

THE FINANCIAL EDGE

June 2016



Summer is a Time to Refresh

Personal comments by Mary

In my world February, March and the first part of April feels like a race - a 75 day race. There is a constant push for more. The adrenaline is flowing. Other responsibilities get pushed aside. The pressure is always present. I am always looking out for something - do we have all the information, is the software working, is there bad news we need to tell the client about? The work seems to keep piling up. I know the end will come, but in what condition will I be in? Every year is different. I have been running this race the last 30 years or so. Some are good and others could have gone better.

The last two months I have been working on recovering from that race. Besides taking steps to improve the results next year I take a few more steps -

- Recall the good stuff. Redirect the mind to what I have accomplished.
- Be one with the world. Slow down. Be quiet. Listen to the world around me. Just be.
- Rejoin nature - Dig my hands in the dirt. Take a walk in the park. Stare at a campfire or water lapping against the shore. Listen to ocean waves. Close my eyes face the sun and soak it in.
- Go back to basics. Sleep 8 hours or longer. Eat nurturing foods. Get physically active. Sharpen my senses. Hug my husband, the more the better. Wrap myself up in a soft fluffy blanket. Find a lilac bush and soak in the smells. Absorb myself in music. Savor a cup of coffee. Watch a sunrise and listen to the birds.

A vacation can cover all these options. Each person has a different answer or a unique approach to refresh their mind and body. The options are endless. Personally I find the results inconsistent. I wish I just had a reset button. Maybe that is just what summer is - a time to refresh.

Have a great summer!

Mary Guldán-Lindstrom



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

ENJOY THE SUMMER

Do you desire to have more fun this year? Would it help to have an Accountant who will be a partner to your business all year round? If so, check us out on our website www.focus-cpa.com or call us for a free discovery meeting and let's see how we can help have more fun in your business!

"The greatest benefit I receive from FOCUS CPA is the timeliness and the comfort that Mary is looking out for me and my business."

*Greg Lake, President
Lake Companies, Inc.*

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



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The Book Review

Title: Elon Musk. Tesla, SpaceX and the Quest for a Fantastic Future

Author: Ashlee Vance

Topic: Entrepreneurship

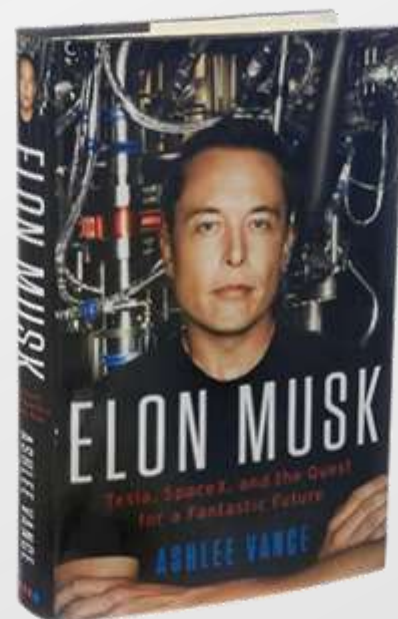
Easy to Read: \$\$\$\$ (5 out of 5 dollars)

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

Summary: The author tells the journey of Elon Musk, the driving (sometimes insane) force behind Tesla and SpaceX. He starts at childhood and continues on with PayPal, SpaceX, Tesla and Solar city.

My recommendation: A fantastic true story of an entrepreneur who has set a very challenging goal of setting up another colony on another planet. The books share the issues he encounters, his approaches to overcome those challenges and his triumphs.

Pages: 359 | Published: 2015



Jack Lindstrom, (WWII Pilot, MIA and my father-in-law) Military Records donated to the EAA

Earlier this year Steve, my husband, donated his dad's military records to the Experimental Aircraft Association, EAA. His dad, Jack Lindstrom, at age 23 was a WWII pilot that was shot down in Yugoslavia on April 5, 1944. He flew a P38 Lightning, the fastest plane flown by a single pilot at that time. On May 10, 1944 the War department sent a letter to his parents stating "his plane was shot down and he is presumed dead". During the next three months he walked his way to the coastline through 600 miles of mountainous terrain behind enemy lines. He was helped by Yugoslavian Guerillas led by General Mihalovich; a political faction opposed to Tito at the

time. His dad was under a gag order to not discuss the details. After 50 years the story came out. We knew bits and pieces; however the book "The Forgotten 500" provided the basic story line. That event dramatically changed his life.

As Steve was gathering the extensive detailed records that his dad had kept, we learned even more of his story. The curator at the EAA indicated that they may have enough of a story and items to provide a display regarding his dad's experience as a WWII pilot. I will keep you posted if that occurs.

We are very proud and thankful of Jack's service to keep America free.

Answer 3 Questions to Discover Your Fulfilling Career

By Mary Guldán-Lindström, CPA

As I ventured into the work world my primary focus was to earn an income. I wanted to go to college and needed to find a way to pay for it. I looked for something that I could do, hopefully enjoy doing it. I wanted job that paid fairly well - college is expensive and I was paying for it by myself. As the years have gone by, my needs have changed. Now that my basic needs have been fulfilled I can reach out with greater expectations for the job that I have.

I am told that the new generation of employees are looking for a job in which they can make a difference, that they can professional grow, be part of a greater vision, and experience an active life outside of work. From what I read I get the impression that these desires are selfish and unreasonable. I find it interesting that they are starting their career where I am ending mine.

Having a fulfilling career, job or business requires answers to some basic questions -

- ⇒ Who are we?
- ⇒ What do I want out of my career, job or business?
- ⇒ Why?

WHO ARE WE? What are our strengths and weaknesses? What values do we hold and choose not to compromise? What energizes you and what leaves you cold? What type of environment is best? Who can we work with that will bring the best out of us? What your true passion is? *Nothing will have a greater impact than knowing who you are.*

I learned a lot of this by analyzing the bad situations I found myself in. I struggled in English. Thought it was subjective. I learned math was my strength. I struggled when math became sci-



ence. I prefer concrete ideas rather than abstract. I learned that I valued competence, when I had a boss that I felt was not competent. I discovered that it felt good and I got energy when I was helping others by using my accounting knowledge. I would never make it as a nurse. *The better you know yourself the better decision you will make.*

WHAT DO I WANT? We trade our time and energy for the experience and income of the work that we do. Working for 30 plus years I have observed a variety of needs and wants that people look for or expect from a job. Sometimes it is just the cash; however we accept a job for the income promised before we actually start. We keep doing the job for many other reasons - such as feeling important, to feel as if we belong, to live a lifestyle, to learn, to be challenged, to not be bored, to learn from others, to help others, to win, to get parents approval, to buy toys, etc. The list goes on. For business owners I can add a few more - to carry on the family business for the next generation, to get on the Inc. 500 list, to pursue a passion and because they can't work for anyone else. *Knowing what you want will make the decision process easier.*

WHY? This question becomes more important as we make big decisions. It will determine how fulfilled we are with our career, job or business. It will test the first two questions. *Knowing why will help avoid feelings of regret and provide a clearer path to your success.*

Early in my career my identity was my Certified Public Accountant designation. It gave me my self-worth. When I became a mom I had to let go of that and learn that my career didn't define me. Now that my kids are on their own my "why" is changing again.

Today my "why" is - to feel valuable by making a difference in the lives of small business owners. I am focusing on professional growth, developing an inspiring business vision and designing the business to provide a life outside of work. These wants are very similar to what the new generation is asking for. In my situation we both want the same thing.

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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A Little Humor For Father's

"Dad, are bugs good to eat?" asked the boy.

"Let's not talk about such things at the dinner table, son," his father replied.

After dinner the father inquired, "Now, son, what did you want to ask me?"

"Oh, nothing," the boy said. "There was a bug in your soup, but now it's gone."

A small boy was at the zoo with his father. They were looking at the tigers, and his father was telling him how ferocious they were.

"Daddy, if the tigers got out and ate you up..."

"Yes, son?" the father asked, ready to console him.

"...Which bus would I take home?"

Four men are in the hospital waiting room because their wives are having babies. A nurse goes up to the first guy and says, "Congratulations! You're the father of twins."

"That's odd," answers the man. "I work for the Minnesota Twins!"

A nurse says to the second guy, "Congratulations! You're the father of triplets!"

"That's weird," answers the second man. "I work for the 3M company!"

A nurse tells the third man, "Congratulations! You're the father of quadruplets!"

"That's strange," he answers. "I work for the Four Seasons hotel!"

The last man is groaning and banging his head against the wall. "What's wrong?" the others ask.

"I work for 7 Up!"