

Pro@ctive CPA

Interact With Your Accountant

To: Clients, Associates & Friends of Pro@ctive CPA
From: Mark L. Wyssbrod, Managing Member
Date: October 1, 2008
Re: October Update – Stay Focused & Year End Tax Planning Services

Stay Focused

During a CEO roundtable discussion our managing member, Mark Wyssbrod, attended earlier this week we discussed importance of staying focused during challenging times.

Small business is difficult in good times and trying in more challenging economic times. A challenge for many small business owners is they need to stay optimistic, display a good attitude, yet be grounded to reality. Staying focus allows one to plan, see progress, allows one to make adjustments when necessary and, potentially most important during these times, not to panic. There are other benefits as well to staying focused including the ability to spot opportunities.

We encourage all of our clients to plan, prepare and to stay focused!

We're Alive!

www.pro-active-cpa.com – official Pro@ctive CPA site
www.wyssblog.com – Mark Wyssbrod's personal blog

Please feel free to give us your feedback!

Business Advisory Services

From bank failures to lines at gas stations the economy continues to be very challenging. How can you protect your company and net-worth? Cash flow, which is a popular term, usually acts like a politician...it seems ok, until you realize it isn't. Cash flow can still be "strong" as your liquidity and margins (short-term financial position) continues to erode. Unfortunately, once cash flow turns against you, your financial position as deteriorated to a point where it is usually very challenging to improve.

Pro@ctive CPA can provide a solution: an easy to read 10 page financial report. This solution helps our clients understand their current financial position, identify weaknesses to correct, identify strengths to capitalize on and create an action plan to better position the company. We have relationships with part-time CFO and Controller accounting firms if more specific solutions are needed.

Mark Wyssbrod, the Managing Member of Pro@ctive CPA, has warned his clients regarding the real estate bubble and challenging economic times over the past 4 years. He current sees challenging times ahead which he believes companies will have to reduce



debt levels, spot opportunity, be flexible with assets to realign with new opportunities, and continued hard work and sacrifice by managers and owners.

Year End Tax Planning

As an Eagle Scout Mark Wyssbrod like's to "Be Prepared". Year end tax planning allows us to meet with our clients to make the most the tax code and so we have no surprises on April 15th. Additionally, some tax planning items (i.e. employee benefit plans) for the next fiscal year need to be implemented before that year begins. The planning session also allows us to discuss your goals to ensure we are making the best business and personal finance decisions and then structure these decisions tax efficiently.

Please contact Mark Wyssbrod, your Pro@ctive CPA, if you are interested in a business advisory or year end tax planning session. Mark can be reached at (770) 664-8583 or mark@pro-active-cpa.com

Be efficient! Be Prepared!

IRS Circular 230 disclosure: To ensure compliance with requirements imposed by the IRS, we inform you that any U.S. federal tax advice contained in this communication (including any attachments) is not intended or written to be used, and cannot be used, for the purpose of (i) avoiding penalties under the Internal Revenue Code or (ii) promoting, marketing or recommending to another party any transaction or matter addressed herein.