

THE FINANCIAL EDGE

May 2014



A Time for Growth—Spring

Personal comments by Mary

I love this time year! Every year I am delighted and amazed to see what plants

I love this time year! Spring brings a sense of hope and excitement! Every year I am delighted and amazed to see what plants survived the winter and rise through the ground. With the warmer weather and rain, the green lawn is vibrant and the splash of color from the flowers, as they take their turn blooming, is breathtaking. Life is back to action!

I grow perennials, plants that come back year after year. However after this hard, cold winter I did not expect much to survive, but nature is persistent and consistent. The daffodils and tulips have found sunlight. The bluebells and crocus have shown their colors. The daylilies are starting to peak through. There are winners and losers - my irises have doubled since last year and the holly bushes lost three quarters of their leaves.

The clients I serve are similar to the perennials in my garden. All of them come back every tax season, but many we work with all year round. I get to see them face their daily struggles and help them take advantage of the opportunities as they flourish and grow during the year. I get to see the people and activity behind the tax information.

Businesses experience something similar to the four seasons - a time for renewal, a time for intense growth, a time for regrouping and sometimes a dormant period. In our business, February and March is our intense growth, summer is for regrouping, fall our dormant period and winter the time of renewal.

May your company or career be experiencing intense growth!

Mary Guldán-Lindstrom

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What Our Clients Are Saying...



"Working with Mary has always been a pleasure. You provide

wonderful, efficient service during tax time and year round. I always recommend you to people when I hear they are looking for a great accountant! "

Anna Hartshorn, Owner and Designer of "lilafrances" found on Etsy

Proving that you can make a living "twisting wire"

Your referrals are treated with utmost care and are greatly appreciated!



The Book Review

Title: Traction – Get a Grip on Your Business

Author: Gino Wickman

Topic: Business Management

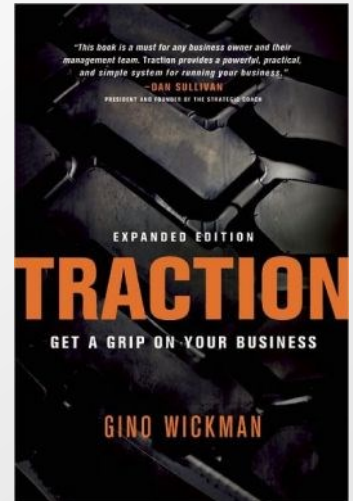
Easy to Read: \$\$\$\$ (5 out of 5 dollars)

Applicable to small business: \$\$\$\$ (5 out of 5 dollars)

Summary: This is a “how to” book on managing your business for growth. The author used his personal experience with his businesses and with his consulting services to design the process. It takes into account human nature and business logic. The process described is designed to meet with needs of mid to large businesses. It takes the management team by the hand, step-by-step, from the beginning, by clarifying the vision, to the end, bringing that vision to life. It provides simple tools to give the team traction to move their business to the end goal.

My recommendation: His process fell right in with what I have experienced in business. A small business could apply the parts that fit, then adding the additional elements as the business grew. If business owners just filled out his “Vision/Traction Organizer” progress would happen. Breaking goals down into 3 month “rocks” makes them manageable. The people analyzer made the people situation amazingly simple and profound. I highly recommend it.

Pages: 236 | Published: 2011 (Hardcover 2007)



Time For Growth—Your Future

April 15th officially marks the end of the 2013 tax filing season. THANK YOU for choosing FOCUS CPA for your accounting and tax needs! We are truly grateful for your business.

In April, my boys turned 25. This was a milestone for me. At their high school graduation, I felt relieved. We all survived. When they graduated from college, I felt hope. They now had some basic tools to make their way in life. At age 25, I felt very proud. They are doing something they love, being paid well for it, very healthy, surrounded by some wonderful friends and living life to the fullest.



They were labeled attention deficit and hyperactive (ADHD) at age 5. Despite all the "expert predictions" of distractions, delayed maturity and not being able to make friends, they have done well. It is now their time to experience life to the fullest.

As part of their birthday gift, I gave them a challenge.

Where are you? Where do you wish to be?

Who are you? Who do you wish to be?

We are not defined by our job or career, our finances, our health or our friends – these are all things that reflect where we are, but they are not who we are. Every day we make life choices to be who we wish to be.

Along with the challenge, I gave them items to create an evening to sit back and contemplate their future....

- For inspiration - a book of the "World's Best Travel Experiences"
- To savor the moment - a bottle of "Gentlemen's Jack".
- To ward off hunger - a 12 pound bag of popcorn with 3 flavorings to add variety.
- To remember their thoughts - a very small black book for each. They were never good at writing.

It is up to you to create the life of your dreams; no one else is going to do it.

Mary

Acres of Diamonds... A Story of Opportunity

Retold by Mary Guldán-Lindstrom, CPA

A farmer lived in Africa. He had his animals, his orchards and all his crops. His most recent visitor shared the fascinating tales of finding diamonds in Africa. The farmer thought that it would definitely be easier to make his fortune looking for diamonds, than working the farm. Diamonds were being discovered in abundance on the African continent. They cannot be that hard to find. He got so excited about the idea of millions of dollars worth of diamonds that he sold his farm and headed out to strike it rich! For many years, he wandered all over the continent constantly searching for diamonds. As the years slipped by, the chance of finding a diamond appeared to diminish. Finally completely broken by the whole search, he became despondent. He threw himself into a river, and drowned.

Meanwhile, back at the farm that he had sold, the new owner had found an unusual looking rock about the size of a country egg, right behind the house. He was not sure what it was, but placed this rock on his mantle, as a sort of curiosity. Later, the same visitor who had brought the story of diamonds to the previous owner came by again. When the visitor spied this rock on the mantle, he found an unexpected surprise. Pulling himself together, he told the new owner of the farm that the funny looking rock

on his mantle was just about the biggest diamond that had ever been found. Whereupon the new owner of the farm said, "Heck, the whole farm's covered with those things." Sure enough, it was a raw diamond, before it was cut and polished.

This farm turned out to be the Kimberly Diamond Mine . . . the richest the world has ever known. The farmer who had sold the place had literally been standing on acres of diamonds.

This story, made famous by Dr. Russell Cromwell, was first published in 1890. I find it still applies today. For many of us we have all we need, we just do not know we need it or we cannot see it for what it is.

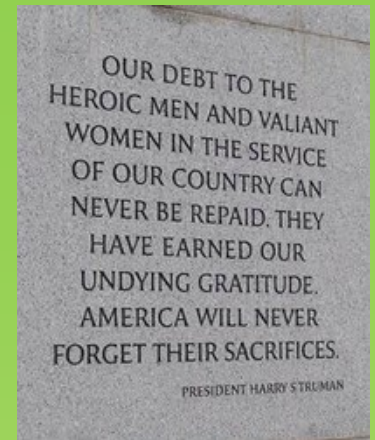
Opportunity does not just "come along" as most people think.

It's there all the time - we just have to be able to see it.

If you are having a challenge in your business, not seeing the diamonds in the rough, it might be time to get an outside point of view. Give us a call and we can work with you to prepare a financial statement analysis.



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Images from Pinterest.com

ATTENTION!

At FOCUS CPA we are accepting new clients. We have very passionate, competent and caring staff that have over 30 years of experience, each, working with small business owners. Contact Jodi at 351-4842 or Jodi@focus-cpa.com to set up a free initial appointment to see how we can improve your situation.

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Did You Know...

Types of Spring Break Trips

The Beach Trip - Laying out in the sun, day drinking to your heart's content - a beach spring break trip is easily the most fun type.

The trip where you go home - If you are poor and tired of everyone, going home for spring break seems like a sweet idea. Until you actually get there and realize that you are missing out in the prime of your youth to go shopping at Target with your parents.

The trip where you just watch TV - You literally will not move from the couch/bed all week, catching up on all the shows you missed.

The trip where you went abroad - Europe! What culture, what class, what GELATO! Remember that time you went to all those European night clubs and ate so much pasta and wine you thought you would die? We all do, thanks to your countless Facebook updates.

The sleeping trip - Different from the trip where you just watch TV because on this spring break trip, you are unconscious at least 90% of the time and you like it that way.

The trip you didn't take because you are an adult at work - just another day in the office.

The family vacation trip - A long drive/flight with your family to that tourist destination where your parents will get lost using Google Maps.

- An abbreviated version from BuzzFeed Community posted March 26, 2014

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