws or problems to another and be seen as less than perfect.

• **"One Up" Syndrome.** For some of us, there may be a desire to have people in our debt and not the other way around. This is wrong on many levels! Help should always be given freely and accepted graciously... with no expectation of return from either side.

• **Lack of Self-awareness.** We may not know ourselves and our own challenges well enough to truly understand how to allow others to help us.

So far, the post has been pretty focused on why we may struggle to receive help from others. The next logical question is this: What are we denying others when we are not accepting of their help? My friend back in 2006 pointed out that I was denying others the opportunity to receive God's grace by my discomfort with receiving help. People offering unsolicited help or hoping to return our kind assistance may simply be acting out of generosity and love. Others may desire to help us out of a desire to restore poor selfesteem or overcome low self-confidence and see their offer of assistance to us as a way to feel "normal" again. I often see this in people experiencing job transition. It may seem counter-intuitive, but I encourage all of us to seek out friends, family or anyone we encounter who is struggling with some challenge and sincerely ask them for help. I am sure we all have plenty of room for help in our lives! Plus, don't we all stand a little taller and straighter when someone asks us for assistance? For many, this simple act of love and compassion from us may just make their day.

A lot of thoughtful reflection, accountability from trusted friends and a sincere desire to change have helped me largely overcome my "help issues," although I am still far from perfect. I have learned to not only more easily accept assistance, but to seek it out from my extended network. It is now more comfortable to ask for prayers for my family, support for my work in the community or ask for help in passing along the word about my latest book. If you are reading this and feeling convicted, know there is a path to change if we are willing to be humble and seek out input from the honest voices in our lives.

# A Bit of Humor… 8th Annual Search for the Funniest Accountant

**By Dan Erling**, President of Accountants One, fan and advocate of Andersen Alumni

Perhaps you're wondering who could have conceived that accountants could be comedians?

Accountants One, an accounting and financial recruiting firm, has been taking a fresh approach to the needs of their clients and candidates since 1973. The firm spends extra time getting to know the terrific people they work with. No wonder Accountants One was the first to figure out that accountants have a lot more to offer…even in the area of comedy!

Accountants One is once again proving that financial professionals are funnier than you think with their 8th annual 2013 Search for the South's Funniest Accountant. The 2013 show will take place on Thursday, November 14th at the CW Midtown's Center Stage in Atlanta and the winner receives an all expenses paid trip for two to Las Vegas.

The proceeds from this annual comedy show benefit Junior Achievement of Georgia, which partners with businesses and educators to bring the real world to students. To date, this event has raised over $110,000 for local charities and our goal this year is to raise $40,000 for Junior Achievement

For more information on how to audition for the show or to become involved as a corporate sponsor, contact Randi Bates at randi@accountantsone.com or

visit www.accountantsarefunnytoo.com. Click here to see footage from last year's show.

# Andersen Alumni Benefits

**For the most up to date listing of Alumni Benefits consider "Following" Andersen Alumni on Linked IN and look up Products and Services**

**Lenovo**

Andersen Alumni Association has partnered with Lenovo to provide discounted savings on Lenovo Product Purchases.

Act now and receive GREAT SAVINGS for April on your favorite Lenovo pcs SAVE 15% off the ThinkPad T430, W530, X230 SAVE 20% off our Consumer A series Tablets, Our K,Q, and H Series Desktops and our stylish C series All In One's. Also SAVE 25% off Lenovo's S2110 tablet the ultraportable U series and the Z Series IdeaPad products. Pricing is valid until April 30$^{th}$, 2013. Use eCoupon **USXAPR2013** at checkout. Think Savings. Think Lenovo. Go to http://www.lenovo.com/andersen

**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.

In addition to discounts, Group Savings Plus® offers Andersen Alumni:
- The freedom to purchase insurance the way you want: through a personal sales representative at more than 400 offices countrywide, a toll-free telesales center, or online.
- Convenient payment by automatic checking account deduction or direct billing to your home
- 24-hour toll-free claims service

- 24-hour emergency roadside assistance
- 24-hour homeowner emergency repair service
- Outstanding customer service from a local office, or from Liberty Mutual's J.D. Powers and Associates-certified call centers.

To find out how much you can save, call 1-800-835-0894 or Click on www.libertymutual.com/andersen

**Office Depot**

Andersen Alumni Association has partnered with Office Depot to provide discounted savings on Office Depot Product Purchases.
http://www.officedepot.com/?cm_mmc=Affiliates-_-a8kTmEI8bEw-_-3-_-27778_1

**Pure Web Development**

Did you know that 84% of Americans have cell phones? Huge numbers now use mobile phones to get online instead of desktop computers and by 2012 smart phones are set to outpace sales of desktop computers. Currently all major American carriers are providing 3G and in some instances 4G connections at speeds up to 12Mbps.

The way we access the internet is evolving and it is vital that your web presence and the way you present your products/services/information online adjusts with it. Now is a perfect time to get your website into the hands of these new internet users or maybe just enhance it with a custom application for use on the iPhone or Android phones.

Contact us today and find out if your website is mobile ready and what it would take to get it there. Special pricing will be extended to all Andersen Alumni members!

Phone 404-921-0090 or email: sales@purewebdevelopment.com

# Social Media: Association's LinkedIn Group (Join) and Company (Follow) and Facebook Fan Page (Like)

Social Media is a great way for us to stay connected. To request the Association Status be added to your Linked in Profile click on the following URL to JOIN:
http://www.linkedin.com/e/gis/38306/6E0CB25BC94E
Additionally you can "FOLLOW" the Association by clicking on the following URL:
http://www.linkedin.com/company/andersen-alumni-association?trk=tabs_biz_home
To "JOIN" our new fan page simply click on the following:
http://www.facebook.com/pages/Andersen-Alumni/182112725168442