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MEMBER PROFILE - OCTOBER 2003

Vivian R. Seidner

Vivian R. Seidner is a C.P.A. who provides accounting and bookkeeping services to small businesses. Her company, Accounting & Organizational Solutions, includes services such as computer training, “helponcall”, preparing financials for the tax accountant, “cleaning up accounting messes”, as well as setting up accounting systems for new businesses. She is a Certified QuickBooks ProAdvisor, a Peachtree Accounts Network member, well versed in numerous accounting software packages, and thoroughly familiar with Microsoft Office products such as Word, Access, and Excel.

Vivian works hard to teach her clients to be self-sufficient. Many of them have never had accounting help or have had the wrong kind of help, which only made things worse. “When that happens, I may be called to do several years of bank reconciliations or W-2 forms in order to clean up years of problems for people who trusted the wrong helpers or didn’t understand accounting,” says Vivian. While she does not do taxes, she does get everything ready for the tax accountant. She knows what is needed and puts it all together appropriately, so there are rarely any questions later.

Like many WBO members, Vivian came to her career indirectly. After receiving her liberal arts undergraduate degree, Vivian lived in Israel for over five years. She worked on a kibbutz, in the sewing shop, the glue factory, and the chicken house, where she took care of 13,000 egg layers raised from day-old chicks. While at the kibbutz, she also helped in the accounting office and discovered that she seemed to have an aptitude for this work. When she left the kibbutz to return to the States, she got an entry-level job in accounting, began taking courses in her new field, and later earned her M.B.A. degree and C.P.A. Finally, after a series of jobs, Vivian decided to go out on her own. She started her business in 1996 and joined WBO at about the same time.

“Accounting is 90% organization, making sure things are in the right place and in the right order,” she says. “It’s all about analyzing the specific situation and meeting people’s needs, rather than cookie cutter answers.” Vivian takes an individual, personalized approach to each client’s business, and particularly enjoys problem solving. After almost eight years as a WBO member, Vivian says she likes our organization’s energy and its members’ willingness to share ideas and provide support to others.

A native of Montgomery County, Vivian enjoys origami, sewing, crafts of all kinds, and exploring new ways to be creative. She finds that visual and tactile creativity helps her to be able to “think out of the box.”