

## She's Got Her Clients' Numbers

You might expect a bookkeeping firm called Bottom Line Management to be operated by a stodgy, old-school guy in a rumpled tie with a bottle of antacids on his desk. You couldn't be further from the truth.

Betty Moore, who started Bottom Line Management in 2001, has a profession that belies her personality. An energetic, bubbly, former cheerleader who absolutely adores accounting is not someone

body secretary her senior year. And yes, she was a cheerleader from the sixth grade all the way through junior college.

But accounting is her true love. She took an accounting class her senior year at Carlsbad High and found she really liked it. "It came easy to me," Moore says. "I loved to calculate and the black-and-white aspect of bookkeeping. I always loved word problems and coming to the correct answer." From that point on she knew she would be working with numbers.

After working with Jerry Bryan Photography for six years during high school and while at Palomar College, she transferred to the University of Hawaii, Manoa, and then to Cal State University Chico to earn a bachelor's in business administration. At Chico, she landed a job on campus as an accounting assistant for the controller while working on her degree. While at home on breaks, she worked for Tracker Designs Ltd. and *Transworld Skateboarding Magazine* as an accounting clerk and office manager.

After graduating, Moore worked in accounting, administrative and sales-related positions at North County companies for the next 11 years, but in 2001 decided it was time to head out on her own and started Bottom Line Management.

For the past 10 years she has been helping businesspeople stress less about their finances by taking care of their bookkeeping, and loving every minute of it.

Moore enjoys helping clients solve their problems. "They'll bring me their [financial papers] in a box with everything in disarray, saying, 'I don't know how much money I make, I don't know how to do paperwork.' I put everything together and give it back to them in a nice, neat package. And I'm meticulous. If something is off by a penny I need to find out where it went and I'm not happy until I find it."

Moore says the secret to her success is that she's very loyal to her clients. She likes to help businesses get started on the right foot with their bookkeeping from day one. "I develop a relationship with them," she says. "If I take care of them and their needs, they will more likely stay with me."

With a 2-year-old daughter that she fostered through Angels Foster Family Network since she was 17 days old and later adopted, and a new office one block north of City Hall, the decidedly unstodgy Bottom Line Management proprietor is loving her Carlsbad life. ●



Photo: Sam Wells

out of Hollywood's stock character list, and that's too bad, because bookkeeping might be on *People Magazine's* list of World's Sexiest Careers if Hollywood got ahold of her.

The youngest of seven children of a Marine father and stay-at-home mother, Moore was born in Camp LeJeune, N.C., but grew up in the Oceanside/Carlsbad area after her father was stationed at Camp Pendleton. As a kid she was very active in sports and school activities, playing Bobby Sox softball in middle school and doing gymnastics and ski club in high school, as well as being student

2880 Pio Pico Drive  
760.310.7919

[www.bottomlinemanagement.org](http://www.bottomlinemanagement.org)