

THE FINANCIAL EDGE

February 2017



The Tide of Love...

Personal comments by Mary

Lately the news coverage and my Facebook feed has brought about a tide of outrage, disagreement and a lot of name calling. I see anger and behind anger there is usually fear. Fear of change I suppose. As a general practice I attempt to focus on the positive - whether it is my attitude or actions. With Valentine's Day nearby I am hoping that the sentiments will swing toward gratitude and love.

"There is nothing either good or bad but thinking makes it so."

William Shakespeare

Perspective is the key. A glass of water may be half empty or half full. We can look for the good in people or the bad. We can see the opportunities or the challenges. Neither view is right nor wrong. But the view definitely influences the quality of our life.

Managing my perspective can bring me a good day rather than settling for a bad one. To create more good days I am consciously working on seeing the abundance around me. For example with the recent outrages and protests I see passion. I see people getting involved instead of the "I don't care" attitude that I have seen in the past. Personally I equate the protesting to me yelling at my kids. Screaming at the top of my lungs allowed me to release my anger, however it didn't change the behavior of my children. Once my anger was spent I could change my perspective and move into more productive activity.

Valentine's Day might be a hallmark card holiday, but it is a good reminder that love is all around us. A reminder to create the tide of love - to give love and receive love.

To those we work with - you bring a tide of warmth into our office. I send you a warm thank you for being part of my life. I work with the very best staff, clients, business associates and acquaintances. Life is best when riding on the tide of love...

Mary Guldán-Lindstrom



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

WHAT CLIENTS ARE SAYING...

"Mary, so glad you handled my taxes this year - put a smile on my face. Needed someone to talk to face to face about questions that come up during the year and you were always available to answer any questions I might have had in terms I understood. Would recommend you to anyone who asked me for a reference."

Sincerely, Karen Leanna

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Spread the LOVE by...

-  Forwarding your newsletter copy;
-  Calling our office at 920-351-4842;
-  Sign up at www.focus-cpa.com;
-  Or e-mail Mary@focus-cpa.com

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

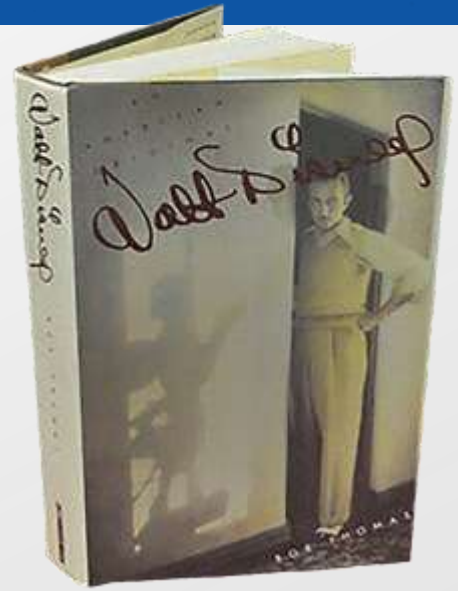


The Book Review

Title: Walt Disney, An American Original
Author: bob Thomas
Topic: Biography
Easy to Read: \$\$\$\$ (5 out of 5 dollars)
Applicable to Small Business: \$\$\$\$ (5 out of 5 dollars)

Summary: This book is a factual account of Walt Disney's life and building the Walt Disney brand. Recounts the events that affected his thought process and made him the original that he was. Detailed account of his business ventures, how he interacted with employees, investors, bankers and family.

My recommendation: An inside view of the trial and tribulations of starting and growing a international known business. It shared how Walt Disney created and protected his brand. Great stories of his banking, staff and investor relationships. Details on how he managed his companies and the important relationship he had with his brother, Roy who worked with the business numbers.



Pages: 360 | Published: 1976



Don't Fall for Scam Calls and Emails Posing as IRS

By Mary Guldán-Lindstrom, CPA

Scams continue to use the IRS as a lure. These tax scams take many different forms. The most common scams are phone calls and emails from thieves who pretend to be from the IRS. Scammers use the IRS name, logo or a fake website to try and steal money from taxpayers. Identity theft can also happen with these scams.

Taxpayers need to be wary of phone calls or automated messages from someone who claims to be from the IRS. Often these criminals will say the taxpayer owes money. They also demand payment right away. Other times scammers will lie to a taxpayer and say they are due a refund. The thieves ask for bank account information over the phone. The IRS warns taxpayers not to fall for these scams.

Here are several tips that will help filers avoid becoming a scam victim.

IRS employees will **NOT**:

- Call demanding immediate payment. The IRS will not call a taxpayer if they owe tax without first sending a bill in the mail.
- Demand payment without allowing the taxpayer to question or appeal the amount owed.
- Require the taxpayer pay their taxes a certain way. For example, demand taxpayers use a prepaid debit card.
- Ask for credit or debit card numbers over the phone.
- Threaten to contact local police or similar agencies to arrest the taxpayer for non-payment of taxes.
- Threaten legal action such as a lawsuit.

More information on how to report phishing or phone scams is available on IRS.gov.

- *Information* taken from the IRS website.



Building the Life and Business You Dream Of

By Mary Guldán-Lindstrom, CPA

Twenty five years ago my life fell apart, like a glass bulb hitting a concrete floor it shattered into many pieces. I had filed for divorce after 10 years of marriage. I was a single mom with two toddlers and I quit my 8-to-5 job. Everything was new. My life choices were right for me, however the consequences were a little unsettling and daunting. I now had to rebuild my life, better than it had been going.

During this time I came across Barbara Sher's concept of "*Wishcraft*". She described a process that started with looking at your life and clarifying your style - what brings out the best in you. Society had defined me. I like to follow rules, so when I was encouraged to color within the lines - I colored within the lines. Parents, teachers and peers helped to create my neatly defined box of what my life should be. After 30 years that box didn't work for me anymore. *Wishcraft* provided exercises to tap into my imagination to discover what I needed to be my best self.

First I had to let go of my fear and bring down the barriers to allow my imagination to flow again. From my past experiences I started identifying my touchstones. Touchstones are elements of life that bring out your strengths and joys. These things give you energy and applied with purpose will help reach your goals. Touchstones consist of activities, environments and people that inspire you to be your best self. By knowing what gives you joy it is easier to bring more of it into your life.

In this process I discovered that I liked learning, that I need challenges to work on. I like to teach. I love organizing and designing systems that improve the situation. I love applying my knowledge of accounting and tax in creative ways. I love strong vibrant colors and being one with nature. I like to feel appreciated. I need a balance of alone time and working with people. This knowledge provided the elements to build my ideal day.

Once crafted I had my vision and I made progress in the direction every day. I had just started an accounting business and was building it hour by hour. By including my touchstones in my ideal day I could craft a business and personal life that would inspire me. I identified what skills I needed to develop, what type of environment I work best in and what type of people to surround myself with.

Choosing to become a small business owner you are responsible for every hour of every day. You build your business hour by hour, day by day. This basically amounts to a lot of choices such as when I start to work, when I quit and what to do in between those times. *Wishcraft* helped me define that day to fit my unique touchstones.

Today, twenty five years later, this process laid the foundation to what I live by today – both career and personal. The process worked for me. Recently I bought an updated copy of the book, *Wishcraft* and I am going through the exercises, again. I can't wait to see how my ideal day has changed and the unbelievable results I will achieve.

**YOU'RE IN FOR A
TREAT...**



Would you like a free Kringle from Uncle Mike's Bake Shoppe?

Just encourage a small business owner to set up a **free discovery meeting**

with Mary at Focus CPA Inc. and we will send you a gift card for a free mouthwatering, award winning Kringle of your choice.

We are accepting new clients this tax season! A referral is the best compliment that we can receive.

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A Little Love...

A girl goes up to a guy after having admired his countenance for quite a while and says "I love the way you smile!" The guy, blushing slightly, also wishes to make a confession.

The girl obliges him and says "sure."

The guy responds by saying that "I'm only smiling because of you."



BA
THE BRIDAL BOX