

THE FINANCIAL EDGE

January 2016



Sharing the Successes!

Personal comments by Mary

HAPPY 2016! Each year I write down what I expect for the upcoming year and review what happened last year. This year I started recalling the successes that our clients had. ... I got to see a "one of a kind" Porsche, experienced a fast luxurious ride in a Tesla (a high end fully electric car), saw pictures of a staff retreat that was held on a beautiful resort in the Philippines, one client was very excited about sharing Disneyworld with her granddaughters and two clients purchased new businesses this year.

The very best part of my job is observing the passion business owners lavish on their work. Every success is based on a hard won effort and being prepared. We also work hard to help them make it happen. Success can be defined in general terms such as more sales, earning more, improving your standard of living, doing more of what you want, etc. However the pure joy is found in the details. Each person has their own journey. One may set a goal of \$1 million for retirement, whereas another sets \$30 million. Each has their own way to get there and a different starting point.

The story closest to my heart this year was watching a second generation daughter bring her family business back to life. She worked diligently to get the financial records in order. Next she went out and found additional customers. Then she searched for financing until one bank finally said yes! In late fall we were assisting her with tax planning as the sales and net income had exceeded her initial plan. She can now quit her part time job and work only for the business. In addition to earning a decent living, the business is creating a life of its own.

Thank you for sharing your successes with us. I can't wait to see what 2016 will bring!

Mary Guldán-Lindstrom



"Improving the lives of small business owners" **FOCUS\$CPA** inc

What Clients Are Saying...



Not only do you listen to your client, you offer really good advice and suggestions on things the business owner should be thinking about.

You are a great "seed planter" when it comes to ideas and the issues that faces every small business owner."

*Greg Robinson,
Astor House Inn & Motel*

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

Spread the Word...

Help another business owner by...



Forwarding your newsletter copy;



Calling our office at 920-351-4842;



Visiting www.focus-cpa.com to sign up or;



Sending an e-mail to Mary@focus-cpa.com

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

The Book Review

Title: The Virgin Way

Author: Richard Branson

Topic: Leadership / Entrepreneurship

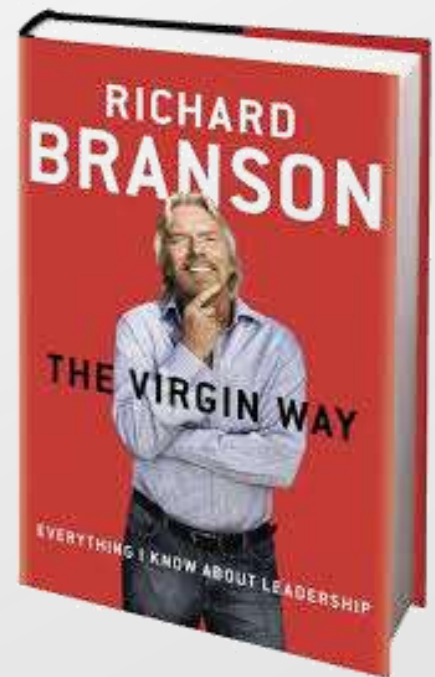
Easy to Read: \$\$\$\$\$ (5 out of 5 dollars)

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

Summary: Branson offers Plan B to start and lead a business. Instead of the traditional method of focusing on profit - focus on making a difference, having fun, getting everyone involved and take a risk.

My recommendation: This is a refreshing perspective of business based on Branson's style. He inspires passion, shares his experiences and opens the mind for possibilities.

Pages: 378 | Published: 2014



Going Global

By Mary Guldán-Lindstrom, CPA

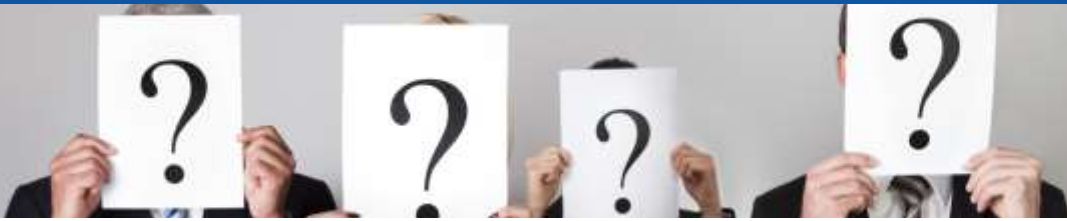
How life has changed! I still recall that Russia was the enemy, China is where the cheap toys were built and business didn't include exotic locations. My definition of a global economy is facing culture shock, right now.

Recently I was talking to a client about his business and travel plans. The owner is 26 and has a Marketing Technology business. They do just under \$1M in revenue. Last November they held a company meeting in the Philippines. They have about 20 programmers and designers that live there. He thought it was about time to meet face to face. He and his US team stopped in Shanghai for a day, visited with friends, then off to Malaysia and finally to a Palawan, a small resort island in the Philippines.

They team did have some third world experiences, such as unreliable Internet service and they were warned about the possibility of no indoor plumbing.

In February of this year he will be going to San Diego to meet with his business partner. His partner was born in Russia, has joint citizenship and lives in San Diego. After that he is going to squeeze in a trip to Australia to visit a customer. Then his most anticipated trip is going to Richard Branson's private island, Necker Island, in April for 3 days.

Note that 3 of his 4 trips I would consider a lifetime experience. This client is also my son - I never thought that my children would expose me to so much the world has to offer. Business is changing!



Are You Ready for the Future?

By Mary Guldán-Lindstrom, CPA

Life changes quickly and it feels like it is moving faster every day. From a business standpoint the rapid change tosses opportunities and challenges faster and faster, in unique unexpected ways. If we know where we stand, where we want to go, prepared to move, keep an open mind and ready to take a risk we can take advantage of the situation. If we are not ready for the future, business as it stands will be knocked out. Think Kodak. Eastman Kodak was started in 1888, reached a peak in the 20th century, financially struggled in the late 1990's and filed for bankruptcy in 2012. Not adapting fast enough can lead to closure.

Here is a quick test to see if you are prepared for your future.

- 1 Does your business have a current vision?** Do you know where you want to go? Having that vision can attract resources and help sort out what changes can help achieve that vision. Adding a value or purpose to that vision brings the heart and soul into the everyday transactions. Sharing the vision brings the resources together and speeds up progress. Take time to keep the vision up to date and relevant.
- 2 Do you use technology to bring your vision into a reality?** Technology has seeped into everyday life. It is a tool - a tool that can lighten the burden and bring your vision into a reality even faster. By understanding your current process, your vision and keeping an open mind you can apply the new technology instead of fighting it.
- 3 Do you invest in personal development for you and for your team?** It doesn't have to be school. Books, articles, seminars, mastermind groups, mentors, etc. all add value. Understanding and building the strengths of your current team is part of the preparation.
- 4 Do you seek innovation?** Do you pay attention to other industries or people to see what can be transferred to your situation? Focusing on innovation, changes your perspective. One can look for change instead of being caught off guard by it.
- 5 Do you clearly understand, document and work on improving your current system?** As change comes along you can upgrade, replace or add to your current system. Knowing your current system and working for improvements you can leverage your available resources and change that comes your way.
- 6 Do you plan to grow?** Plan to grow your revenue sources, revenues that utilize your current resources with an expected profit? Each revenue source is a pillar of success. How many pillars have you nurtured? The more pillars the more flexible the business is to change.
- 7 Do you measure your progress?** In a manner that holds yourself and others accountable? Twelve week plans have been found to be long enough to accomplish something and short enough to not lose interest.
- 8 Do you take time to assess and plan?** Being conscious of what is happening reduces the chance that change will catch you off guard. Take time to plan, update the vision and share it with others. See what's trending and how best to reinvent the business to take advantage of it.

Are you prepared for your future? This is an exciting time – life is quickly changing and you are alive and kicking and ready to take advantage of it!

In spring we will be facilitating small group sessions to assist passionate business owners create, organize and implement their visions. If you are interested, please call our office, 920-351-4842, to get you on the list. **Have a great future!**

What Makes Focus CPA Inc. Different?

"I have worked with institutional accountants in the past. Without exception, they were so focused on their specialty, that they didn't even realize there were other opportunities to help their client, whether that be personal, planning, etc. It seemed as though their job was to do what was asked and get out the door to work with the next client, instead of offering a full suite of services. Mary has a much more broad skill set that covers far more ground and does that with a personal and friendly approach."

*Greg Lake, President
Lake Companies, Inc*

January 2016

INSIDE THIS ISSUE



Going Global

How life has changed! I still recall that Russia was the enemy, China is where the cheap toys were built and...



Are You Ready for the Future?

Life changes quickly and it feels like it is moving faster every day. From a business standpoint the rapid change...



Book Review: The Virgin Way

Branson offers Plan B to start and lead a business. Instead of the traditional method of focusing on profit - focus...



Sharing the Successes!

HAPPY 2016! Each year I write down what I expect for the upcoming year and review what happened last year...

This newsletter is intended for entertainment purposes only. Credit is given to the authors of various articles that are reprinted when the original author is known. Any omission of credit to an author is purely unintentional and should not be construed as plagiarism or literary theft. Copyright 2016 Focus CPA Inc.

Did You Know About... New Years Resolutions

The Top 10 Resolutions in order are:

Lose Weight; Getting Organized; Spend Less, Save More; Enjoy Life to the Fullest; Staying Fit and Healthy; Learn Something Exciting; Quit Smoking; Help Others in Their Dreams; Fall in Love; and Spend More Time with Family

- 45% of Americans usually make New Year's Resolutions
- 38% of Americans absolutely never make New Year's Resolutions
- 8% of people are successful in achieving their resolution
- 24% never succeed and fail on their resolution each year

BUT people who explicitly make resolutions are 10 times more likely to attain their goals than people who don't explicitly make resolutions.

A Brighter Better New Year

Happy, Happy New Year!
We wish you all the best,
Great work to reach your fondest goals,
And when you're done, sweet rest.
We hope for your fulfillment,
Contentment, peace and more,
A brighter, better new year than
You've ever had before.

By Joanna Fuchs

