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YOUR FINANCIAL SUCCESS

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3 Goals Every Entrepreneur Needs in 2022

By now, you should have an idea of what you want your business to achieve in 2022, but have you considered how you will grow during that year — and the impact that could have on your business? Often, entrepreneurs and business leaders take on the identity of their companies, but in order to personally thrive and see their companies take off, they have to grow right alongside it.

To do so, consider these goals all entrepreneurs must focus on at some point in their careers.

Goal No. 1: Get a Life

You are more than the company you started. Plus, having hobbies or personal interests outside of your work can help you excel in work. It allows your brain to grow in new ways, sparking fresh ideas and perspectives. Consider activities that you're interested in learning more about — like painting, podcasting, reading, or running — and get started. Maybe you'll fail, but just keep trying! You may find a new activity that brings you the joy you need.

Goal No. 2: Save More

Many of the dimes you earn as a business owner go back into the company, but don't forget to consider your future. Is your

retirement plan in order? Do you have a plan should your company need to close? Will your family be secure? Consider these questions and hire a trusted financial advisor who can help you find personal investment success.

Goal No. 3: Meet New People

Becoming inundated by daily, menial tasks can make us miss opportunities. This is where meeting new people can be so valuable! By doing so, you create a network of people who have different experiences than your own. They can help you see beyond your biases and discover a new path. Who knows? You just might find the next great venture for your company!



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FINDING SERENITY

Important Lessons on Finding and Practicing Gratitude This Season

Every month, I write about some of the wisdom I've gathered from years of being a business owner who's primarily helped other company leaders find success. You might be surprised to discover that those lessons all share a common theme — something successful and long-lasting business leaders know and practice — the serenity prayer.

It goes "God, grant me the serenity to accept the things I cannot change, the courage to change the things I can, and the wisdom to know the difference."

Admittedly, it sounds a little corny, but it's a powerful belief to follow. And I believe it's a lesson we've become familiar with during the past two years. As shutdowns, PPP loans, and ever-changing business plans have catapulted us all into uncertain waters, I have no doubt many of us silently said this little prayer before getting back to work each day.

I don't know about you, but I'm ready for more "precedented" times. As we move into this period of growth and normalcy after the pandemic, I hope we don't forget the serenity prayer. If we learned anything from the past two years, it's that some things are beyond our control, and our energy is better spent elsewhere. You can expel and focus all your energy on the fact that the sky is falling, or you can do something about it.

This Thanksgiving, I'm most grateful for the path to normalcy. There is still a lot going on with this pandemic, but it certainly feels like we are approaching the proverbial light at the end of the tunnel — after spending months

*BUSINESS IS GREAT, AND
WE'RE LOOKING FOR MORE.*

We hope that you will keep us in mind if the opportunity arises to refer family, friends, colleagues, and neighbors. Thank you for your continued support.



understanding that so many variables were out of our control. It wasn't an easy time, but it was an opportunity for tremendous learning. We grew in our abilities to run a business on remote platforms, connect with loved ones without physically being in their presence, and successfully respond to a pandemic. There's great value in that.

It's easy to get sucked into the negativity and bad news, but we have to learn to accept these realities rather than get paralyzed by the fear of what's happening. The businesses who were successful during this pandemic looked at the ways in which they could still operate and thrive without their traditional business models. It wasn't always easy, nor was it ideal. But it got the job done. Most importantly, it ensured that companies were still around once the sky stopped falling down around them.

This season, reflect on what you're most grateful for, and make it a daily habit. Look at the world around you from the perspective of the lessons it can teach you and what you can control within it. I can guarantee you will be better prepared emotionally and mentally for the uncertainties that come your way in the future. Gratitude should be just as much a part of your daily routine as drinking coffee or checking your email. It's the difference between hiding as the sky falls and picking up the pieces as it does.

And, if all else fails, saying the serenity prayer never hurts.

Happy Thanksgiving.

While Debbie battled with cancer, Aquablue began working with Scholl & Company. After their payroll company left them high and dry and the recession created a serious dent in their business, Frank feared the business could never recover.

Scholl & Company reassured him otherwise.

“Bret said, ‘We can rebuild everything,’” Frank recalls. “Everyone there helped us so much. We rebuilt all of our payment records, so we could minimize a lot. They bailed us out of that situation, and they were accommodating to us.”

With support from returning customers and guidance from Scholl & Company, Frank says the spa is on its way to nearly hitting their peak revenue total again, and they now employ 18 team members.

“It was just an easy transition to have them do our business and personal taxes,” Frank says. “They do such a great job.”

In fact, Frank was so impressed with the work and guidance Scholl & Company offered the business that he enlisted Scholl & Company’s help with the Old Town Salinas Foundation. The nonprofit organization supports the revitalization and development of Old Town Salinas. Frank is the two-time president of the foundation, too.



“**WITH SUPPORT FROM RETURNING CUSTOMERS AND GUIDANCE FROM SCHOLL & COMPANY, FRANK SAYS THE SPA IS ON ITS WAY TO NEARLY HITTING THEIR PEAK REVENUE TOTAL AGAIN, AND THEY NOW EMPLOY 18 TEAM MEMBERS.**”

Today, Aquablue continues to grow. Much like Scholl & Company, philanthropy has always been part of its mission, and Aquablue and Scholl Cares have partnered together for various philanthropic pursuits. Among their various ways of giving back, Aquablue is active in Relay for Life, benefitting the American Cancer Society — no doubt in homage to the soul of Aquablue herself, Debbie.

Frank is also remarried to a woman who he says has helped him heal. Together, Frank, his wife, Lulu, and every employee at the spa are determined to carry on the mission the Savinos started Aquablue with all those years ago: comfort and care for those who need it.

“We always take care of everyone,” Frank says.

You can learn more about Aquablue Skin & Body Spa at AquablueSpa.com. And don't forget Aquablue as the holidays approach! The spa can cater groups of up to 20 guests for a holiday retreat, and gift cards make the perfect gift! Learn more online.



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COMFORTING A COMMUNITY SPA OWNERS TEAM WITH SCHOLL & COMPANY



When Frank Savino’s late wife, Debbie, suggested that the couple learn how to do massage, Frank wasn’t convinced. Nearly 20 years and a successful spa business later, Frank credits that moment as a turning point.

After finishing their coursework in massage, Frank and Debbie decided to open Aquablue Skin & Body Spa. The

Salinas, California, couple felt Old Town Salinas was the perfect spot for regrowth and regeneration — something a semi-retired Frank may have searched for — and the business has been there ever since, catering to the relaxation and comfort care of those who need it most.

With their marketing experience, Frank and Debbie launched Aquablue into the forefront of relaxation for locals. The pair bought as much airtime as they could during daytime talk shows and continued their education to offer more skincare and massage services for clients. The result was a booming business that by 2007 employed more than 32 people for seven days per week, pulling in \$1.3 million in revenue.

The recession hit Aquablue hard, and not long after that, its payroll company shuttered its doors and left with Aquablue to pay an excess of \$8-\$10,000 in taxes. In the midst of all this professional stress, Debbie was diagnosed with what would become an eight-year battle with cancer. Considered the soul of Aquablue and a beloved member of the Salinas and Aquablue community, Debbie lost her battle with cancer.

“Her heart and soul are still in the spa,” Frank says with teary emotion.

Say Thanks!

Show Gratitude to Employees and Customers

This season asks us to reflect on what we are most grateful for, and in a year that has raged on with a continued pandemic and political divide, it can be difficult to find what exactly it is we have to be thankful for. Yet, doing so may be the most powerful tool you have in boosting client relationships, employee morale, and your mindset.

Internally, expressing genuine gratitude for your employees has been shown to improve employee performance and connection to your mission. Employees who feel respected and valued better align with company goals, often providing you and your customers with the best possible service. Furthermore, customer appreciation creates lasting partnerships that help attract more consumers through referrals and can bolster your bottom line — in fact, studies show a greater financial benefit to long-term customers than new ones.

If that still isn't enough, consider the ways in which expressing gratitude can benefit you! Approaching life with a grateful attitude can improve your mindset and improve overall happiness. That means you not only make someone else feel good by expressing gratitude, you also boost your mental well-being.

This Thanksgiving, spend a few moments showing your employees and clients just how much they mean to you. Make this action genuine to reap the full and complete benefits of being grateful.

Write to them.

This is one of the easiest, most affordable ways to show gratitude to your employees and customers. Hand write

messages to all of your employees and customers thanking them for their service or business, and briefly explain how their patronage helps you and your business. The message doesn't have to be very long — a few sentences will do — but the simple act of writing the note yourself will make the message feel personalized. It's a powerful way to let others know you care about them and their work.

Donate to causes they care about.

The organizations and nonprofits we choose to donate to, volunteer with, and support say a lot about our values and beliefs. It's our way of fostering better connections to the community, and by doing so, others can learn a lot about us. If you want to show employees and clients just how much they mean to you, consider looking at the causes they care about most.

This can work in a number of ways. Let's start with your employees. This holiday season, send an anonymous survey to your employees inquiring about the local organizations that mean the most to them. This will work best if you provide a list of organizations to choose from! Then select the top answers and pledge to donate money in your employees' names. You could also provide a "donation bonus" to employees through apps like Cauze, which allow your employees to give back to the groups that mean the most to them.

When it comes to your clients, giving back in their name can be as simple as gathering their information. You likely already collect phone numbers, addresses, and email addresses when you begin working with a customer. (And if you don't, you should.) Simply inquire about your clients' favorite nonprofits during this process, and when the holidays roll around, donate to their favorite charities. It doesn't have to be much — \$20 sends the message that you are invested and interested in what they care about!

Host an event.

You can double dip with this one! Host an appreciation event for both employees and clients. Offer door prizes, games, family-friendly entertainment, food, and drinks, and encourage your employees and clients to mingle and get to know each other more. You will foster stronger bonds between your team and the people you serve, while also showing just how much these two groups mean to you and your business. Plus, it's a fun way to boost engagement!

Appreciation doesn't have to be complex, but the biggest mistake you can make is *not showing* your employees and your customers just how much they mean to you this season. A "thank you" can go a long way — for everyone involved.



Genetic Testing's Unintended Benefits

If you lived in California in the 1970s and 1980s, Joseph James DeAngelo was likely the boogeyman you feared most. While his name was unknown to investigators then, DeAngelo murdered and raped victims for decades as the elusive Golden State Killer.

However, this monster in a man's 70-year-old body would have never been discovered and arrested if not for the work of DNA-testing websites. While it was the GEDmatch website that helped investigators eventually nab DeAngelo, the science and popularity of 23andMe initially made this form of police work a viable reality. And some of the credit has to go to Linda Avey and Anne Wojcicki for kick-starting

this movement with 23andme in 2006. As Avey explains on the 23andMe website, the company was founded to provide individuals with a greater understanding of their genetic makeup and "accelerating research in the field of genetics."

In 2008, Time magazine named 23andMe's genetic testing as its "Invention of the Year," citing that accessibility to one's genome and medical history through DNA was previously an elite offering only for the rich. Today, users of Avey and Wojcicki's product spend anywhere from \$100-\$200 on each kit and lifetime results.

Many companies have mimicked 23andMe's model, including its use of autosomal DNA testing, but 23andMe pioneered this type of product first. This form of testing links those who share maternal and paternal DNA with everyone in the testing group. It's why 23andMe can offer its users answers about where their families originated and find patterns in genetic coding.

For years, many were skeptical about this company. For starters, people worried about how their DNA would be used or shared, while the Food and Drug Administration had concerns over the health testing portions of the kit. However, throughout its existence, 23andMe has updated its privacy and now meets FDA requirements. More importantly — in some cases — it now allows everyday citizens to help police officers provide closure to families looking for answers in cold cases.



HAVE A Laugh



Was Alexander the Great Buried ... Alive?!



Alexander the Great is most known for his hard-fought capture of land all across the globe after succeeding his father on Greece's throne at just 20 years old. Today, the facts of his premature death are starting to piece together a curious puzzle for historians, because some now believe Alexander was buried alive.

After 12 days of abdominal pain that led to a fever and paralysis, ancient Greek doctors couldn't detect a breath from Alexander, and he was declared dead. His body was prepared for the afterlife, but he didn't show signs of decomposition for six days. This only fed the belief that Alexander — like other rulers of his time — was part god.

Dr. Katherine Hall of the University of Otago, New Zealand, believes this suggests Alexander wasn't yet dead. In fact, he may have been suffering from a rare bacterial infection that attacks the nervous system and leads to paralysis, which could result in the lack of breath.

This is still a theory, so while we may not know exactly how Alexander died, some of the final pieces of the puzzle may fall into (an eerie) place.