

The Advisor



Issue #5

Greetings

We are excited to announce that Dr. Douglas Ziegenfuss, Professor and Chair of the Accounting Department at Old Dominion University will be speaking at the June 18th HRFEF meeting on "The 2009 VBOA Mandatory Ethics Course for Virginia CPAs".

Based on the Virginia Board of Accountancy's (BOA) required outline for 2009, this course updates you on current ethical and regulatory developments, including current BOA disciplinary cases, firm registration requirements and peer review, unlicensed practice and the disciplinary process. Explore practical solutions to ethical dilemmas through case study analysis of everyday professional and social solutions encountered by CPAs. The Virginia Board of Accountancy (BOA) requires ALL Virginia CPAs to take two hours of ethics CPE every calendar year.

www.vscpa.com

Dr. Douglas Ziegenfuss

Dr. Douglas Ziegenfuss is Professor and Chair of the Accounting Department at ODU where he teaches auditing courses. Ziegenfuss has a BA in Philosophy/History from Mount Saint Mary's College, a MS in Accounting from American University, and a Ph.D. in Accounting from Virginia Commonwealth University. He is a CPA, CMA, CIA, CFE, CGFM, CISA, CCSA, CR.FA and CFFP.

Ziegenfuss currently serves on the Boards of the Tidewater Chapter IIA, ACFE, and is the Secretary of the Institute of Internal Auditor's Research Foundation.

Upcoming Events

2nd Annual HR Controllers/Management Accountants Conference on October 12-13th, 2009 at ODU.

RSVP

If you would like to attend the HRFEF meeting on Thursday June 18th, please email cowanj@donrichard.com by close of business June 12, 2009.

Time:

Registration: 7:30 AM - 7:45 AM

Lunch: 7:45 AM - 9:45 AM

Speaker will begin promptly at 7:45 AM

Cost: \$20 (Cash or Check only)

Location:

Holiday Inn Executive Center

5655 Greenwich Rd

Virginia Beach, VA 23462

This session offers 2 CPE credits

Meet Your DRA Team at Beach Bash 2009

Don Richard Associates will be an exhibitor at this years Hampton Roads Chamber of Commerce Beach Bash on June 11th.

Thursday, June 11th

4-8 PM

Neptune's Park

31st St and Oceanfront

Virginia Beach 23451

Ethical Business Issues - Are You Taking Your Responsibility Seriously?

by Jed Reay, www.ezinearticles.com

Today, businesses have a great deal of responsibility. They have a responsibility to their employees, to their customers and to their community as a whole. This is all a part of doing good business, but businesses must also deal with ethical business issues on a daily basis.

Ethical business issues cover a wide scope of areas. Ethical business must be practiced with employees, with customers and internally. For example, cooking the books, so to speak, is unethical. Not dealing fairly with employees is unethical as well, and there are numerous other ethical issues that employers face in the area of human resource management. Ethics must also be applied to sales and marketing tactics, to production of the product, to copyrights, and much more.

Some businesses face special ethical business issues. For instance, a lawyer cannot represent a client if he has already represented someone who has sued that particular client. It is unethical. A doctor may not give out medical information about a patient to anyone, as this is unethical - and against the law.

But in the general area of business, one more ascertain exactly what ethical business issues may arise, in their particular business, and develop a plan to avoid unethical business practices, or to handle those matters as they occur. For small business, this is a fairly easy task. However, for large corporations and such, it can be very complex, and this is why many large corporations actually have ethics officers. These officers make sure that the business is being operated, as a whole, in an ethical way, and they work to make sure that if this is not the case, that the problem is dealt with in a timely manner.

In the last decade, numerous ethical business issues have been in the news. The Enron scandal probably tops that list, but there have also been issues of employee privacy, in cases where the employer was watching them or monitoring phone calls or emails. There have been issues concerning blogs written by employees that employers find to be less than favorable, where employees are fired from their job for stating their personal opinion, on their personal blog, during their own personal time. The question begs to be answered, where does an employee's responsibility to his company begin, and his privacy and rights end?

In the online world of business, a whole new set of ethical business issues have cropped up. Whether your business is large or small, you have a responsibility to other cultures and nations. You must use care with your content, making sure that it is not offensive to any group. You must also use care with your coding, to ensure that your website will not damage your customers system. You must also not use underhanded tactics to collect email addresses, to overcharge customers, or to spam people in general. At the same time, all other traditional ethical business issues still apply. What are the ethical business issues that will arise with your particular business? It is important to figure this out now, and to devise a plan that ensure that you and your business are protected, without stepping on the rights or privacy of others.

