

Memorandum

To: Clients, Associates & Friends of Pro@ctive CPA
Form: Mark L. Wyssbrod, Managing Member
Date: August 27, 2013
Re: Mark Wyssbrod: The 2013 GNFCC Small Business Person Of the Year

A grand moment in Pro@ctive CPA history occurred this morning. The Greater North Fulton Chamber of Commerce presented me with both a Small Business Person of Excellence Award and, the apex, Small Business Person of the Year Award!

This was my third time as a finalist and it was a charm! In my interview as a finalist I mentioned to the selection committee that Pro@ctive CPA is a little different. Being “green” (different) always easy. Being different requires courage, certainty, self-believe, confidence and intestinal fortitude.

However, being different allows us to connect our clients goals to their business position to an efficient tax strategy; take time to strategize and think about our clients best interest; provide higher than average quality; return calls and e-mails timely; allows us to be reasonably priced; and allows us to have the time to genuinely care. If you want to change the world, you do need to be a little different than everyone else.

Of course, I could not have reached this level of achievement without a supporting and loving family, fantastic team members, great business partners and amazing clients. Thank you for your confidence and support!

I would like to share with you a portion of my thank you speech from this morning:

The past few years have been challenging for most people in the room, primarily due to the economic environment. Some were caught off-guard; other could not stay in front of the tide. We have probably all asked “why do we have to go through this”. The world doesn’t always seem fair.

But we must remember our challenges give us a chance to prove our perseverance; our perseverance illuminates our character; and our character is one of hope. When we, as a small business individuals come together to provide creative solutions to our economy and for our community we lift morale, we inspire, we give hope.

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When we come together, there is nothing that can hold us back. Not the economy, not the government, not the tax system, not any problem in the world. But we must stay focused on the solutions, be prudent in execution, and not letting the problems of the world drown us.

We must readily displace our intestinal fortitude. We must be leaders when our economy, community, family, team members need us the most. Heed the call. It's time for us all to be lifted up and be shining examples for one another. It's our actions which define us.

In the words of President John F. Kennedy: "Things do not happen. Things are made to happen."

I am still in awe and wonder from this morning's event. Humbled; determined to continue to make a difference; and grateful.

I appreciate you and your support,

Mark W.

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