



**California Society  
of Tax Consultants**

**CSTC President's Report:**

**November 2020:**

We are experiencing the thrill of change!

We have made huge leaps forward with our new-found tech friend Zoom.

**OUR CSTC MISSION STATEMENT:**

Advance professionalism within the tax industry by:

- Providing quality education
- Creating networking opportunities
- Advocating professional standards

**NEW REGIONAL DIRECTORS ARE CONTINUING TO MAKE IT HAPPEN. THANK YOU!**

We applaud you and support you.

**WE HAVE 40 NEW MEMBERS SINCE THE BOARD LAST MET!**

**THANK YOU TO OUR EXECUTIVE DIRECTOR AND HER TEAM:**

Thanks to Jenn Baker and her management team that has led us through this pandemic. They have helped us see and understand the value of technology and its ability to allow us to stay connected to our members and future members as well as expand our geographic reach. They have saved us from the need to figure it all out on our own. Jenn has been key in learning the online education platform and teaching us how to use it to carry out our mission.

We were given a CSTC Leaders online training on how to use Zoom successfully. We were shown how to be comfortable with Zoom and its functions. New tech can be scary, but Jenn made it understandable with nothing to fear.

Thank you, Jenn and thank you to your team!

**COVID-19 AND ON LINE EDUCATION - UPDATE:**

Online education has been fantastic! The vast majority of class attendees are very happy with the quality and convenience of online education.

Our Speaker's Bureau is up and running and expanding.

As long as we use the Pre-event planning input forms, the Post-event reporting is automatic and handled by the Society office with little or no involvement with chapter leaders.

## **CHAPTER VISITS AND TEACHING**

If you have not scheduled me for a visit this year, there is still time. For 2021, all chapters should try to get most of their speakers, including me, scheduled by the end of December. I suggest you use the "Meeting Planning Guide" available in the Virtual Chapter Meeting Resources section of the website.

## **SOCIAL & SOCIAL MEDIA**

Here is my continued plea to please encourage everyone to visit our social media channels regularly on Facebook, Instagram, and LinkedIn, to figure out how to post to or comment on or to SHARE the contents.

**Please lets each take advantage of the social media platforms that we have.** Especially as leaders, become familiar with the platforms and learn how they can help CSTC. It takes some time, but we all believe it is a way to get our name out and gain new members.

CSTC is a great resource for education, answers, and friends. I am glad we stand together in our quest to be better professionals and to serve our clients better. Volunteering is the best thing in the world. Volunteering heals the soul and allows us to learn from each other. I LOVE working together with all of you!



Thank you for all your service!

I am glad to be serving with you, my friends.

Gary A. Quackenbush,

2020/21 CSTC President.