

AICPA conference

TECH+ The AICPA
Information
Technology Conference

AICPA TECH+ CONFERENCE

June 9 – June 11, 2008
Bellagio, Las Vegas, NV

Tuesday, June 10, 2008 • 9:10 a.m. - 10:00 a.m.



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Blogs, Podcasts & Social Networking: What They Mean To Practicing Accountants

► Did You Know? *

- Sometimes size does matter.
- The 25% of the population in China with the highest IQs is greater than the total population of North America.
- China will soon become the number one English-speaking country in the world.
- The United States is 20th in the world in broadband Internet penetration. (Luxembourg just passed us.)
- One out of every eight couples married in the United States last year met online.
- There are over 100 million registered users of MySpace (August 2006), and the average MySpace page is visited 30 times per day.
- We are living in exponential times.
- There are over 2.7 billion searches performed on Google each month.
- The number of text messages sent and received every day exceeds the population of the planet.
- There are about 540,000 words in the English language.
That's about five times as many as during Shakespeare's time.
- More than 3,000 new books are published daily.
- It's estimated that a week's worth of New York Times contains more information than a person was likely to come across in a lifetime in the 18th century.
- It's estimated that 40 exabytes (that's 4.0×10^{19}) of unique new information will be generated worldwide this year.
- The amount of new technical information is doubling every two years, and it's predicted to double every 72 hours by 2010.
- Third generation fiber optics has recently been separately tested by NEC and Alcatel that pushes 10 trillion bits per second down one strand of fiber.
- The fiber is already there, they're just improving the switches on the ends. Which means the marginal cost of these improvements is effectively \$0.

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new technical
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* Courtesy of Karl Fisch, Arapahoe High School, Littleton, Colorado Public Schools



The CPA Technology Advisor Productivity Survey – available at www.CPATechAdvisor.com/productivity (sponsored by Thomson Tax & Accounting)



Podcasts from The Intersection of Technology & Public Accounting available at www.CPATechAdvisor.com/intersection

► What Does It All Mean?

► Blogs

What?

- *All blogs are websites, but not all websites are blogs*
- The Oxford English Dictionary added the word “blog” in 2003 and defined it as “a frequently updated Web site consisting of personal observations, excerpts from other sources, etc., typically run by a single person and usually with hyperlinks to other sites; an online journal or diary.”

Web+log = blog

- A web page that serves as a publicly-accessible personal journal for an individual. Typically updated daily, blogs often reflect the personality of the author.
- What sets blogs apart from other online writing is their dynamic nature (as opposed to static Web pages) and their voice (style).
- Usually arranged chronologically.
- Often more “narrow” than “regular” websites.
- Created with blogging software that is (usually) free and requires no special technical skills.
- What about RSS and XML?

► Who?

- Demographics of Internet Users
(Do YOUR clients use the Internet?)
- Growth and adaptation of the “blogosphere”
- Some interesting statistics
 - Percentage of U.S. adults online
 - Internet users by income
 - Internet users by education
 - Internet users by age
 - Growth of the blogosphere
- Some more interesting statistics from PEW
 - Every day, 94 million Americans use the Internet
 - 27% of them have read blogs
 - 12% have posted comments or material on blogs
 - 9% of them have created a blog
 - 6 million get news and information via RSS
 - 62% of them don’t know what a blog is!
- Who are blog creators?
 - 57% are male
 - 48% are under the age of 30
 - 70% have broadband at home
 - 82% have been online for six years or more
 - 42% live in households earning over \$50,000
 - 39% have college or graduate degrees

- Blog search tools
 - www.Bloglines.com
 - www.Feedster.com
 - www.Technorati.com
 - www.BlogSearch.Google.com
 - www.blogsearchengine.com
 - www.cpapodcasts.com
- TheTechGap.com

► Why?

- Why would a CPA want to POST a blog?
 - Help publicize a firm
 - * Specialties
 - * Stake out "recognized expert" territory
 - * Share information quickly
 - * Client perception
 - * "Personal" flavor
- Why would you want to READ a blog?
 - Thousands of experts
 - * Estate planning
 - * Business valuation
 - * Technology
 - * Sarbanes-Oxley
 - It's "personal," not "institutional"
 - They're easier and more fun to read — tend to be "crisp" and are usually written in the first person
 - Variety of medium (text, audio, video)

► How?

- Choose a Hosting Service
 - Blogger (owned by Google)
 - TypePad (owned by SixApart)
 - MoveableType (owned by SixApart)
 - VOX – (owned by SixApart)
 - LiveJournal (owned by SixApart)
 - WordPress (Community supported – former MoveableType people)
- BlogWrite for CEOs – Debbie Weil
 - Go to your passion!
 - SHORT is good!
 - Frequent is good, too!
 - Minimum once a week; 3 or 4 times is better!
 - Write as you speak; avoid over polishing
 - Use correct grammar and syntax
 - Organize — be respectful of your readers' time
 - Include contact information

► Podcasts

- An audio file (MP3) on the Internet
- Distributed automatically when "subscribed"

■ NOTES:

- For playback on portable media players
- Can mean either the content or the method
- The host or author is often called a podcaster Is a \ combination of the name of Apple's portable music player, the iPod, and broadcast
- Some podcasters' websites also offer direct download or listening

► **Intersection LIVE from *The CPA Technology Advisor***

- Tech2Go
- SBC2Go
- IBI2Go
- DMA2Go

► **Social Networks**

- Institute for Corporate Productivity found that 65% of businesses are connected to a social network such as:
 - Plaxo
 - LinkedIn
 - Facebook
 - MySpace
 - Orkut / Mebo / Etc. etc. etc. etc. etc.
- Plaxo – an online address book
 - Provides automatic updating of contact information. Information is stored on Plaxo's servers. When edited by the user, the changes appear in the address books of all those who listed that account in their own books.
 - Plug-ins for Outlook.
 - Can be maintained through an online version.
- LinkedIn
 - Business oriented social networking
 - 3.5 million visits per month
 - Growing at 485% annually
 - Currently > 20 million registered users

■ NOTES: