

Sage Start-Up Business Advice from an Accountant, Lawyer, & Marketing Expert

SA505

Saturday June 23, 2018

This presentation is protected by U.S. and international copyright laws.

Reproduction, distribution, display and use of the presentation without written permission of the speaker is prohibited.

This program is registered with the AIA/CES for continuing professional education. As such, it does not include content that may be deemed or construed to constitute approval, sponsorship or endorsement by AIA of any method, product, service, enterprise or organization.

The statements expressed by speakers, panelists, and other participants reflect their own views and do not necessarily reflect the views or positions of The American Institute of Architects, or of AIA components, or those of their respective officers, directors, members, employees, or other organizations, groups or individuals associated with them.

Questions related to specific products and services may be addressed at the conclusion of this presentation.

Speakers List

- Philip J. Tantillo - Certified Public Accountant PC
- Marilyn Deane Mendell - President, *WinSpin* CIC, Inc.
- Jessica Foscolo - Partner, Attorney, Kenney Shelton Liptak Nowak LLP

Course / Learning Objectives

- Understand how to organize and legally establish your business. Proactively manage risk before an issue arises. Realize the basics to avoiding and/or resolving claims.
- See how to minimize tedious legal or accounting missteps. Gain insight on how to obtain financing.
- Market and grow your company. Build the brand from the start. Understand the how and why for building a network of contacts and how marketing drives business development.
- Take away tips on how to integrate marketing and relationship building into negotiations. Develop effective options to the “no negotiation” contract.

Selecting a Legal Entity

- Selecting a Legal Entity
- Sole Proprietorship
- Professional Service Corporation (PC)
- Professional Service Limited Liability
- Company (PLLC)
- Registered Limited Liability Partnership (LLP)
- Professional Partnership (all partners must
- be licensed)
- Design Professional Service Corporation (D.P.C.)

Registering with the Tax Authorities

- Internal Revenue Service
- State Tax Authorities
- Local Tax Authorities



Accounting and Bookkeeping

- Chart of Accounts
- Cash or Accrual Accounting
- Accounting Records & Recordkeeping
- Internal Control

Organization

Payroll Taxes

- Available Publications
- Tax Deposit Requirements
- Unemployment Taxes
- Workers Compensation
- Other Tax Requirements

PEOPLE

Payroll Taxes

- Available Publications
- Tax Deposit Requirements
- Unemployment Taxes
- Workers Compensation
- Other Tax Requirements

EXPECT

Income Taxes

- Income Tax Forms
- Estimated Tax Payments
- Due Dates
- Extensions
- Tax Planning
- State Taxes
- Choosing a Year End

CARE

Cash Planning and Forecasting

- Starting the Analysis
- Cash Collections
- Cash Disbursements

PREPARE

Obtaining Credit Credit for Your Business

- Obtaining Financing
- Financing Alternatives
- Debt Financing Sources
- Equity Financing Sources

Caution

Insurance & Selecting Professional Advisors

SAFETY NETS

Marketing



Throw a Goat Over the Wall All of the Time



Ethics 101

- Don't cheat
- Don't lie
- There are no fuzzy lines with integrity
- Word travels fast
- One bad mark is a zillion times worse than any number of good deeds

Be A Futurist



THE ART OF THE LONG VIEW

Peter Schwartz

THE WORLD IN 2020

Hamish McRae

ALPHA DOGS

Donna Fenn

RE-IMAGINE!

Tom Peters

RADICAL EVOLUTION

Joel Garreau

THE EXPERIENCE ECONOMY

B. Joseph Pine

venture
team
planning
capital
project
describe
stakeholders
agencies
creative
profits
cash
structure
focused
develop
formal
financial
leadership

BUSINESS

sales
government
success
internal
important
changes
products
attempting
strategic
reach
mission
competition
goals
information
target
for-profit
economics
organization

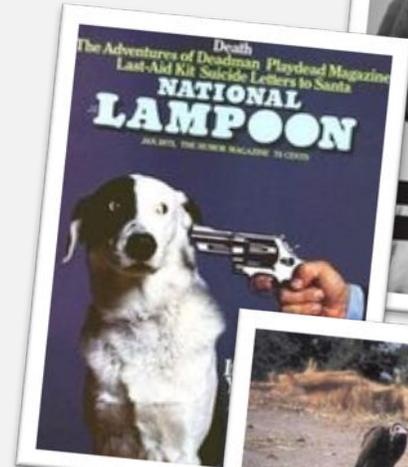
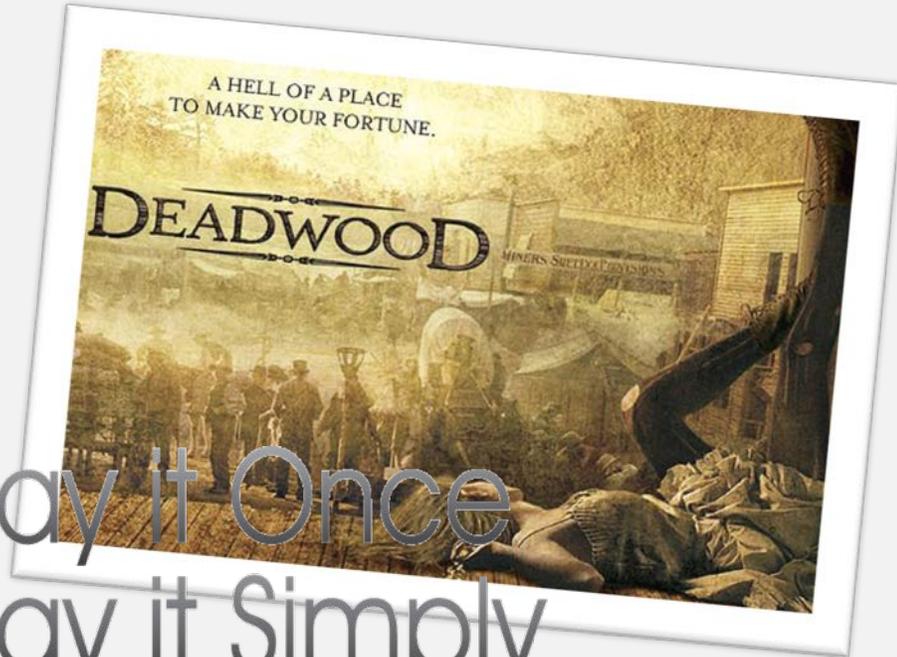
PLAN



Black Swan

Plan The Message Carefully

Say it Once
Say it Simply
Say it Clearly



You Are What You....



Clients make judgements based on cultural upbringing & prejudices

Parties + Client Gifts+ Service

Admission only with your RSVP
202.667.5776
arrnlg@hklcolocolo.com

Thursday, October 27, 2011 6-9 PM
1023 9th Street, NW, Washington, DC

BY BY BY
buy buy buy



Scan to RSVP

Washington



Harry S. Truman Little White House <http://www.trumanlittlewhitehouse.com/>

KCCT Leads Team in Historic Harry S. Truman "Little White House" Restoration Project

DC architecture firm coordinates \$70,000 in donated services.

Bob Wolf, executive director of the Truman Foundation, estimates this restoration represents a nearly \$70,000 contribution of services and goods to replace the home's 20-year-old rain-damaged carpet. This significant effort was made possible thanks to Chapman & Tenby (KCCT), Washington, DC.

In the spring of 2011 Marilyn Meudell, President of Win, One Architects who recently returned from a vacation in the Harry S. Truman Little White House, announced the Harry S. Truman Little White House.

The "Old Stone" architecture firm coordinated KCCT's restoration. Mr. Lecker, standing historically as the first to begin calling carpeting at redwood post-and-rail Capean, Savannah, Alabama, concluded with Roger R. cost escalation. He was in process.

"We're extremely proud to said Eugene A. Bellin, AIA, of State and shows what can be done." Bob Wolf said. "It's awesome. All the stars have a name to name are perfect. The c

Above KCCT Architects:
Kara Chastain, Chairman of Tenby (KCCT) Architecture firm for the Architect of the Capitol has been acknowledged with more than 22 people.

Marilyn Meudell
meudell@winone.com
540-207-4045

For Immediate Release

Janie Lecker, ASAC, LEED AP BD+C



Harry S. Truman

art

Support the Arts

100% of the proceeds from the sale of this artwork will be donated to the Washington Project for the Arts. Your support of Art Night helps WPAI further its mission to promote and present experimental exhibitions, programs, and performances that benefit local artists and communities. Without this commitment, your support with WPAI has raised over a quarter million dollars.

The Arts are generally not covered by the ACA and are not subject to the ACA. Please contact: Maryland 410-527-4942. Payments due to the ACA are subject to the ACA.



click here to view

Facebook Twitter LinkedIn

SCENE BISNOW WASHINGTON

REAL ESTATE • LEGAL • FEES/TECH • ASSOCIATION / NON-PROFIT • CONSUMER ENTREPRENEUR • THE SCENE • DINING • RESIDENTIAL

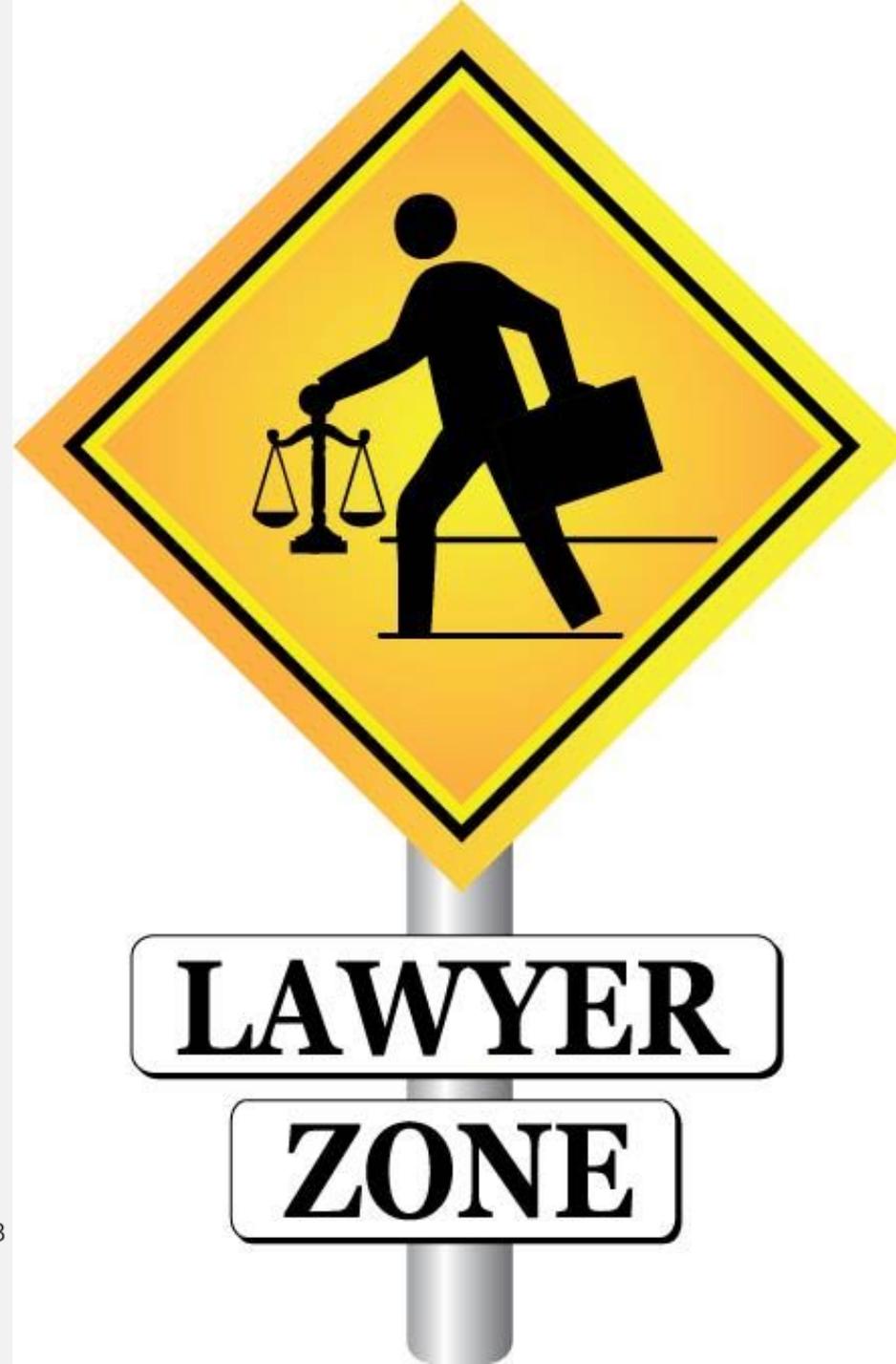
Austin | Baltimore | Boston | Charlotte | Chicago | Dallas-Fort Worth | Houston | Los Angeles | Philadelphia | New York | San Antonio | San Francisco | South Florida | Washington

October 28, 2011



A'18 AIA Conference on Architecture 2018
June 21-23, New York City

Legal



Standard Contract for Your Business

- In Writing & Signed
- Use Language You can Understand
- Be Precise (details! details!)
- Consider Confidentiality
- Termination Clause
- What State law?
- Remedies & Attorneys' Fees
- Alternative Dispute Resolution
- Attorney Review



Negotiation Strategies

- Keep Track of the Drafts
- Stick to the Time Table



Negotiation Strategies

- Fairness & Protecting Your Interests
- Big Company? Give them what they want (but make them pay for it)



Negotiation Strategies

- Provide Solutions for When things go Wrong or Change (they will)
- Change Orders
- Late Payments
- Untimely Delivery
- Contingencies
- Suspension of Service



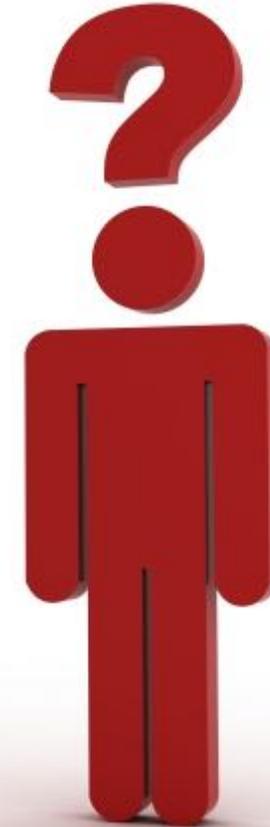
Risk Management –Identifying Your Risk *(hint –its different for everyone)*

- What are the risks associated with your business? (think about what events would impact your continued operations or cash flow)
- Which risks can be controlled?
- Which risks are worth the reward?
- Seek advice from others if you need help!



Proactive Strategies for Managing Risk

- Communication
- Setting Expectations
- Engage Support
- Train Staff
- Obtain Insurance
- Contingency Plans
- Utilize your Contract as a Risk Management Tool!
- Indemnification Provisions
- Hold Harmless
- Insurance Procurement Provisions



Claims

- **First Party Claims (Your Own loss)**
 - Insurance
 - Adjusters
 - Proof of Loss
- **Third Party Claims (Someone else's claim against you)**
 - Insurance
 - Claim Professionals (TPA)
 - Risk Transfer/Tenders



**THE BEST OFFENSE IS A
GOOD DEFENSE**

Rewards of Effective Risk Management

Good cash flow leads to stability, which leads to good credit, which leads to longevity



Appreciation

