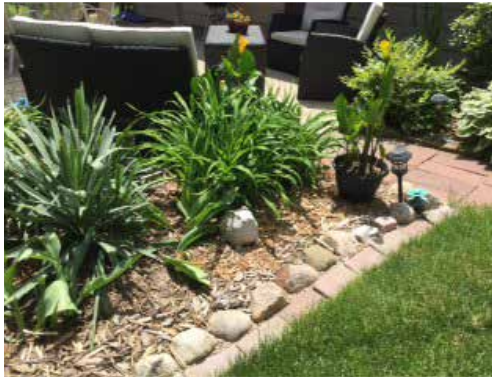
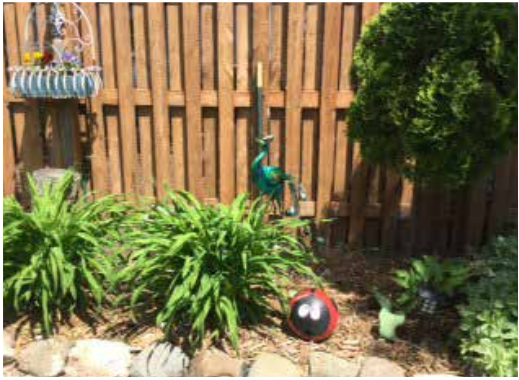


# THE FINANCIAL EDGE

June 2019



## LIFE IS GOOD 😊

Personal comments by Mary

People who have good health have many dreams; those that are struggling with their health have only one - to be healthy. My life is good so I have many dreams.

Each summer one dream comes true every year. It starts in spring then summer arrives and my backyard comes to life. In the morning and evening, I survey my little piece of heaven - my backyard. It holds a lush carpet of green grass surrounded by gardens bursting with flowers or soon to be flowering plants. I bring out my fanciful creatures - the panda under the miniature Japanese maple, the towering peacock that glitters, the elephant with its trunk raised high (a sign of good luck), the wizard that oversees the birdbath, and the dragon with the solar glass ball that stopped glowing. This is my stress reliever, where I find my peace of mind, where I can nurture the plants to grow and be creative. There is nothing practical here. I do grow a few herbs for cooking, but no vegetables.

My garden wasn't always lush. I started working on this after my kids lost interest in the backyard. I could finally take down their construction project that started out as a wooden jungle gym. Later during a summer vacation from college, they put in my fence. The next year they gave me the most wonderful gift - rocks. Yes rocks. My gardens are lined with rocks. Over the years I have added plants, mostly perennials, many have multiplied. The last two years the backyard went from almost full shade to full sun.

After 15 years of nurturing my gardens, I now have a constantly changing kaleidoscope of color from spring to fall. With the rain, little warmth and sunshine my little piece of heaven is at its best. Life is good.

Mary Guldán-Lindström



"You guys Rock! Thanks for helping us get started with our new month end reporting system. You made it very easy for our staff to get going with it. Then when we lost our bookkeeper with no notice - you and your staff jumped right in and made sure we had what we needed to keep moving forward. Thanks for all your help."

Rich Rothmund,  
President of TA Motorsports Inc.

Wisconsin's ONLY Arctic Cat  
MegaStore, including full lines of  
Suzuki and Yamaha products.

**YOUR REFERRALS ARE  
APPRECIATED AND WILL BE  
TREATED WITH UTMOST CARE!**

## THE BOOK REVIEW

**TITLE:** Magnetic Marketing

**AUTHOR:** Dan Kennedy

**TOPIC:** Marketing

**EASY TO READ:** \$\$\$\$\$ (5 out of 5 dollars)

**APPLICABLE TO SMALL BUSINESS:** \$\$\$\$\$ (5 out of 5 dollars)

**Summary:** This is a basic guide on how to attract customers instead of chasing them. Use the basic pyramid to build your marketing system - market, media and message – to attract customers. Identify your market; select the media that they see and the message that will attract their attention to buy.

**My recommendation:** The book is easy to read, straight forward and an excellent reference guide when developing or refining your marketing system. This is a how to book that if used will deliver results. My marketing is based on this philosophy and personally, it has provided plenty of leads that have developed into clients.



Pages: 159 | Published: 2018

## HOW MUCH INCOME DOES IT TAKE TO BE IN THE TOP 1%?

THE INCOME REQUIRED TO BE IN THE TOP 1 PERCENT VARIES GREATLY DEPENDING ON WHAT COUNTRY YOU LIVE IN.

According to a recent Bloomberg analysis, they included a breakdown of the annual pretax income you need to be among the top 1 percent of earners in various countries. The figures below, from Bloomberg, are in 2017 U.S. dollars.

**India:** \$81,000

**South Africa:** 162,000

**China:** \$105,000

**Canada:** \$190,000

**France:** \$215,000

**United Kingdom:** \$290,000

**United States:** \$478,000

**Singapore:** \$694,000

**United Arab Emirates:** \$891,000

In the US the threshold to be in the top 1 percent of earners can vary significantly by region.

To be among the top 1 percent in America in 2015, you needed a minimum household income of \$421,926 before taxes. In affluent metropolitan areas, the threshold was much higher. In New York City, your household needed an annual income of \$744,426. In San Francisco, it was \$943,782. In Jackson, Wyoming — home to extremely wealthy residents like former vice president Dick Cheney and Walmart heir Christy Walton — you had to make \$1.7 million to be among the 1 percent in 2015. In Wisconsin, it was \$349,905.

Keep in mind that these numbers just represent the threshold you had to cross: The average income of the top 1 percent nationwide was \$1.32 million in 2015. In the Jackson metro area, it was \$16.2 million.



## FOCUS CPA — WHY WE ARE HERE

By Mary Guldán-Lindstrom CPA

I am a strong believer in the American dream of owning your own business. I believe that those who want to be successful business owners can be.

**Our mission at Focus CPA is to improve the lives of small business owners. We do that by removing stress and bringing the fun back. Our tax, accounting and advisory services go beyond staying in compliance.**

### THE BALANCING ACT

Managing a small business is a balancing act carried out by the owner. Did you ever sit on a three-legged stool and fall over? All three legs must be equally strong to stand firm and tall. Business can be broken down into three legs –

- ✓ Sales (finding your customer, setting the price),
- ✓ Operations (delivering what was promised) and
- ✓ Administration (keeping in compliance and cash flow).

Most small business owners are strong in sales and / or operations. The challenge is the administrative side.

### OUR COMPLICATED WORLD

We live in a complicated world. Tax compliance is challenging and not getting any easier. In addition, many business owners struggle to improve their profits and manage the cash flow.

That's where we step in and strengthen this area of the business. Through tax preparation, accounting help and business strategy we focus on three primary areas.

- **Your Advocate.** We represent your interests in tax and accounting matters. Our mission is to keep you out of trouble and help you keep your cash. We got your back!
- **Translator.** We look behind the numbers to understand your business and translate them so that you, the business owner, can make better decisions.
- **Detective.** We use your numbers to discover and focus your personal and business strengths to increase your financial success and increase your enjoyment.

By being an advocate, translator and a detective, we can improve the lives of small business owners we serve.

### SO WHAT MAKES US DIFFERENT

CPA's are taught theory, few have actual business experience. Many years ago, I bought a flooring company. I had 10 years of business experience and I was prepared to make this investment a financial success. I was going to show the world that I could do it. Tax returns were filed timely and we had meticulous accounting records. However, we struggled with profits and cash flow. I survived 3 years. It was a very painful and embarrassing experience. I had many sleepless nights attempting to improve the situation. I decided to provide services that would prevent anyone else from going through that pain.

### ADAPTING & CHANGING

At Focus CPA, we have been around since 2004, adapting and growing. Besides a CPA and business owner, I am a mom who struggled balancing family and work. I have built a team to provide accounting, tax and advisory services. We listen and observe to understand the needs of those we serve. We provide services and education to keep our clients in compliance and help them grow.

Remember that three legged stool - with sales, operations and administration? We work hard to strengthen that third side of the business so that small business owners can sit firm and tall.

We want them to have an awe-inspiring experience living the American dream of being in business!

THAT'S WHY WE ARE HERE.

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

## Special Offer

### IS THE AMERICAN DREAM OF OWNING YOUR OWN BUSINESS NOT LIVING UP TO YOUR EXPECTATIONS?

Most entrepreneurs do what has to be done to survive. Many times those habits destroy the business. We end up with working with people that take away our passion, doing things we aren't good at, not taking vacations and struggling to keep the cash flowing. That is not my idea of an American dream.

Give us a chance to help you change your story. Contact us for a free one hour "Discovery Meeting". We will help you recall why you started your business and work to recapture that passion and reduce the stress.

**CALL 920-351-4842 OR  
EMAIL MARY@FOCUS-CPA.COM**

# June 2019 INSIDE THIS ISSUE

# FOCUS\$CPA Inc

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In May of 1909, Sonora Smart Dodd of Spokane, Wash., sat in church listening to a Mother's Day sermon. She decided she wanted to designate a day for her dad, William Jackson Smart. Her mother had died in childbirth, and her father, a Civil War veteran, had taken the responsibility of single-handedly raising the newborn and his other five children.

The first Father's Day was celebrated on June 19, 1910, according to the Spokane Regional Convention and Visitor Bureau. The young women handed out red roses to their fathers during a church service. Large baskets of roses were passed around and attendees were encouraged to pin on a rose in honor of their fathers - red for the living and white in memory of the deceased.

While Congress was quick to officially declare the second Sunday in May as Mother's Day in 1914, it took much longer for Father's Day to be legally recognized. In 1924, President Calvin Coolidge said that he supported it, in order to establish closer relationships between fathers and their children and to impress upon fathers the full measure of their obligations, according to the Library of Congress.

President Lyndon Johnson issued the first presidential proclamation honoring fathers in 1966, but it wasn't until 1972 that President Richard Nixon signed the public law that made it a permanent holiday. Since then, Father's Day has become a time to recognize the many different father figures.

Information obtained from [www.Livescience.com](http://www.Livescience.com)