

Designed for Business Owners

THE FINANCIAL EDGE

November 2015



Gratitude and Appreciation

Personal comments by Mary

Last year I started a new type of daily journaling. Every evening I write down 5 accomplishments, something I am grateful for and something I appreciate. The accomplishments are fairly simple. I struggle with that one thing that I am grateful for and another thing that I appreciate. I have actually looked up the definition. I still get confused.

“Gratitude – an emotion expressing appreciation for what one has”

“Appreciation - the recognition and enjoyment of the good qualities of someone or something”

My mind still focuses on what I want to achieve, what I want to change, etc. It is so easy to take for granted and miss the little things that I am grateful for. I know that they happen every day, such as a phone call from an adult child, the peaceful walk with my dog, the sunset, clean air, the extra 5 minutes I laid in bed before getting up, the thank you from a client, the kiss on the cheek from my husband, the list goes on. Despite my challenge paying attention to these items must be working! My underlying level of frustration or anger has decreased. It is much easier to let life play out as it does, instead of wanting it my way. I am starting to expect the good in the changes, not even thinking about the bad. Let the good times, roll.

Mary Guldán-Lindström



START THE HOLIDAYS RIGHT – LOOSE THE STRESS OF TAXES!

No one likes to find tax surprises on April 15, but you can prevent that from happening. As a business owner, you are under unprecedented tax, regulatory and financial pressure – making every decision you make more complicated and more challenging. If your income is over \$200,000 or your income is dramatically different than last year – now is the time to review your personal tax situation. Time to see how the new tax laws will affect you and give you time to do something about it.

We can help by preparing a tax projection and a plan to reduce them, just contact Mary to get the ball rolling.

The Book Review

Title: THINK BIG: Unleashing Your Potential for Excellence

Author: Ben Carson, MD

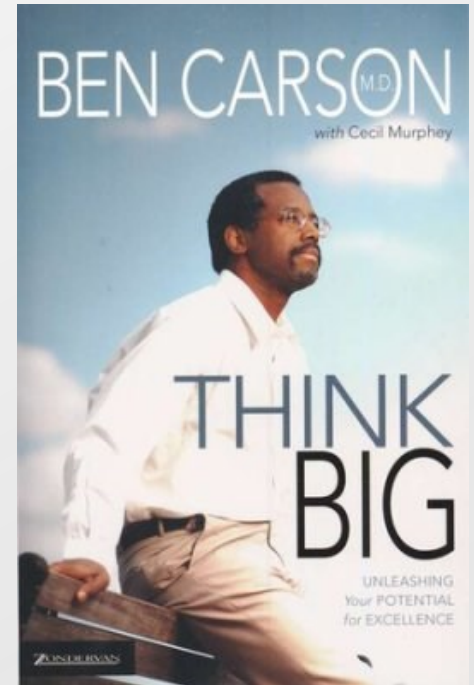
Topic: Success, motivational

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

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

Summary: The author, Ben Carson MD, shares his story and his philosophy for success. He summarizes his philosophy with this acrostic; T- talents& time, H - hope, I - insight, N - be nice, K - knowledge and B- books, I – In depth learning, G - God have faith.

My recommendation: Excellent read, very uplifting with great advice. The author shares his journey starting from poverty to Director of Neurosurgery at John Hopkins University hospital. Dr. Carson is a current presidential candidate. I hope he is as real as his story sounds!



Pages: 253 | Published: 1992

Raising a Packer Fan

By Mary Guldán-Lindstrom

Football has been part of Green Bay, WI for 95 years. The first Packer - Bear game was in 1921. Green Bay won their first NFL title in 1929. Green Bay is the smallest city to have an NFL team. Throughout the many years the residents have created a fan culture that has seeped into our very core. For those growing up in Green Bay it is difficult not to be a Green Bay Packer fan.

Just consider this fan training schedule:

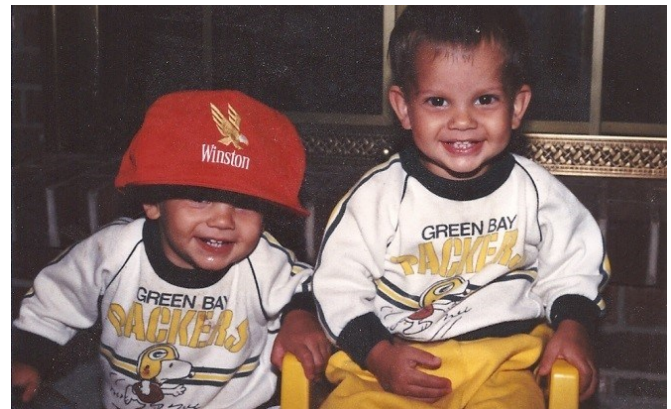
It starts right when they are born...Packer onesie for the newborn. The first mini football is purchased ready for their first throw. Their name is placed on the ticket list so they might get tickets before they die. Season tickets have been sold out since 1960.

As the child grows, they attend Packer practice sitting in the bleachers, or riding their bike and offering it to a Packer player to ride from the locker room to the practice field. They can join the family attending a scrimmage before the season actually starts. At school – my kids were required to wear packer colors on Friday if they wanted pizza for lunch.

Packer clothing is a standard Christmas present for any age.

Each family has their own coming of age – the time you attend your first real football game.

As a teenager you watch the adults get loud and drunk while watching the game or sneak into a tail gate party.



As an adult – tailgating is a requirement. You may even start planning your own tailgate party or menu. You may paint your fence with a packer slogan. You make sure there isn't a packer game on the weekend you plan your wedding. Consider planning your next vacation at an away game.

Part of business - If you work downtown you may attend a city wide pep rally on Friday afternoon at 3:00 right downtown in the middle of the street. For business networking you may attend a business Packer lunch. Of course football is a worldwide acceptable topic; almost everyone knows where Green Bay is.

And finally before you expire, make sure that your Packer tickets are included in your will and you have filled out the correct paperwork to transfer the ownership.

GO PACK GO!

Who Moved my Healthcare? Dealing with Change

By Mary Guldán-Lindstrom, CPA

Confusion and frustration abound, as we wait and see what will or will not happen with the new Affordable Care Act. The complexity and immense impact of this new law will affect every American. It is rearranging our current health care system.

Controversy abounds, the legality of it was questioned, the IRS employees don't want to enforce it and Congress is ignoring the consequences of it.

A change imposed is a change that is opposed!

Do you remember the book "Who moved my cheese?" Our current health care situation reminds me of the story of Sniff & Scurry, two mice and Hem & Haw, two little people, who ran out of cheese and had to find more. Sniff & Scurry go straight into action and start looking for their delicious cheese in the elaborate maze. While Hem & Haw, the little people, with their complex thinking, use emotions and beliefs to pursue their search for their delicious cheese.

Our cheese, in this case, is obtaining cost effective health care services. Our current system is spinning out of control. In Tennessee, the state insurance commissioner approved a 36 percent rate increase for the largest health insurer in the state's individual marketplace. In Iowa, the commissioner approved rate increases averaging 29 percent for the state's dominant insurer. My personal health insurance went up 90% as of December 1, with another 18% increase on January 1. Our cheese is becoming moldy.

As our health insurance costs exceed their benefits, many of us search to find our own answers, very similar to Sniff & Scurry. Our government on the other hand, is acting like Hem and Haw. Over the years, they have been looking for a way to change our system and make it more affordable. I believe the government has overstepped by mak-

ing a complicated process even more complicated.

In addition to the complexity, we now encounter a sense of entitlement. Did you know that 31% of Americans had government health care, before ACA started? Insurance was created to cover extraordinary situations; we have come to expect insurance to cover everyday expenses and to be provided to us. We expect someone else to be responsible for our physical health.

Whining isn't going to help and since I can't change law - that means I need to work within the system and so do you. I will trust that there is a new solution and by searching, I will find it.

For individuals, if you find that health insurance is still not feasible, be prepared for a tax penalty, the higher of;

- 2% of household income with a **maximum** of the total yearly annual premium of a Bronze plan sold through the Marketplace (estimated at \$8000), or
- \$325 per adult plus \$162.50 per child under 18, with a maximum of \$975.

You will not be assessed this penalty until you file your 2015 tax return.

Above all - change is inevitable.

Change provides a chance to improve the situation. The fastest way for you to change personally - is to laugh at your own folly. Then let go and quickly move on. By keeping life simple, remember that the purpose is to obtain effective and affordable health care services so you can enjoy life.

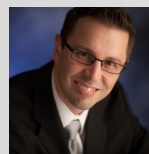
May you live a long and happy life!

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

I am no cook. But I can follow the directions. Which said to let the bird chill in the sink for a few hours.



Our Clients Say It Best...



I enjoy working with Mary because she at least has you prepared for tax day. Even though you may not enjoy sending checks into Washington DC, you at least know what to expect. There aren't any surprises on the last day. You can formulate a plan to make sure you have enough cash available to send in without losing sleep over the pending tax bill. Mary also is great at communicating with you throughout the year. She also looks for opportunities for you to reduce your tax liabilities and stay out of trouble with the IRS. I do not enjoy this part of my business, but Mary makes it easier to deal with.

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Fitness Renegades &
Kids Bowl Free*

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

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A Little Humor... From a Child's Point of View

One day a little girl was sitting and watching her mother do the dishes at the kitchen sink. She suddenly noticed that her mother had several strands of white hair sticking out in contrast on her brunette head.

She looked at her mother and inquisitively asked, "Why are some of your hairs white, Mom?"

Her mother replied, "Well, every time that you do something wrong and make me cry or unhappy, one of my hairs turns white."

The little girl thought about this revelation for a while and then said, "Mommy, how come ALL of grandma's hairs are white?"

What did the turkey do in the Thanksgiving Day Parade?

He played his drumsticks!

Did you hear about the X-rated turkey?

It's served with very little dressing.

How does a Turkey drink her wine?

In a gobble-let



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