

# It's Ok.

you see numbers. we see possibilities.



*Got  
QuickBooks®?*

**IN THIS ISSUE:**

Improve Your Bottom Line.  
It's Easy. We Make it That Way.  
Your Success. And Ours.

**New  
Business  
Directions** 

New Business Directions.com 603.356.2914

# What we do:

## Improve your bottom line.

You have passion for what you do – so spend more time doing what you love, and less time doing what you don't. We can help you create order out of chaos and improve your bottom line by streamlining the process of making money.

### Head in a new direction

We'll set up the right business systems, clean up your records and teach you how to keep them the right way, more efficiently. Our customized training teaches you more than the steps: We help you understand the sense behind the dollars and cents.

Once you're up and running, we'll do everything possible to increase your overall profitability and guarantee your long-term success because profitability is not optional. It's essential.

### As your guides,

we guarantee our work, honor your privacy and keep all your information confidential. We'll work seamlessly with your team of professionals to save you time and money; and we'll stay in the forefront with continuing education, credentials, licensing and certifications.

*There are a few places we don't go: We don't prepare tax returns, provide legal advice, or sell you a product or service you don't need.*



# It's easy.

## We make it that way.

### 1. Set Up

Whether your business is a start-up, a new purchase or you've been in business for years, having the right business systems set up is critical to your success.

We custom design and tailor a set up for you and your business, no matter which version of QuickBooks® you choose—Pro, Premier, Enterprise, Online or Point of Sale.

We provide you with the tools you need—products, installation, integration and support. We set up standard operating procedures and, if needed, customized forms and reports.

You will have systems in place that function like clockwork, even when you are not there.

### 2. Clean Up

Clean up is an opportunity to get your business back on track towards greater profitability. We perform QuickBooks® diagnostics, business check-ups, process re-engineering, system analysis and periodic reviews of transactions.

Our access to Intuit's Diamond Level U.S.-based team of top technical support experts ensure quick and accurate solutions to your most difficult challenges. We provide these troubleshooting services in person, by telephone or via remote access.

Think of it as a tune-up for your business. After all, running your business based on inaccurate or historical financial data is like trying to drive forward by looking in the rearview mirror.

### 3. Training

You can have the best systems in place, but if you and your staff don't know how to use them, you're no better off than you were before we started.

We teach you how to understand and interpret your financial data by making the numbers come alive.

When you understand the numbers, you can control them and make informed business decisions.

Our QuickBooks® and staff training programs on systems and procedures are customized to your business' individual needs. Need assistance with periodic transaction entry, payroll and payroll taxes, reconciliation of your bank, credit card or loan accounts, or internal reporting? It's OK, we can do that, too.

### 4. Maintenance

This is how we keep you and your business headed in the right direction.

Profits are not the residual of your hard work: They are essential for success. That's why we work closely with our clients on an ongoing basis.

We offer suggestions to streamline data entry and to eliminate or speed up tasks through add-ons and/or additional training.

By maintaining and fine-tuning the systems we've put in place, we can do everything possible to increase your overall profitability and guarantee your long-term success.

# Your success

## And ours...

Numbers aren't the end point. They're the beginning. They tell a story of how your company is moving towards (or away from) its strategic objectives. When you have a clear vision of where you are going, making decisions and taking the next step becomes instinctive.



We believe in always taking the high road. We operate at the highest level of integrity, and we are always open and honest

with our clients. We tell it like we see it. We don't believe in wasting valuable time — yours, your employees' or ours.

We don't judge the success of our business by the numbers, but by the relationships we build with our clients. We work with our clients throughout the year providing services that go well beyond a Profit & Loss Report.



*Rhonda Rosand*

# The applause

## The customers always write.

*"After 30 years in business and many consultant relationships, I can say without hesitation that Rhonda is the most personable, results-driven, effective and valuable consultant I have ever worked with. I will continue to work with her for as long as possible, and highly recommend her to friends and colleagues."*

*—Brian Charles, Proprietor, North Conway Music Shop, Charles Double Reed Co.*

*"I had no background or experience with QuickBooks®. My business partner in Michigan had been running the books until I took them over this winter. So I started from scratch with setting up the QuickBooks® system on a remote server and learning how to use all the features. Rhonda was a terrific adviser. In a matter of a few hours she got me set up doing transactions in the system and creating reports. And she has answered a bunch of questions since then—all within a few hours of me emailing them to her. I would highly recommend her to anyone else using QuickBooks®"*

*—John Cleveland, President, Innovation Network for Communities*

*"Rhonda has been invaluable to the success of our business! She's extremely knowledgeable, helpful and more fun to work with than you would ever imagine an accountant to be. She's quick to respond to any issues we may have and always seems to have the answers. What we especially love about Rhonda is that she does it all: QuickBooks® POS and ProAdvising, business consulting and accounting."*

*—Heather Chase, The Local Grocer*

*"If you have a small business you need Rhonda! She has helped us in all aspects of running our business - everything from QuickBooks® to company procedures, streamlining and helping to us to be much more efficient. I really can't say enough. Sometimes I'll call with an odd business question that has nothing to do with CPA or QuickBooks® and somehow Rhonda is always there to help. She has a ton of experience running a business. Rhonda has great ideas from employees to customer service. She is very personable and fun to work with."*

*—Mike & Melissa Monfet, Atlantic Pool & Spa*

*"Rhonda Rosand is a superb trainer, helping you to learn in a style that is most comfortable for your needs. She is also a talented accountant/bookkeeper, instantly sorting through a myriad of numbers to identify a problem, and helping to fix it. Working with Rhonda has saved me time, money and heartache, and I only wish I had done it sooner. I can recommend Rhonda without hesitation."*

*—Anita Burroughs, Burroughs Healthcare Consulting Network*

# QuickBooks®

## They make it easy, too.

We use QuickBooks® because it's one of the most powerful business solutions available; it's relatively low cost—and it's easy to use. Which version you use— QuickBooks® Pro, Premier, Online or the more powerful Enterprise Solutions—depends on the size of your data file when you start, how that data is expected to grow over the time period, and whether you'll want all your transaction data in a single company data file.

That said, like the clothes in the back of your closet: If it doesn't fit, you shouldn't try to wear it. If QuickBooks® isn't the right solution for your small business, it won't work and it won't get used. Fortunately, QuickBooks® has many solutions in their product lineup; and with our expertise and knowledge, we can customize a program specifically for you and your small business.



# Who we are:

## Inside New Business Directions



### Rhonda Rosand

An accounting professional since 1986 and a Certified Public Accountant since 1992, Rhonda is a one-of-a-kind, live-your-dreams business coach and trainer. An Advanced Certified QuickBooks® ProAdvisor, she has real-world business experience, well-honed problem-solving skills and an enthusiastic, energetic, can-do attitude.



### Kristen Pobatschnig

A Certified QuickBooks® Cloud ProAdvisor and a QuickBooks® Certified User, Kristen joined the team in 2011 and has undergone extensive training in QuickBooks®. She is also our in-house Marketing Coordinator and Client Services Pro. Kristen is a BFA graduate of Colby-Sawyer College as well as a graduate of Leadership Mount Washington Valley.



### Wayne Kukuza

With a BA in Business Administration and a Certificate of Engineering in Microsoft and Novell from Clark University, Wayne has extensive knowledge of accounting, computers, human resources, financial and management reporting. He is proficient with QuickBooks® as well as Peachtree® and Great Plains®.

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