

2016 Blog Article Calendar										Social Shares				
Publish Date	#	Segment	Author	Source	Topic	Video Intro	Sent to Prospect Personas	Included in Checkpoint Newsletter	FB	LI	Tw	G+	Published in Print/Online	Published on LinkedIn
Q1														
1/12/2016		Tax		Checkpoint	Good News: IRS Extends ACA Filing Deadlines				yes	yes	yes	yes		N/A
1/18/2016		Payroll		Checkpoint	Save Time and Money with Pay-As-You-Go Workers' Compensation				yes	yes	yes	yes		N/A
1/18/2016		Manufacturing	GW - Gary Jackson	Ingenuity	Manufacturing Now: Has the Road Changed for Manufacturing?			3/17/2016	yes	yes	yes	yes		3/8/16 GJ LinkedIn
1/22/2016		Tax		Checkpoint	New Law Extends and Enhances Numerous Tax Breaks				yes	yes	yes	yes		N/A
2/7/2016		Auto Dealerships	GW - Banks Woodward	Ingenuity	Increasing Cash Flow with Lines of Credit			3/17/2016	yes	yes	yes	yes		removed from BW
2/17/2016		Manufacturing	GW - Gary Jackson	Ingenuity	In-Between Waves of Growth in Manufacturing			4/14/2016	yes	yes	yes	yes		3/14/16 GJ LinkedIn
2/18/2016		Payroll		Checkpoint	IRS Moves to Head Off Payroll Deposit Issues				yes	yes	yes	yes		N/A
2/18/2016		Small Business		Checkpoint	10 Tips to Prevent Employee Theft				yes	yes	yes	yes		N/A
2/18/2016		Payroll		Checkpoint	Don't Be Snowed Under by Payroll Rules				yes	yes	yes	yes		N/A
2/29/2016	2	Auto Dealerships	GW - Scott Bates	Ingenuity	Whitepaper: Using Debt to Increase Cash Flow	Scott Bates - 11/29	6/2/2016		yes	yes	yes	yes	Pitching to NIADA	
2/29/2016		Auto Dealerships	GW - Banks Woodward	Ingenuity	Auto Dealers Can Fill Gaps Between Inventory and Collections with Smart Debt Management			4/14/2016	yes	yes	yes	yes	Pitching to NIADA	removed from BW
3/1/2016		Restaurants	GW - Scott Bates	Ingenuity	Protect Your Restaurant from Employee Embezzlement			3/17/2016	yes	yes	yes	yes		3/8/16 - SB LinkedIn
3/4/2016	3	Manufacturing	GW - Gary Jackson	Ingenuity	Whitepaper: Has the Tide Changed for Manufacturing		6/2/2016		yes	yes	yes	yes	Pitching to DMN	
3/4/2016		Manufacturing	GW - Gary Jackson	Ingenuity	Strategic Planning for Manufacturing Tomorrow			5/12/2016	yes	yes	yes	yes		3/30/16 GJ LinkedIn
3/7/2016	1	Restaurants	GW - Scott Bates	Ingenuity	Whitepaper: Protecting Your Restaurant from Employee Embezzlement	Scott Bates - 11/29	6/7/2016		yes	yes	yes	yes		
3/7/2016		Restaurants	GW - Scott Bates	Ingenuity	The Most Common Types of Restaurant Theft			4/14/2016	yes	yes	yes	yes		3/14/16 SB LinkedIn
3/10/2016		Manufacturing		Checkpoint	PATH Act Combines Three Tax Breaks on Manufacturing Equipment			3/17/2016	yes	yes	yes	yes	N/A	N/A
3/14/2016		Audit		Checkpoint	A Brave New World in Lease Accounting			3/17/2016	yes	yes	yes	yes	N/A	N/A
3/17/2016		Tax		Checkpoint	Get More Bang for Your Buck with Tax-Favored Employee Benefits			3/17/2016	yes	yes	yes	yes	N/A	N/A
3/18/2016		Tax		Checkpoint	Could Your Business Benefit from the Work Opportunity Tax Credit			3/17/2016	yes	yes	yes	yes	N/A	N/A
3/28/2016		Tax	Beth Smith	In House	Considering a Change in Accounting Method? Form 3115 Updates			4/14/2016	yes	yes	yes	yes	N/A	N/A
Q2														
4/6/2016		Audit	Beth Smith	In House	Guide to Financial Statement Assurance Services			4/14/2016	yes	yes	yes	yes	N/A	N/A
4/7/2016		Tax		Checkpoint	Is the IRS Targeting Partnerships?			4/14/2016	yes	yes	yes	yes	N/A	N/A
4/7/2016	4	Payroll	GW - Scott Bates	Ingenuity	Whitepaper: Benefits of Outsourcing Payroll		6/28/2016		yes	yes	yes	yes	Pitching to Ft Worth Business Press	
4/8/2016		Payroll	GW - Scott Bates	Ingenuity	Outsourcing Payroll Administration and Compliance			4/14/2016	yes	yes	yes	yes		4/14/16 SB LinkedIn
4/11/2016		Manufacturing		Checkpoint	Despite Strides, More Effort Is Needed to Attract Women to Manufacturing			4/14/2016	yes	yes	yes	yes	N/A	N/A
4/13/2016		Benefit Plan Audits	Beth Smith	In House	Guide to Employee Benefit Plans Financial Statement Audits				yes	yes	yes	yes	N/A	N/A
4/18/2016		Payroll	GW - Scott Bates	Ingenuity	Things to Ask your CPA about Payroll Outsourcing			5/12/2016	yes	yes	yes	yes		6/8/16 SB LinkedIn
4/19/2016	6	Restaurants	GW - Scott Bates	Ingenuity	Whitepaper: Tools to Increase Efficiency and Effectiveness in the Restaurant Business		7/12/2016		yes	yes	yes	yes	Pitching to Ft Worth Business Press	
4/20/2016		Benefit Plan Audits	Beth Smith	In House	A Guide to Selecting and Hiring an Employee Benefit Plan Auditor				yes	yes	yes	yes	N/A	N/A
4/22/2016		Auto Dealerships	GW - Mike Rizkal	Ingenuity	Changing the Mindset for Customer Service in BHPH			5/12/2016	yes	yes	yes	yes		4/25/16 MR LinkedIn
4/25/2016	5	Auto Dealerships	GW - Mike Rizkal	Ingenuity	Whitepaper: Evaluating Customer Service Strategies from a Business Standpoint	Mike Rizkal - 12/8	7/13/2016		yes	yes	yes	yes	September Issue: NIADA Magazine	
4/25/2016		Restaurants	GW - Scott Bates	Ingenuity	Key Measurements to Turn up the Heat on Restaurant Efficiency			5/12/2016	yes	yes	yes	yes		6/14/16 SB LinkedIn
4/26/2016		Tax		Checkpoint	The Latest Tax Developments for Partnerships			4/28/2016	yes	yes	yes	yes		N/A
4/27/2016		Tax		Checkpoint	What You Need to Know About the Alternative Minimum Tax			4/28/2016	yes	yes	yes	yes		N/A
5/2/2016		DCEO Audit/General	GW - Mike Rizkal	Ingenuity	DCEO Accounting Roundtable Q&A			5/12/2016	yes	yes	yes	yes	DCEO May Issue	N/A
5/3/2016		Payroll	GW - Scott Bates	Ingenuity	Outsourced Payroll Onboarding: Build in time for transition and results			5/26/2016	yes	yes	yes	yes		6/23/16 SB LinkedIn
5/6/2016		Business Services	Beth Smith	In House	Selecting a Small Business Legal Structure				yes	yes	yes	yes		N/A
5/9/2016		Business Services	Beth Smith	In House	Guide to Acquiring Startup Financing for Small Businesses				yes	yes	yes	yes		N/A
5/10/2016		Auto Dealerships	GW - Mike Rizkal	Ingenuity	Invest in Better BHPH Tools to Increase Customer Service Levels in Dealerships			6/9/2016	yes	yes	yes	yes		6/14/16 MR LinkedIn
5/12/2016		Restaurants	GW - Scott Bates	Ingenuity	Policies and benchmarking drive consistency			6/9/2016	yes	yes	yes	yes		6/27/16 SB LinkedIn
5/16/2016		Business Services	Beth Smith	In House	Small Business Quarterly Pulsecheck				yes	yes	yes	yes		N/A
5/18/2016		Healthcare		Checkpoint	Working with Medical Debt Collection Firms			5/12/2016	yes	yes	yes	yes		N/A
5/19/2016		Auto Dealerships		Checkpoint	Dealers Beware: The FTC Is on the Warpath Over Auto Sales Advertising Regulation			5/12/2016	yes	yes	yes	yes		N/A
5/23/2016	7	Benefit Plan Audits	GW - Mike Rizkal	Ingenuity	Choose Your Auditor Carefully for Employee Benefit Plans		7/19/2016		yes	yes	yes	yes		
5/23/2016		Restaurants	GW - Scott Bates	Ingenuity	Roadblocks to an Efficient Restaurant			7/7/2016	yes	yes	yes	yes		7/12/16 SB LinkedIn
5/25/2016		Payroll		Checkpoint	Shining the Spotlight on Payroll Record Retention			5/12/2016	yes	yes	yes	yes		N/A
5/27/2016		Benefit Plan Audits		Checkpoint	Coping with Language Barriers			5/12/2016	yes	yes	yes	yes		N/A
5/31/2016		Auto Dealerships	GW - Mike Rizkal	Ingenuity	Preparing for BHPH Bad Customers			7/7/2016	yes	yes	yes	yes		6/23/16 MR LinkedIn
6/2/2016		Real Estate		Checkpoint	Builder's Risk Insurance: What You Need to Know			5/12/2016	yes	yes	yes	yes		N/A
6/6/2016		Benefit Plan Audits	GW - Mike Rizkal	Ingenuity	Choose Your Auditor Carefully for Employee Benefit Plans			6/9/2016	yes	yes	yes	yes		6/8/2016 MR LinkedIn
6/7/2016		Manufacturing		Checkpoint	Efficient Production Lines			5/12/2016	yes	yes	yes	yes		N/A
6/9/2016		Business Services	Beth Smith	In House	Small Business Recordkeeping				yes	yes	yes	yes		N/A
6/13/2016		Tax		Checkpoint	A Strategic Plan Should Also Include a Succession Plan			6/9/2016	yes	yes	yes	yes		N/A
6/16/2016		Benefit Plan Audits	GW - Mike Rizkal	Ingenuity	Selecting a Quality Auditor for a 401k Plan Audit			6/23/2016	yes	yes	yes	yes		6/28/16 MR LinkedIn
6/17/2016		Manufacturing		Checkpoint	Enhanced MEP Program May Offer More Help to Your Business			6/23/2016	yes	yes	yes	yes		
6/20/2016		Benefit Plan Audits		Checkpoint	Minimize FMLA Abuse			6/9/2016	yes	yes	yes	yes		N/A
6/20/2016	8	Professional Services	GW - Mike Rizkal	Ingenuity	Whitepaper: Key KPIs and Questions to ask as a Prof. Serv. Firm	Mike Rizkal - 12/8	7/20/2016		yes	yes	yes	yes	DCEO Magazine	
6/21/2016		Tax Updates		Checkpoint	Federal Tax News			6/23/2016	yes	yes	yes	yes		
6/22/2016		Timely Updates		Checkpoint	Heavy Vehicle Purchases Offer Significant Business Tax Breaks...For Now			6/23/2016	yes	yes	yes	yes		
6/24/2016		Construction		Checkpoint	Seven PATH Act Tax Breaks for Contractors				yes	yes	yes	yes		

11/5/2016	Audit	GW - Mike Rizkal	Ingenuity	What Can Business Owners Expect for Follow-up After an Audit or Review?			12/22/2016			
11/6/2016	Tax		Checkpoint	Managing the Ups and Downs of Seasonal Businesses						
11/7/2016	Tax		Checkpoint	Being Green Is Becoming Increasingly Status Quo						
11/7/2016	Tax		Checkpoint	IRS Issues New Regs on Allocating Debt to Partners and LLC Members						
12/12/2016	13 Tax	GW - Gary Jackson	Ingenuity	Business Taxes: Prepare for Uncertainty and Certainly Prepare						
11/14/2016	Tax	GW - Gary Jackson	Ingenuity	What are the best 2016 business deductions?			12/22/2016			12/12/16 GJ LinkedIn
11/28/2016	Tax	GW - Gary Jackson	Ingenuity	Which employee benefits offer 2016 tax savings?						12/13/16 GJ LinkedIn
12/12/2016	Tax	GW - Gary Jackson	Ingenuity	Which tax credits apply to my business in 2016?						12/14/16 GJ LinkedIn
11/11/2016	14 Auto Dealerships	GW - Scott Bates	Ingenuity	How to Compete in Today's Market: Sub Prime Loans, Internet Banking, and Credit Unions						Pitching to NIADA
11/11/2016	Auto Dealerships	GW - Scott Bates	Ingenuity	BHPH Auto Financing Trends						
11/17/2016	Payroll	Scott Bates	Webinar	Webinar: Don't Let ACA Reporting Catch You Off Guard			12/22/2016			
11/28/2016	Auto Dealerships	GW - Scott Bates	Ingenuity	A Focus on BHPH Business Model						
11/29/2016	Tax	BKR	BKR	Changes to Compensation Return Due Dates						
12/12/2016	Auto Dealerships	GW - Scott Bates	Ingenuity	Traditional BHPH Income Opportunities						
12/12/2016	15 Healthcare	GW - Scott Bates	Ingenuity	Investments to Help Your Health Care Practice Thrive						Online - Medical Economics
12/12/2016	Healthcare	GW - Scott Bates	Ingenuity	What defines a great patient experience?			12/22/2016			
12/13/2016	Construction		Checkpoint	Being Green Is Becoming Increasingly Status Quo			12/22/2016			
12/14/2016	Manufacturing		Checkpoint	Clouds over Manufacturing Appear to be Clearing			12/22/2016			
12/16/2016	Manufacturing		Checkpoint	The Brilliant Factory: An Idea Whose Time Has Come			12/22/2016			
12/20/2016	Auto Dealerships		Checkpoint	Are You Making the Most of Depreciation Deductions?			12/22/2016			
12/22/2016	Tax		Checkpoint	Employee, Partner or Both? Recent Developments Help You Decide			12/22/2016			
12/29/2016	Manufacturing		Checkpoint	When a Product Must Be Recalled			12/22/2016			
12/27/2016	Healthcare	GW - Scott Bates	Ingenuity	Which technologies can support compliance as well as practice management?						
1/6/2017	16 PSO	GW - Mike Rizkal	Ingenuity	Be More Billable: How to Add More Automation to Professional Service Accounting						