



Mark, Rayven & Jacob

## Message from Mark

Thanks to all of my partners in success; and by partners I mean my wonderful clients and excellent staff and subcontractors. You are the reason for Raven Accounting Software Experts existence and I thank you for all of the blessings of the past year and look forward to breaking new ground with you in the up and coming year.

We had some massive growth last year; we doubled our customers and the number of full time consultants on staff; we began expanding on our custom programming and reporting offerings; we took on and certified ourselves in several new Sage Accpac product lines in order to serve your needs better; we expanded our remote support capability so we can assist you even more immediately; and, we implemented a new web and email based work order and invoicing system so you would have your invoicing more quickly and web access to your own login and account anytime you need it.

This year in a plan to serve your future needs better we will be working on expanding our custom software and reporting development to continue to enhance the usefulness of Sage Accpac and other Sage product lines. We will expand our online order system and begin to utilize the quoting, project management, task and procedure management features to make new projects more accurate. We will continue to attend training and education classes to keep up to date on changes in the industry and economy. Like all business we want to continue to grow. Both in the number of clients we service as well as adding more value to our existing client base without compromising the service you have come to expect from Raven.

Most exciting for Raven is that we are the primary dealer for a new software called iCentralize developed by a company called Consolidated Software. Raven will be

## What's in a Name?

**We are often asked where our name "RAVEN" came from.** When considering naming our company, we made a list of adjectives we hoped our customers would use to describe us and that would be conveyed by our name. **Wise, clever, skillful, smart** and **resourceful** were a few that kept coming up. I have always admired stories about Ravens and realized that they also fit our business description. Hence, the name and logo were born. So, each quarter we'll feature an interesting fact about Raven's that lent to the naming of our company.

Ravens and their smaller cousins crows are considered to be among the smartest birds. Not only can they untie knots, they can unzip zippers and unfasten Velcro. Ravens have a highly sophisticated language with hundreds of distinct sounds. They are highly social birds who mate for life and play complex games with each other.

## IN THIS ISSUE:

- **Message From Mark:**  
New Software
- **What's in a Name?**
- **Referrals Pay**
- **Three Entrepreneur  
New Year's  
Resolutions**
- **Saving Time in 2009**

## Referrals Pay!

Do you know of a company that is struggling with their accounting software, or not getting enough support with their current system?

Just let your fellow colleagues know that we are available to assist them and that we would be honored to have an opportunity to earn their business. Our customers get personal attention, prompt support and solutions that match their needs.

We can save the day and you can be a hero! There's a little something "extra" special in it for you too! Call us today to find out more about our exciting referral rewards program.

**CALL TODAY (780) 232-4966**



standing side by side with them at the next big Sage Insights conference in May of 2009 selling this fabulous software we helped to develop and test.

iCentralize software will assist us as dealers to manage the needs of our clients better. The really exciting thing is that this software will create a WEB BASED, up to the minute one stop shop diagnostic for all of your Sage Applications. This will help us problem solve issues remotely and on site more quickly and keep track of what modules you have installed and what version you currently run on each workstation. Together we can plan maintenance strategies and be more aware of new versions, fixes, and updates that will help to maximize your time. What adds even more value to our clients is the IT module that can purchase for their internal use. Diagnostic and audit tools and reports provide very granular IT information in almost no time for each workstation on a network. This application has been used to turn a 4-5 day IT audit for serial numbers, hard drive space, RAM, processor speed, etc into a real time report with a few clicks. This IT tool alone is proving invaluable to our users. The idea is to take a huge amount of information and put it in a useful format that we can use to make all of our jobs more effortless – AND to take all the credit for a job well done.

Thanks again for your continued support and I look forward to talking with you in the New year! *-Mark*

## Three Entrepreneur Resolutions for 2009

*Adapted from About.com by Scott Allen*

You know how it goes... you make a big ambitious list of New Year's resolutions, and by the end of January, most of them are blown. So this year, I'm keeping my list to something more manageable and, hopefully, attainable. I think they're a pretty good start for most entrepreneurs' lists.

**1. Focus.** So about those lists... how big is your to-do list? If I'm not careful, I find that mine ends up well into the double-digits, and then continues to grow. Pretty soon it's a "big pile of undoableness". The human brain is only capable of dealing with so much at once. Items that are placed repeatedly in your field of attention continue to use up brain cycles even when you're not focused on them. They become "open loops" and a constant distraction. Of course you have to have plans that spell out all the steps for a particular project, but your active field of attention should really only include the single next most important thing to do on each project, and your immediate attention should be no more than three to five items.

Want to see a huge boost in productivity this year? Try this: every day, make a list of the three most important things for you to accomplish that day, not counting any scheduled meetings. No more. If you get through those three, you can add more, but I promise you -- if you get three significant tasks accomplished consistently every day, you'll quickly start to feel improved progress.

**2. Delegate.** Get help. No matter how small your business is, you can get affordable or even free help with it. Hire an intern. Put your teenage child to work for a few hours a week. Or maybe you're ready for part-time or full-time employees.

*Read more about the Three Resolutions on our website.*



## Saving Time in 2009

As we look into 2009 we look at a block of time. We see 12 months, 52 weeks, 365 days, 8,760 hours, 525,600 minutes, 31,536,000 seconds. Are you making the most of your months, weeks, days, hours, minutes and even seconds! If not, the team at Raven is just a phone call away to make sure that your technology is working for you! And, there is always a wealth of new and updated useful information on our website that can help you maximize your system.

**The entire team at Raven wish you a very Happy New Year, and hope that you find 2009 to be both prosperous and profitable!**



685 Fountain Creek Point , Alberta Canada T8B 1C9  
780-232-4966 phone | 780-416-1050 fax | [www.RavenSoftware.ca](http://www.RavenSoftware.ca)