



SCHOLL & COMPANY, LLP

CERTIFIED PUBLIC ACCOUNTANTS
ACCOUNTING & CONSULTING

18275 Meadow Song Way
Corral de Tierra, CA 93908

831-758-5966

schollcompany.com

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SCHOLL & COMPANY, LLP
CERTIFIED PUBLIC ACCOUNTANTS
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YOUR FINANCIAL SUCCESS

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Is Your Home Office Missing Something?

Top 3 Tips to Take Advantage of Back-to-School Deals

desktop shelves to free up clutter. Then, you won't have to leave your desk to stay in the zone!

Look out for Apple and PC sales!

Replacing your current technology can be expensive, but back-to-school sales are the perfect way to spare your wallet. Have an amazing computer already? You can still benefit majorly from staying tuned! During last year's back-to-school sale, Apple offered 20% off their AppleCare+ service, which gives you two incidents of accidental damage protection every 12 months. Dropped your laptop or spilled coffee on it? They'll fix it, no questions asked.

Invest in the new office chair you've been wanting.

Don't sacrifice your posture just because you're working from home. Whether remote working has turned into a permanent or a part-time solution for your job, you deserve an office chair that can help keep your back straight, preventing pain and slouching. Many big-box stores will be offering sales on office chairs, so take the opportunity to sit in a healthier way today — before the expensive holiday season rolls around!

Just because you're an adult doesn't mean you can't have the joy of back-to-school shopping too. We hope you treat yourself to something that'll make your remote routine even better.

Everyone loves back-to-school season because of the shopping spree! Students can get tools they'll actually use for the entire year while they're on sale while saving a few extra dollars in the process. But you can get that very same feeling as an entrepreneur, too. Here's how you can make the most of back-to-school deals this year for your home office.

Upgrade your home office's amenities.

Are you a seltzer water fan? Every year, Amazon almost always has an "Off to College" sale, featuring various products that make dorm life a little bit easier and more convenient. If you want to do the same for your home office, look into a tabletop fridge — or an electric tea kettle, if tea is more your style.

Some affordable decor, like wall art or small potted succulents, can spruce up your office without making a mess. If you're looking to organize your space, consider buying

ALL IN A DAY'S WORK

Bret Relives His First Summer Job and the Lessons Learned

Today, my job consists of office work, number crunching, and strategy meetings with my team and our clients, but I'm not a stranger to working with my hands. When I was about 12 years old, I started my first job during the summers as a farmhand on local family farms in the San Joaquin Valley. I didn't grow up on a farm or in agriculture, but I quickly learned valuable skills and lessons that I still use to this day.

For the next few years, I would primarily work in the farms' fields, setting siphon pipes for the irrigation areas. Occasionally, there would be fences to mend for the cattle, but I was usually baking under the Central California sun — temperatures rarely dipped below 90 degrees F — while digging in the dirt among tomatoes, corn, cotton, peaches, and just about every kind of crop you could imagine.

As I learned about the agricultural trade, I discovered that so much of the expected work was beyond my control. On more than one occasion, hours of my day would be filled with trying to remedy a breach just yards away from where I was supposed to be working. I would be stuck digging in the mud, quite literally trying to fill as many holes as I could, just so I could finish that day's tasks.

The weather, technical failures, and what was living below the dirt could have made my job more difficult on any given day, but I couldn't just ignore this. These farms and their communities relied on the water these pipelines provided.

It was hard work, but it was valuable work. I believe these first jobs set me up for who I am and the work ethic I have today.

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.



After all, managing a business isn't unlike running a farm. I may not have to dig in the mud anymore, but every entrepreneur knows that some things are beyond our control. (Farmers are experts in chance.) You may have a specific goal you're working toward, but if there is even one failure or misstep in that progression, you have to address it. Much like I had to address the leaks in the pipes, you cannot ignore the miscues of your operation and still expect to attain your desired result.

There's tremendous value in building something, whatever it looks like — I learned that lesson under that unrelenting California sun in the middle of farm fields. I saw the value of my input when the crops would grow strong and fruitful, and I was honored to help family farms. I believe this was my first personal experience with family-owned businesses. I was enamored with their dedication and fulfilled to be part of their operations and history.

But more importantly, this short stint in agriculture taught me the reward of seeing something through to the end, regardless of the missteps. It wasn't a fun job; it was hard work! Yet, I did it, and the result was a benefit for the farming families I worked for and the communities they fed. Giving up wasn't an option, so I didn't. That's something to be proud of, and I'm honored to help our clients do just that every day.

Consider Scholl & Company your farmhands. We won't quit when the pipe bursts or it reaches a scorching 100 F outside. Instead, we'll see your goals through to the end.

clients and businesses. In another recent growth-focused move, LiveWire is building five data centers along the coasts and in the middle of the U.S.

Scholl & Company is one of those businesses it strives to protect. Our protection system is what Cliff describes as a “tier-three system,” meaning we have some of the highest levels of data protection available to many businesses. Our data is protected in multiple physical server locations — of which LiveWire is adding to in their coast-to-coast growth. In addition to this, regular “snapshots” are taken of the data to preserve a recent sampling of the information, should a breach occur.

For Cliff, this kind of protection isn’t just nice to have; it’s necessary.

“Everyone should have a disaster recovery strategy,” Cliff says. “It doesn’t take long to equate that to dollars [when] you are able to keep your business running.”

Furthermore, LiveWire’s assistance has been critical to our success multiple times throughout the past two years. Within that time, Scholl & Company’s employees were locked out of our offices due to natural disasters and building failures. Because of LiveWire’s security



measures and technology assistance, our team was able to operate remotely and effectively, ensuring our clients didn’t miss a moment of our assistance. This wouldn’t be possible without LiveWire and Cliff’s help.

LiveWire often takes deep-dives into a new client’s security make-up to offer insight into how to better improve it for business success, growth, and protection from disaster. One of the major steps in this process, Cliff explains, is employee education about phishing scams and other vulnerabilities they may face. There are even programs LiveWire can deploy that test employee knowledge, and if there is a failure, that employee is called into mandatory training. It’s a way of filling a potential gap in security.

Other measures include some of the very same protective steps Scholl & Company has taken as a way to protect against the holes hackers can easily find in programs like the Microsoft Office suite.

Ultimately, Cliff explains, it’s about finding the programs and systems tailored to protect your company (and your clients) from a complete standstill and data breach. It requires a multipronged approach that doesn’t just look at the vulnerabilities in your technology; your disaster protocol has to examine how the people you employ function with the technology and how they respond, too.

The cost of creating a plan like this could mean preventing the devastation of a disaster.

You can learn more about LiveWire’s expertise and options online at LiveWireIS.com.

DISASTER RECOVERY IS A MUST

MEET THE COMPANY PROTECTING YOUR DATA AT SCHOLL & COMPANY

The work we do every day for our clients at Scholl & Company involves highly sensitive data, and if found in the wrong hands, this information could hurt the very companies we strive to partner with and help grow.

As a result, we have come to rely on a top-tier managed services provider (MSP), LiveWire. In the years since we began working together, LiveWire’s founder and CEO, Cliff Greenberg, has become a close friend of mine and Scholl & Company. Perhaps more importantly for our clients, he’s shown that LiveWire is vital to our clients’ success.

This month, I asked Cliff to offer his expertise on the value of data storage and high-level protection for business owners. I believe few disaster protection measures are as important as this, and I would encourage every reader to heed his warnings carefully.

If there were a way to encapsulate LiveWire’s mission, it would be by using one word: security.

More than 20 years ago, LiveWire began as a consultative services organization and has since grown into a cloud-product offering service, dedicated to securing and protecting the technology and data businesses across the U.S.

Today, LiveWire’s staff monitors its clients’ systems 24/7, and most recently, it has created a cloud division. The goal is to target other MSPs around the nation, helping them build a better system and product to further protect

“**BECAUSE OF LIVEWIRE’S SECURITY MEASURES AND TECHNOLOGY ASSISTANCE, OUR TEAM WAS ABLE TO OPERATE REMOTELY AND EFFECTIVELY, ENSURING OUR CLIENTS DIDN’T MISS A MOMENT OF OUR ASSISTANCE.**”



It's Time

How to Support Restaurants and Deduct 100% for Business Meals

Business lunches and dinners were a foregone conclusion prior to the COVID-19 pandemic. The practice of taking your associates out for a great meal, lively conversation, and perhaps a little business chit-chat has often led to strong, healthy partnerships across trades and companies.

Since these meals did include vital business-related work, many owners and leaders were granted the right to deduct about half of their business meal expenses in any given year. This was a great perk and opportunity to create strong connections.



Thanks to a new law, IRS regulations, and an IRS notice — yes, all three! — **you can now write off 100% of your business meal expenses.** For 2021 and 2022, business owners who treat vendors, employees, customers, and other company-related connections to meals that involve significant contribution to the work they are doing can deduct 100% of the expenses of a business meal by following a few easy rules.

This is not only welcome news for business leaders — it's also life-changing for restaurant owners, whose businesses may have suffered as a result of the COVID-19 pandemic. It's time to go back out to eat!

However, as with anything relating to taxes and business, there are a few potholes to avoid.

Since 1986, business meal deductions have fluctuated in what could be deducted, but there have always been limits. First, it was set at 80%, and then it dropped to 50%. However, on Dec. 27, 2020, in an effort to help the restaurant industry and bolster the number of patrons who actually visit these establishments, lawmakers enacted a new — albeit, temporary — a 100% business meal deduction for calendar years 2021 and 2022.

To qualify, business leaders must follow four rules.

Rule No. 1: You need a restaurant to provide you with the food or beverages. This may seem obvious, but it's important to avoid swaying from this path at all costs.

Rule No. 2: Your business meals must be “ordinary and necessary” business expenses. This means the meal helps your business. It must have a provable value to the work you're doing.

Rule No. 3: You cannot deduct lavish or extravagant meals. Most people won't experience this issue, regardless of how much they spend. Specifically, the IRS states the following regarding this rule: “Meal expenses won't be disallowed merely because they are more than a fixed dollar amount or because the meals take place at deluxe restaurants, hotels, or resorts.”

Rule No. 4: You have to actually attend the business meal, and you must provide the business meal to a person with whom you could reasonably expect to engage or deal with in your business (and you pay for it). This could include a customer, client, supplier, employee, agent, partner, or professional advisor. And they can be either established with you or be prospective options.

Bonus: As mentioned, the restaurant must provide the food and beverages, but you don't have to pay the money directly to the restaurant. For example, you qualify for the 100% deduction if you order a restaurant meal delivered by Uber Eats or Grubhub. In other words, you can dine in the restaurant, order takeout, or use delivery.

As you can see, it's pretty straightforward. However, don't hesitate to contact Scholl & Company for help with any questions or clarification you might need.



Why Does the 'quip' Toothbrush Really Work?

Have you seen a toothbrush that's always showing up in Facebook ads? If you don't have one already, it might surprise you that quip, the company that invented it, currently has a net worth of over \$1.14 billion.

How did they get there? Unlike most consumer product companies, quip didn't start with a product first. They focused on a problem first: People weren't brushing, changing brush heads, or flossing nearly enough. Using those shortcomings as a starting point, they began to revolutionize the dental product industry.

Inventing a New Design

After seeing the sleek, modern design of a quip toothbrush, it won't surprise you that two industrial designers invented it. Co-founder and CEO Simon Enever got the idea for quip toothbrushes in 2012 after a visit to the dentist in Queens, New York. His dentist mentioned that, despite electric toothbrushes working so well, people still didn't use them enough.

That day, Enever called Bill May — who'd worked for Lifetime Brands like Farberware and KitchenAid — and they started working on the company and product idea.

But how do you break into a market dominated by two corporate brands? Existing electric toothbrushes worked great. But Enever, like most Americans, just couldn't find one he wanted to use. The toothbrushes were heavy, the charging stands were clumsy, and the brush itself often felt too big, too small, or too oddly shaped.



From there, Enever and May stripped down many expensive, unnecessary features that toothbrushes had while keeping the most useful features, like a buzzing timer. That led to the signature, simplistic, and familiar quip toothbrush design we know today.

Creating a Worldwide Trend

With a competitive, affordable price (\$25) and subscription service, quip makes it easy for users to stay on top of their oral health. Quip also works directly with dentists, who offer patients free quip subscriptions if they come in for six-month checkups. With quip's sleek, light, and convenient design, and even a Bluetooth app for tracking and rewarding customers with healthy brushing habits, it's no wonder quip toothbrushes are a worldwide success.

Enever and May's innovation wasn't really in the toothbrush itself, but the way they envisioned how a toothbrush can encourage people to keep brushing. We think it's safe to assume that many other dental brands, even other health-focused brands, will take inspiration from this approach.

HAVE A Laugh



The Strange Battle of Castle Itter

The Only Time Americans and Germans Fought Together in WWII

During the Nazi occupation of World War II, the Third Reich converted the medieval Austrian castle, Castle Itter, into a prison for important French prisoners.



The castle's cook encountered Major Josef Gangl, a Wehrmacht officer, who, after becoming disillusioned with Nazism, had decided to help the Austrian resistance instead. So, in order to free Castle Itter, he hoisted a white flag when he made contact with Captain Jack C. Lee Jr., a U.S. tank commander.

The battle on May 5, 1945, was short and resulted in only one casualty — Josef Gangl was killed by a sniper. It ended when a small rescue group dispatched by Major John T. Kramers arrived with a column of tanks and scattered the SS troops. The prisoners were freed, Lee was awarded the Distinguished Service Cross, and Josef Gangl, for his service to the Austrian resistance, has a street named after him in a nearby town that still remains to this day.