

THE FINANCIAL EDGE

July 2015



Celebrate America!

Personal comments by Mary

Celebrate America! The land of the free and the brave. July is a great time to remember where we live and what we have. Those who signed the Declaration of Independence along with our many soldiers have paid a price for America's freedom, a freedom that we enjoy today.

Each night I note something I am grateful for and something I appreciate. I struggle, my mind is so focused on achieving more and working on my future that I fail to recall what I do have. I take for granted the many blessings I have as an American.

We live in a country in which we have police and fire protection to keep us safe. We have access to basic food and water. We have transportation systems that are dependable. We have access to gas and electricity to provide heat, lights and energy to operate our businesses. We have a health system to fix and heal us. Our government does provide a foundation in which we can live our life to the fullest.

Enjoy the summer... Mary Guldán-Lindstrom

Your referrals are appreciated and will be treated with utmost care!

"Improving the lives of small business owners" **FOCUS CPA Inc.**



Let's Spread the word...



As you know running a small business keeps getting more complex. Our articles provide ideas and tools that you can use to build and protect your wealth in your business. I have had some wonderful comments on our newsletter and would love it if you could share it with others. **You can help another challenged business owner by –**



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We just need the name, mailing address and to receive the monthly blog your e-mail address.

Thank you and have a great summer!

The Book Review

Title: How to Be Like Walt, Capturing the Disney Magic Every Day of Your Life

Author: Pat Williams

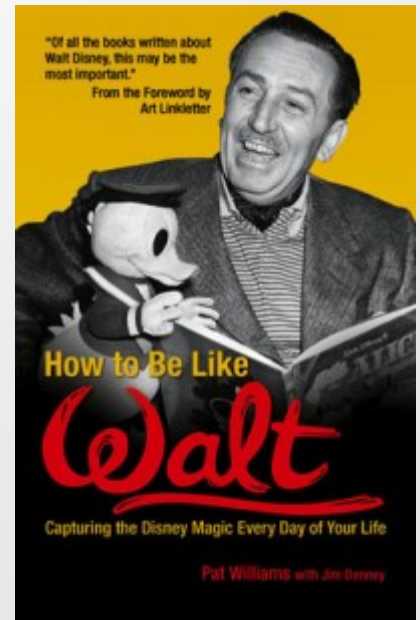
Topic: Success

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

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

Summary: This is an account of Walt Disney's life with 16 lessons on how to be like Walt. It shares the ups and downs and how Walt handled those life experiences and what made him so memorable.

My recommendation: This story engaged my heart and mind. The lessons are directly applicable to succeeding in life today. An absolute fascinating history of Walt fulfilling his life purpose of selling happiness.



Pages: 389 | Published: 2004

Living on the Financial Edge—Free Information to Get Safe

According to a Federal Reserve study nearly half of the Americans that responded said they don't have \$400 on hand to pay for an emergency. To do so they would have to sell something or borrow to do so. The survey also noted that 20% spend more than they earn.

The American institute of certified public accountants has created a free program, 360 Degrees of Financial Literacy. Go to www.360financialliteracy.org.

The information is organized under the following situations: Teen, Student, employed, in the military, small business owner, couple, parent, homeowner, in crisis or retired.

It is chocked full of articles, multiple financial calculators and an area to ask the Money Doctor questions. Easy to use and surprisingly helpful. Feel free to use it and to share with others.



Best of the Bay 2015!

Special congratulations to the following businesses that have been voted as Best of the Bay in 2015!



Uncle Mike's Bakery
Mackinaws Grill & Spirits
Icon Salon
DeLeers Construction

- ➡ best bakery/bread store and dessert
- ➡ best karaoke & family dining
- ➡ best hair salon
- ➡ best residential and commercial builder

We know that you work hard to deliver the experience that your customers rave about.

Your referrals are appreciated and will be treated with utmost care!



Your American Dream

By Mary Guldán-Lindstrom, CPA

When the United States was founded it was built with the hope of a new start. A place where one could create their own life and pursue their path to achieve their goals. The American dream was alluded to in our Declaration of Independence. This document proclaims "that all men are equal with the right to life, liberty and the pursuit of happiness". It gives each of us the right to create a rich and happy life for ourselves and our family. Being a small business owner is a great example of pursuing the American Dream.

A true example of pursuing that goal is Walt Disney. Born in 1901, he started with drawing cartoons to building the greatest amusement park ever, Disney World. There are many things that contribute to the massive success of his American Dream, but the three basic components as described in the book *"How to be Like Walt"* are...

Vision - your vision is your definition of success. We each have our own. For many the fulfillment of a project is the ultimate. As in the case of Walt Disney money was not pursued to accumulate but used to finance his dream - fund cartoon creation, movie production and the building of Disneyland and Disneyworld. Financial success was not the ultimate success for him.

Communication - the greater your ability to have a clear vision and share it with others, the greater the force that will bring it life. For many having a clear vision with all the fine details is challenging. Walt Disney visualized Disneyworld, all the way

down to the bench strategically placed that he could watch visitors interacting within his park. A clear vision is only powerful if it can be expressed to others. To explain the first feature length animated movie Walt Disney actually performed "Snow White and the seven dwarfs" to his team of animators. He became every character with a distinct voice and personality. Once his performance was over, he asked his team to create it.

People skills - we can achieve more by working with others. The ability to delegate, manage results, inspire loyalty and create a team will create your vision quicker and with a greater impact. The role of coach is the best example of using people skills to execute a dream. A coach focuses on fully utilizing the skill set of each team member, providing encouragement and managing results. A vision is just a dream without execution.

Each July we celebrate the birth of our nation. It is time to crank up the grill, watch spectacular fireworks, listen to music and celebrate with our fellow citizens. I challenge you to take the time to define your vision, clearly communicate with those that can help you realize that vision, then guide it and manage your actions to bring it to life.

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maximizing your
financial success?**

**At FOCUS CPA we are
accepting new clients.**

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or Mary@focus-cpa.com to
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can improve your situation.

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Did You Know About... Abraham Lincoln—Never Giving Up...

For many becoming President is an American Dream. Persistence may be the key. Here is a chronicle of Lincoln's road to the White House:

- 1816 His family was forced out of their home. He had to work to support them.
- 1818 His mother died.
- 1831 He failed in business.
- 1832 Ran for state legislature - lost.
- 1832 He lost his job - wanted to go to law school but couldn't get in.
- 1833 Borrowed some money from a friend to begin a business and by the end of the year he was bankrupt. He spent the next 17 years of his life paying off this debt.
- 1834 Ran for state legislature again - won.
- 1835 Was engaged to be married, sweetheart died and his heart was broken.
- 1836 Had a total nervous breakdown and was in bed for six months.
- 1838 Sought to become speaker of the state legislature - defeated.
- 1840 Sought to become elector - defeated.
- 1843 Ran for Congress - lost.
- 1846 Ran for Congress again - he won.
- 1848 Ran for re-election to Congress - lost.
- 1849 Sought the job of land officer in his home state - rejected.
- 1854 Ran for Senate of the United States - lost.
- 1856 Sought the Vice Presidential nomination at his party's national convention - got less than 100 votes.
- 1858 Ran for U.S. Senate again - again he lost.
- 1860 Elected President of the United States

