

THE FINANCIAL EDGE

May 2016



Living the Dream

Personal comments by Mary

In April my boys packed up and moved to Arizona. After living in Wisconsin 27 years they wanted to get out of the cold. John is looking for a job out there but James moved his job and business with him. I have mixed feelings - sad they are farther away but glad they are reaching out to build a life of their choice! Makes a mom proud. It is comforting to know they are renting a house with a guest bedroom and I'm invited!

James' business success constantly amazes me. Last December he got the car (or computer) of his dreams, a self-driving Tesla. Perfect for him! Those who know him prefer he doesn't drive for he is dangerous. Last month he got to meet Richard Branson on his private island, Necker Island, in the British Virgin Isles. There were 15 guests and he was one.

Personally I am gaining from his contacts. Just this spring he made arrangements to upgrade my African safari in Kenya this September. I had made arrangements and had to cancel. Now the boys and I will be staying at one of Richard Branson's properties, getting a grand tour. This safari was on my bucket list.

As my son's business accountant I feel that I have helped James build a business that can provide the lifestyle he desires!

I love what I do! Every day I hear of exciting things that the business owners I work with achieve.

Mary Guldán-Lindström



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

Making the CPA Switch

"Focus CPA is an outstanding CPA firm. They don't just do the taxes and paper work, Mary makes sure that all financial areas are the best they can be. During a yearly review Mary raised a question about a certain expense that we have been overlooking and it ended up saving us \$24,000 a year (we refer to that meeting as the \$24,000 meeting). I would recommend Focus CPA to any business looking to have the best CPA firm in Green Bay."

I didn't switch CPA's for a long time because I thought it would be a hassle but Mary made the switch very easy."

*Mike Vande Walle
Uncle Mike's Bake Shoppe*

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



Visit www.focus-cpa.com/blog for quick links to our social media channels...

The Book Review

Title: Entrepreneurial Strengths Finder

Author: Jim Clifton and Sangeeta Bharadwaj Badal PhD

Topic: Entrepreneurship

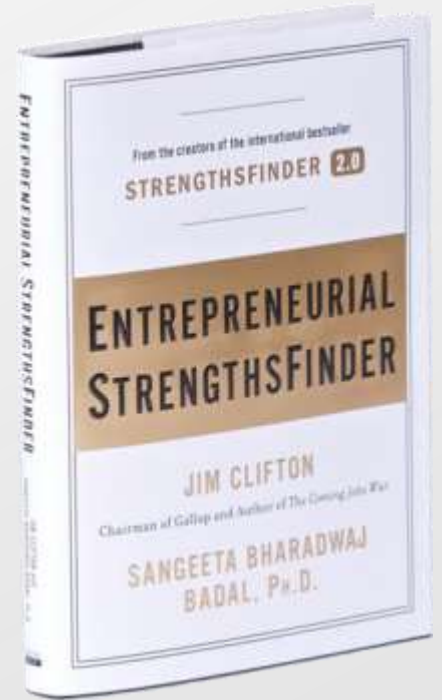
Easy to Read: \$\$\$\$ (4 out of 5 dollars)

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

Summary: This book is part commentary and part research. Part 1 explains why The author believes that only Entrepreneurs can save America, Part 2 states what leaders should do and part 3 lists the 10 talents of successful entrepreneurs.

My recommendation: I greatly enjoyed Part 3 that described the 10 talents of successful entrepreneurs; focus, confidence, creative thinker, delegator, determination, independent, knowledge seeker, promoter, relationship builder and risk taker.

Pages: 140 | Published: 2014



Taxes—How Are They Spent

Summarized by Mary Guldán-Lindstrom, CPA

As an American citizen we have a right and responsibility to be informed and make choices. As the presidential election heats up we will be fed a lot of information skewed to push us into their direction. After doing some research about where the government spends the taxes that I thought I would share what I found. In 2015 the federal government spent 3.8 trillion. Where did it go?

- ✓ Social security, unemployment compensation and other labor programs accounted for 33% or \$1.2 trillion. 98% of this is mandatory spending – which means that the cost is based on the number who participate in the programs currently in place.
- ✓ Medicare and health care spending accounted for 27%, just over 1 trillion. 94% of this is mandatory spending.
- ✓ Military 16% or 600 billion. 98% of this is determined by Congress.
- ✓ Interest on our debt 6% or 229 billion.
- ✓ Veterans, Food & Agriculture, Education and everything else accounts for the remaining 18%

In 2015 60% of our federal spending was locked into programs established many years ago. There were 59 million Americans receiving almost \$870 billion in Social Security benefits. Nine out of ten individuals age 65 and older receive Social Security benefits.

Currently there are 2.8 workers for each Social Security beneficiary. As for health care, there are 55 million participating in Medicare and another 68.9 million are under Medicaid.

The US has a fixed budget that will continue to grow as more participate in the current Social Security, Medicare and Medicaid programs. Based on current demographics incoming receipts will need to grow to keep up.

Information was obtained from NationalPriorities.org





Find Your Dream

By Mary Guldán-Lindstrom, CPA

Many start their own business to take control of their life or to get away from someone's control. Many do it for freedom to live under their rules. Ideally having your own business is a great opportunity to live your dream. In my experience the challenge is defining the dream, your dream.

Napoleon Hill wrote the book "Think and Grow Rich". One of the lessons was to create

your vision of success in your mind - then take action to bring it to life. Every day we are exposed to someone else's version of success. Just pay attention to the next commercial you see. It takes dedication and discipline to shut down outside influences, to give yourself permission to dream and listen to your inner voice to discover your joy.

Here are two exercises to help you live your dream.

1 If you had all the resources you needed what would you do? Assume you have the financial resources, the time, the education, the staff, willing customers, etc.

- Take away all restrictions and limitations. I find this one challenging. Most of my limitations I am not aware of. I'm too old to change. I was born into the wrong family. Etc.
- What would you like to accomplish? Steve jobs wanted a computer on every desk or home.
- How will you use your unique gift?

2 Design your ideal day. Close your eyes. Now start the movie in your mind. You start the day - where are you living? What is the weather like outside? What time is it? What do you see? What do you hear? Do you smell coffee brewing or bacon frying? Do you work? Where do you work? Walk through the next 24 hours. Write it down and refine it from time to time.

As you create these new images, you start making small decisions that move you towards your vision. You become aware of opportunities you would have been blind to before. You reduce time and energy by eliminating options that won't move you in that direction.

This process has worked for me. Two years ago I decided to book my African Safari. It was on my bucket list and I thought the time was right. I did my research. I gathered travel magazines, books and other research materials. There were so many choices I had to narrow it down and determine what I truly wanted.

I had to answer a multitude of questions such as to what time of year, where in Africa, what did I want to see, etc. I had a basic itinerary. Then I scaled it back due to the cost. I couldn't put it together then. However it all came together this year. The actual trip far exceeds what I thought. I will be going with my sons, to a Branson property in Kenya.

Every day we make choices, each choice creates our life. Instead of moving faster or staying busy - stop and take time to build your life with intention. Find your dream!

now
HIRING!

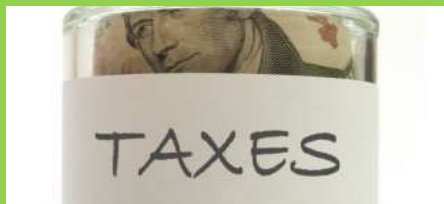
Do you know a CPA or CPA candidate? One who is friendly, a quick learner with a passion to help small business owners. They are proactive, curious. Have a desire to work with great clients and perform a variety of work; accounting, tax and finance. Fulltime with flexible hours and NO 60 hour work weeks.

PLEASE PASS THIS ON.

If interested contact Mary to learn more at 920-351-4842 or mary@focus-CPA.com.

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Fun Management Aptitude Test

Do you have what it takes to be a Manager? Test your skills for management with the following Management IQ Test. This short quiz consists of 4 questions and tells whether you are truly ready for 'management'. (at least allegedly). Take your time to consider your answer carefully. Remind yourself, "I am a smart person." Take caution not to over think each management question. Go with your first instinct, the sign of a good manager.

Q: How do you put a giraffe into a refrigerator?

A: Open the refrigerator, put in the giraffe and close the door. *This question tests whether you tend to do simple things in an overly complicated way.*

Q: How do you put an elephant into a refrigerator?

A: Open the refrigerator, take out the giraffe, put in the elephant and close the door. *This tests your ability to think through the repercussions of your actions.*

Q: An animal conference is being held, all the animals attend except one. Which animal does not attend?

A: The Elephant. The Elephant is in the refrigerator. *This tests your memory.*

Q: There is a broad, deep river you must cross. But it is inhabited by hungry crocodiles. How do you manage it?

A: You swim across. All the Crocodiles are attending the Animal Meeting! *This tests whether you learn quickly from your mistakes.*

According to a Leading Management Consulting firm, around 90% of the management professionals they tested got all 4 questions wrong. (But many preschoolers got several correct answers.) This conclusively disproves the theory that most management professionals have the brains of a four year old.

- See more at: www.atimetolaugh.org/managementtest.html#dpuf