



Marple & Marple, CPA's

Holiday Greetings!

We would like to wish all of our clients and families the very best for this holiday season!

100 N. Fruitland, Suite C
Kennewick, WA 99336

Phone: (509) 586-4194
Fax: (509) 582-5091

www.marplecpa.com

Firm CPAs

Bob Marple
Steve Marple
Bob Marple Jr.
Kent Toyoda
Rosalie Willers

Staff Members

Teresa Kesler
Carol Guthrie
Nathan Marple
Ginette Houchin
Emily Hart
Tim McCall

Marple & Marple Sponsorship of CPE Seminar

Our firm is sponsoring a continuing education seminar for certified public accountants. We are proud to be involved in bringing Professor John Connors to the Tri-Cities for a one-day CPE seminar. Professor Connors has a law degree, a master's in taxation, has taught at the university level, and is also a CPA.



A late September afternoon at the beautiful Terra Blanca winery.

Photo by Bob Marple Jr.

Professor Connors has lectured all across the country including key speaking positions for national AICPA conventions and other tax institutes and seminars. He also writes a monthly newsletter solely for CPA practitioners and conducts a national consulting practice to assist CPA firms across the country.

Our firm has utilized Professor Connors' expertise on a number of technical issues over the last 10 years. We think a lot of Professor Connors and are very proud to help in bringing him to the Tri-Cities.

In addition to the seminar, Andy Perdue, editor-in-chief of Wine Press Northwest, will make a presentation on Washington wines following the conclusion of the seminar, for attending CPA's. Washington wines will also be sampled during Andy's presentation and we are excited to have Andy be a part of this event.

If you know of a CPA in public or private practice, please let them know about this event. More information is available by calling Bright Business Ideas LLC at 542-7806 or by e-mail at brightbusinessideas@gmail.com.



Tech Visionary Steve Jobs Passes Away by Bob Jr.

Steve Jobs was a brilliant person. He passed away this last October 5th and his legacy on earth will include the creation of several blockbuster products (among them the Mac, iPod, iPhone, and iPad). In addition, Mr. Jobs was directly responsible for major innovations in digitally created movies (think Pixar and Toy Story) and the complete revamping of the retail music business by Apple's creation of iTunes and online music sales.

If you have not picked up a copy of the special Business Week edition written entirely on Steve Jobs' life, I would highly recommend you do so. I have read it cover to cover twice and am totally amazed at his life.

There were definitely some odd things about Mr. Jobs. Early in his life he followed a special diet consisting of fruits, figs, and horseradish. He believed, as long as he stayed on this special diet, he did not need to bathe. His co-workers felt otherwise and also thought he was obnoxious and consequently he was put on the night shift.

His business success is unequalled. He was brought back in 1997 to lead Apple for the second time. He took over a company which was nearly bankrupt and for which no buyer could be found. Apple had over 1.0 billion in losses in the year Jobs took over and a market cap of about 3.0 billion. Apple's current market cap is now about 397 billion and Apple made 7.3 billion in its most recent quarter. If someone had \$10,000 invested in Apple in October of 1997, it would now be worth about \$950,000.

If anyone was wrong about Apple's ability to turn around, it was Michael Dell. Mr. Dell reported at a press conference (shortly after Mr. Jobs had taken over for the second time as CEO) that if he were running the company he would shut it down and return any cash leftover to the shareholders.

What a great man Steve Jobs was and what a legacy he has left. For some insight into Steve Jobs' life and his philosophy for living, view or read his 2005 Stanford Commencement Address.

2005 Stanford Commencement Address on You Tube

<http://www.youtube.com/watch?v=UF8uR6Z6KLC>

2005 Stanford Commencement Address Text

<http://news.stanford.edu/news/2005/june15/jobs-061505.html>

The Foundation for a Better Life

Every once and a while you come across something that is truly exceptional. The website www.values.com and the organization it represents (The Foundation for a Better Life) is a prime example.

The Foundation for a Better Life began as a simple idea to promote positive values. They believe that people are basically good and just need a reminder. And the values we live by are worth more when we pass them on.



Please check this website out and take a few minutes to watch some of the videos they made to promote positive values. This organization has aired these spots on prime time TV and they are a refreshing change to the dreaded 30-second spots found between our favorite programs.

Their inspirational TV spots can be found at the following link <http://www.values.com/inspirational-stories-tv-spots> and are well worth the view!

Bob Sr. Still Going Strong with Quite a History

Our firm founder has a lot of energy (he is his own version of the energizer bunny). Bob Sr. graduated from high school in 1946 and went to WSC (now Washington State University) graduating in 1950. He was drafted into the Army after graduating in 1950 and he went to Korea in 1951.

Bob Sr. indicated he may have had his timing off because he worked his way through college and then went to war. If he had done it the other way around, he would have been able to use the GI Bill to pay for college.

Bob Sr. said he went to Korea on a small ship and it took 21 days just to get to Japan. The rough winter seas brought sea sickness to most of those on the ship. It was an experience he did not want to repeat (and thought about enlisting to avoid the same small ship trip back home).



In Korea, he spent his first night in a pup tent and that night it snowed about two feet, making it tough to get out of his tent in the morning. Bob Sr. was part of the field artillery observation battalion that surveyed in the 38th parallel.

After returning home (and not by small ship) in 1952 Bob Sr. and Lee Ilah moved to the Tri-Cities to take a job with Niemi Holland & Scott CPA's.

The profession of CPA was almost not to be except for a music professor at WSC who insisted Bob Sr. sing as part of his class curriculum. (He was originally a music major, playing the saxophone and clarinet in big bands.) He did not sing and promptly changed his major to accounting.

In practice now for 58 years, he still works full time and plays golf at the Tri-City Country Club three days a week. Now that's some energy!



Some Photos by Bob Jr.



Russian Cathedral

This is a photo of inside the Cathedral on Spilled Blood located in St. Petersburg, Russia. This church was ransacked after the Russian Revolution and closed by the Russian government in the early 1930's. It opened again in 1997 after 27 years of restoration. Bob Jr., wife Sue Anne, daughter Katie, and family friend Darby Holt visited this church during a Baltic cruise.



Lampson Transi-Lift

This photo was taken of a Lampson Transi-Lift undergoing testing in the Port of Pasco.



Chinook Pass

It was a cool summer in the Tri-Cities. Does anyone remember a summer without a day over 100? This cool summer was experienced elsewhere in Washington State too. This picture of Chinook Pass was taken in late August with quite a bit of snow still on the ground.



Sagemoor Bacchus Vineyard

This photo was taken overlooking the Sagemoor Bacchus Vineyard with the Energy NW nuclear plant shown in the background. The nuclear plant had just restarted from a long maintenance outage.



2011 Tax Planning Tips

According to the Joint Committee on Taxation there are over 50 tax provisions that are going to expire this December 31st, 2011 (this is crazy!).

Despite the unnecessary complication (hint to Congress, both parties) there are tax planning tips you may take to save some taxes on your individual and business income tax returns prior to this yearend.

Yearend Business Tax Planning

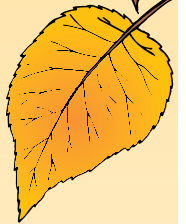
- Consider business equipment purchases prior to the end of this year (depreciation laws have never been more favorable and change 1/1/2012)
- Special rules apply to auto purchases. If you need a business auto, please see us for special tax planning using Bonus depreciation at 100% (changes 1/1/2012)
- Believe it or not some real property such as specific-use commercial buildings may be expensed in the year of purchase, subject to limits (changes 1/1/2012)
- Retirement plans may be setup for your business
- Employees pay only 4.2% of their wages for FICA tax during 2011. This also applies to self-employment income. You may want to consider taking income in 2011. (changes 1/1/2012)
- If you are a C or S corporation with prior C corporation earnings, consider paying this income out in dividends
- Review your S corporations and partnerships to ensure there is enough basis for losses

Yearend Individual Tax Planning

- Take the correct amount of Required Minimum Distribution (RMD) from all of your IRA and retirement plans (check with your plan trustees if you have multiple plans)
- Evaluate making Health Saving Account contributions if plans are already setup or if you are eligible to set a plan up
- Check with your investment advisor to see what your realized gains and losses are with your taxable investment accounts and discuss taking capital losses. Consider taking realized losses if you currently have net realized gains or net loss less than \$3,000
- Remember for stock sales of the same security, the general default rule for determining your tax basis is FIFO, but you can use specific identification (discuss with your investment advisor)
- Keep in mind your mutual funds held in taxable accounts may start to pass through capital gains to you at the end of the year as markets have somewhat improved
- Look at Roth IRA conversion
- If itemizing, consider making additional charitable donations prior to yearend
- The \$100,000 tax-free distribution to IRA's is slated to expire 12/31/11
- Energy conservation purchases may provide some tax credit
- Consider taking advantage of capital gain rates in 2011 or 2012 on items you have large capital gains in (consider AMT in these prospective sales)

Our firm has some excellent resources for tax planning if you have specific questions or want to run some analysis regarding a strategy with our tax planning software.





Last Chance CPE with a Twist

December 7th, 2011
(8 hours CPE) at Hilton Garden Inn, Kennewick WA
Featuring John Connors, J.D., C.P.A., LL.M.
& Complimentary Wine Tasting
*featuring Andy Perdue, Editor of Wine Press Northwest
(after conclusion of course)*

**For more information, or to register,
call (509) 542-7806 or
email: brightbusinessideas@gmail.com**

Technology & Services

Our firm is currently enhancing our firm and client data backup and will be using the Cloud (Amazon's S3, U.S. storage facilities only) for automated data backup, offsite. Our backups of your data will be made using encryption, passkeys, and passwords for data security protection.

Rosalie Willers and Bob Marple Jr. recently completed an update webinar outlining enhancements to the Profit Cents service we offer to our business clients. Profit Cents is a service that provides benchmarking of financial data allowing you to compare your business with industry averages and other similar businesses. Significant enhancements have been made to this service.

For a sample of a Profit Cents reports please go to our firm website www.marplecpa.com under downloads.

We continue to deploy our client portal service to allow our clients to securely transfer documents to us and to allow access (similar to online bank account access) to your documents you would like put into your portal.

We have our WebEx service up and running and are starting to meet with some clients via web conferencing. We are able to share any software screen displays we have with our clients on their video-equipped PC or tablet device.

Our firm has purchased and is evaluating a tablet PC, first choosing the Motorola Xoom product and our IT manager Tim McCall has been using the Apple tablet. (It looks like the Apple tablet has the edge). Please check with us if you would like to get an idea of some of the business applications we are using with tablets.



Photo by Bob Marple Jr.