



Congratulations to the 2004 HSCPA Scholarship Recipients!



Andrew Kamikawa - Andrew is an Accounting major attending Chaminade University. His desire is

to become a CPA and eventually start his own business. Andrew's extracurricular activities include being an active member of the Chaminade Rotaract Business Clubs, co-captain of the NCAA Division II Cross Country Team, and a Volunteer Legal Services Hawaii Tax Aide. He is currently employed at the Running Room Hawaii.

Christine Mounthongdy—Christine is pursuing a double major in Accounting and Finance at the University of



Hawaii-Manoa. Her extracurricular activities include being a member on the Business Night Committee, Beta Gamma Sigma Honor Society, Golden Key Honor Society, and the Accounting Club. After graduating

in May of 2004, Christine plans on pursuing a dual degree in the Juris Doctorate Program and Master's in Business Administration Program at the University of Hawaii. In her spare time, Christine enjoys spending time with her friends and family, traveling, going to the beach, hiking, and shopping.



Lai leng Yee - Lai leng was born in Macau and moved to Hawaii in 1996 to pursue her

dreams of a better life in America. She is a senior pursuing a Bachelor of Business Administration in Accounting with a minor in Speech. Lai leng is a part-time student assistant at the UH School of Accountancy. To expand networking opportunities, Lai leng is a member of the Speech Communication Society, Japanese Cultural Club, Society of Human Resource Management, Accounting Club, Golden Key, and S-Cubed (a community service social club within Student Support Service). She believes that accounting with

integrity brings fairness in the business world. Her goal is to continue in the UH MAcc program and concentrate on Communications or Government in Accounting and prepare for the CPA exam.

Jackson Yeh -



Jackson is a senior at the University of Hawaii-Manoa double-majoring in Accounting and Finance. He has completed tax internships and is interested in an audit internship before graduating. Jackson is the president of the Accounting Club and an active member of the Financial Management Association and Golden Key Honor Society at the UH. He is currently employed as a tax intern at Matsuno, Fukuya & Co., CPAs and teaching students at Kyoiku Juku, Ltd. In his spare time, Jackson enjoys basketball, hiking, martial arts and traveling. His goals are to pass all his classes, travel to another country, and to run the Honolulu Marathon.

Inside Story Headline

This story can fit 150-200 words.

One benefit of using your newsletter as a promotional tool is that you can reuse content from other marketing materials, such as press releases, market studies, and reports.

While your main goal of dis-



Caption describing picture or graphic.

tributing a newsletter might be to sell your product or service, the key to a successful newsletter is making it useful to your readers.

A great way to add useful content to your newsletter is to develop and write your own articles, or include a calendar of upcoming events or a special offer that promotes a new product.

You can also research articles or find "filler" articles by accessing the World Wide Web. You can write about a variety of topics but try to

keep your articles short.

Much of the content you put in your newsletter can also be used for your Web site. Microsoft Publisher offers a simple way to convert your newsletter to a Web publication. So, when you're finished writing your newsletter, convert it to a Web site and post it.

Inside Story Headline

"To catch the reader's attention, place an interesting sentence or quote from the story here."

This story can fit 100-150 words.

The subject matter that appears in newsletters is virtually endless. You can include stories that focus on current technologies or innovations in your field.

You may also want to note business or economic trends, or make predictions

for your customers or clients.

If the newsletter is distributed internally, you might comment upon new procedures or improvements to the business. Sales figures or earnings will show how your business is growing.

Some newsletters include a column that is updated every issue, for instance, an advice

column, a book review, a letter from the president, or an editorial. You can also profile new employees or top customers or vendors.

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Selecting pictures or graphics is an important part of adding content to your newsletter.

Think about your article and ask yourself if the picture supports or enhances the message you're trying to convey. Avoid selecting images that appear to be out of context.

Microsoft Publisher includes

thousands of clip art images from which you can choose and import into your newsletter. There are also several tools you can use to draw shapes and symbols.

Once you have chosen an image, place it close to the article. Be sure to place the caption

of the image near the image.

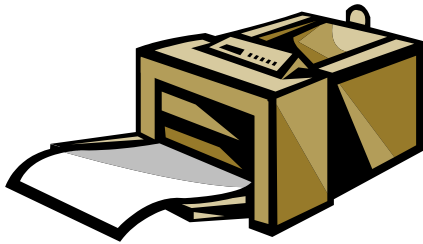


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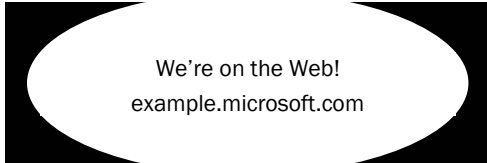


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Business Name

Primary Business Address
Your Address Line 2
Your Address Line 3
Your Address Line 4

Phone: 555-555-5555
Fax: 555-555-5555
Email: xyz@microsoft.com



Your business tag line here.

This would be a good place to insert a short paragraph about your organization. It might include the purpose of the organization, its mission, founding date, and a brief history. You could also include a brief list of the types of products, services, or programs your organization offers, the geographic area covered (for example, western U.S. or European markets), and a profile of the types of customers or members served.

It would also be useful to include a contact name for readers who want more information about the organization.

Back Page Story Headline

This story can fit 175-225 words.

If your newsletter is folded and mailed, this story will appear on the back. So, it's a good idea to make it easy to read at a glance.

A question and answer session is a good way to quickly capture the attention of readers. You can either compile questions that you've received since the last edition or you can summarize some generic questions that are frequently asked about your organization.

A listing of names and titles of managers in your organization is a good way to

give your newsletter a personal touch. If your organization is small, you may want to list the names of all employees.

If you have any prices of standard products or ser-

vices, you can include a listing of those here. You may want to refer your readers to any other forms of communication that you've created for your organization.

You can also use this space to remind readers to mark their calendars for a regular event, such as a breakfast meeting for vendors every third Tuesday of the month, or a biannual charity auction.

If space is available, this is a good place to insert a clip art image or some other graphic.



Caption describing picture or graphic.