

DAA Bulletin

Wine Announcement

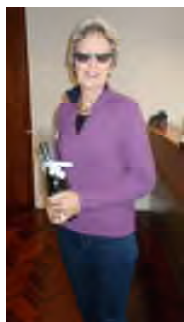
Congratulations **Vicki Barker** of Pearl Emphasis Limited you are this month's winner of DAA's monthly special wine draw! To be in to win next month simply pay any invoice within 10 days of the date issued, it's that simple! **Bonus: There will be two additional draws in December for some great consolation prizes!**



DODD AND ASSOCIATES LTD
CHARTERED ACCOUNTANTS

October's DAA Wine Winner

Congratulations again to last month's winner Elizabeth! Hope you enjoyed your bottle of wine.



A Word About Signage - Winston Marsh

It's a hoary old saying but its true... if they can't find you they can't do business with you. And that of course applies to businesses that need to be found whether it be on the web or physically.

Let's talk about people finding you physically.

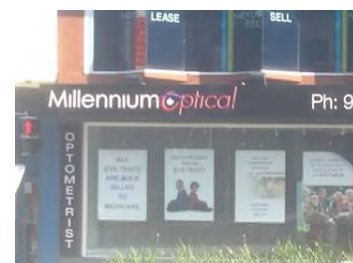
If your business hopes to attract attention from people walking or driving past then it's essential that your external signage be seen easily and stand out from the background. You only have a few seconds for people to find you. That means you choose the colours, the font style and the size of your signage very, very carefully.

I noticed an excellent example of how not to do it the other day when I pulled up at some traffic lights and happened to see that a new business had opened on the corner.

In the first photo which is taken from across the road, the place where you might expect to first notice signage, you can see that the sign is very hard to read. Particularly the word in red italics on the black background. Notice however that the word in white on the black background is fairly easily discernible.



In the second picture which is very much closer, you can now make out that the word in the red font is readable, but only just. Obviously the red on the dark background is very hard to read.



When creating signage the things to take into account if you're hoping to get people to notice are:

1. Choose the fonts very carefully... generally serif style fonts (like Times Roman) are much more readable than sans serif fonts (although Helvetica is reasonably acceptable).
2. Fancy fonts (like Old English) or in italics are hard to read. Only use them if you must.
3. It is always better to have dark characters on a light background.
4. It's best to have the sign reveal what you do rather than display your company name. For example, 'Butcher' is far better than 'Smith & Son'.
5. Signs all in uppercase are very hard to read. Either capitalise the first letter of each word or use traditional capitalisation (where the beginning of a sentence or proper nouns are capitalised).
6. Less is more! Limit the words in your sign to the smallest number possible and make them as large as possible. Signs that cannot be seen are a waste of time.

Who Holds Security Over You?

Did you know that people can register a security interest against you and you may not necessarily be aware of it? It happens frequently and more people are getting caught out when they sell an asset or go to borrow funds. Depending upon the security interests registered it could stop you getting funds altogether.

If you are not sure who holds a security interest over you we can help you here at DAA. For a small cost of \$10 plus GST per entity/person we can do search of the registers and give you a written report on securities registered. If you wish to receive such a report please get in contact with Kate and she will organise on your behalf.

New Chinese Bank in New Zealand

The Reserve Bank of New Zealand has announced that BOC (NZ) Limited will be registered as a bank in New Zealand with effect from 21st November. Bank Of China (New Zealand) Limited is a fully-owned subsidiary of Bank of China.

This is the third Chinese Bank that has gained an operation permit from the Reserve Bank of New Zealand. The first one was ICBC New Zealand which was registered in November 2013. The bank offers an extensive range of financial products and services including account management, remittance, international settlement, trade finance, mortgages etc. Following on from the incorporation of ICBC NZ, the second Chinese bank launched in NZ in March 2013 was the Industrial and Commercial Bank of China (New Zealand) Ltd (CCB NZ).

For anyone who trades and invests between NZ and China, it will no doubt ease the business between these two countries.

How to Complain About a Colleague

1. Identify the specific issues you have with / about the person
2. Actively try to resolve them before approaching your boss
3. Note the reactions to your attempts to resolve the problems
4. Make a time to see your boss to discuss the issues
5. Ensure you are calm before and during the meeting
6. Don't try and lay blame – just set out the issues, how you feel, your resolution attempts and the other person's responses.
7. Ask for intervention from either your boss or an external mediator
8. Thank your boss for their time.

And of course, if you are the boss, these suggestions could be provided to any employees you feel are facing conflict in the workforce to encourage them to seek help before the situation escalates and you lose a valuable employee.

Corporate Challenge

Congratulations to the DAA team along with a couple of friends for completing the 5K Corporate Challenge around Hagley Park. Despite the torrential rain everyone finished with some great times on the board. Be sure to join us next year as we look to make this an annual event!



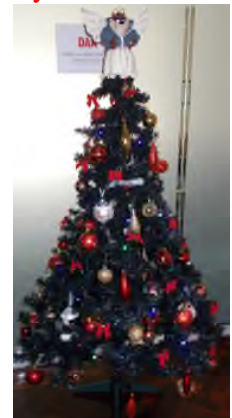
Exciting Development

Excitement is building around our office as we put the finishing touches on a top secret new project. Keep your eyes peeled on DAA at the beginning of 2015 as we launch something that is completely unique to our industry!

Christmas Hours

The Christmas Tree is up and the countdown is on! With only 20 or so working days left in 2014 now is the time to be contacting us if you have any pressing matters that need attending to.

Our office will be closing on December 23rd this year and reopening on 6th January 2015.



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