

Having trouble viewing this email? [Click here](#)



Quarterly Newsletter

Issue 4 | Fall/Winter 2017

Welcome to the Inside Swenson newsletter. Our goal in producing this quarterly newsletter is to keep our employees, clients, and network informed and involved with key developments at our Firm. We hope you enjoy this periodic publication.

[Visit Our Website](#)

Newsworthy

Swenson Thought Leadership on Lease Accounting Featured in the Journal of Accountancy

Swenson and Cresa co-authored the [Practical Considerations for Lease Accounting](#) article in the Journal of Accountancy November issue to help companies with real estate leases implement the new lease accounting standards going into effect next year.

The two firms have developed an "end-to-end" solution called AccountLease™ to help public and private companies tackle the new rules; including General Finance Corporation in connection with their recent SAB 74 disclosures now required on the topic in the applicable SEC Forms 10-K and 10-Q.

[More About AccountLease](#)

Newsworthy

10th Annual Hot Topics Seminar

Swenson hosted its 10th Annual Hot Topics Seminar on October 4, 2017. The three hour event was filled with today's hottest topics from artificial intelligence to business intelligence to the new accounting standards (lease accounting and revenue recognition). The seminar concluded with an informative and inspiring



discussion by San Diego's leading homeless advocate, Dan Shea.

[Click Here for a Copy of Hot Topics Presentations](#)



Client Spotlight

George G. Glenner Alzheimer's Family Center, Inc.

In October, Swenson was pleased to be a sponsor of Glenner's 35th Anniversary Celebration at their "Back to the Future" celebration.

We are proud to have Glenner as a client and support their mission of providing high-quality adult day care and support services of families affected by Alzheimer's and other forms of memory impairment diseases. Glenner under the leadership of Scott Tarde (CEO) and Fernando Moscoso (CFO), provide quality adult day care programs, family support, case management, crisis intervention, family and community education, advocacy, information and referrals.



In 2018, Glenner will be opening in Chula Vista, California the TOWN SQUARE, a one-of-a-kind experience featuring unique, indoor, interactive, simulated urban environment utilizing Reminiscence Therapy.

[More About the George G. Glenner Alzheimer's Family Center, Inc.](#)

Swenson Silhouette

Sarah Austin

Sarah Austin was born in the beautiful "Peach State" - Georgia. Her family moved to San Diego, California when she was at the young age of 2 years old. After Sarah completed her K-12 education at Santa Fe Christian School, she was off to Cal State San Marcos to complete her degree in sociology with an emphasis on youth and families. Sarah is thankful for all the love and encouragement she received from her parents throughout her entire education.



Always having a heart for helping others in need, Sarah and her Dad ventured out to begin the Swenson Children's Foundation in 2015. The Foundation's faith-based focus includes supporting men, women and children in need of food, clothing and other daily essentials. In Sarah's free time she loves to be with her husband, Josh and their dog, Brie. Whether it's playing with their energetic and precious twin niece and nephew, Anastasia and Raul Jr., going for a walk along the beach or planning their next big road trip across the US; Sarah is so grateful God blessed her with Josh. He has given her endless support and love in every chapter of their relationship, and now marriage, and is looking forward to what the Lord has in store for them in 2018!

[More About the Swenson Children's Foundation](#)

Southern California Fires **Karen White's Acts of Kindness**

We are thankful that Swenson family and friends remained safe during the recent fires that affected the Murrieta, Fallbrook and Southern California areas.

We are also thankful for people like Karen White who took in a displaced family and assisted others in finding safe shelters while evacuated. Thank you Karen and first responders for your hard work and dedication to our community.

CFO STUDY GROUP

January 24, 2018 | 11:30am-1:30pm
University Club Atop Symphony Tower (San Diego)

Office of the CEO as a Profit Center

Mark Neilson, Founder
Accretive of San Diego

Mark will help Finance execs see some different perspectives on how to go about getting better financial performance from their operations by how they might look at Revenue analysis, Operating Expenses and how Management spends its TIME. The luncheon will emphasize that the CFO can and SHOULD leverage the finance team as a profit center not an overhead center.

The role of the CFO is often a mysterious one even amongst CFOs themselves who are not always sure what they should or could be doing. The blocking & tackling functions of the office of the CFO are not optional, but many CFOs today cling tightly to the comfort zone of the CAO role leaving little room for the more value-added opportunities.

Join us to learn more!!
RSVP@SwensonAdvisors.com

[More About CFO Study Group](#)

Members of

STAY CONNECTED:



Swenson Advisors, LLP, 600 B Street, Suite 1400, San Diego, CA, CA 92101

[SafeUnsubscribe™ {recipient's email}](#)

[Forward this email](#) | [Update Profile](#) | [About our service provider](#)

Sent by rsvp@swensonadvisors.com in collaboration with



Try it free today