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# YOUR FINANCIAL SUCCESS

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## See Sales Grow

*With 4 Lead Nurture Must-Do's in 2022!*

People want to do business with people they trust, and you can't form a strong relationship after just one interaction. It takes time to build a connection with potential and current clients, and the more you put into these relationships, the more you will get out of them. When lead nurture is one of your top sales priorities, you land better sales, generate more customers, and create lasting partnerships that spawn referrals and more money spent.

If you're ready to get started, don't forget these four tips.

**Automate:** There's no reason lead generation has to require extra work, even if it should be a top priority. Set up weekly or monthly email messages, newsletters, postcards, celebration cards, and coupons that directly put your information in your potential consumers' hands. This constant drip ensures you are always communicating with your leads without much effort.

**Be Consistent:** Far too many businesses give up after three or four lead generation tactics because they "haven't seen a response." Nurture takes time! You wouldn't expect a newborn to walk — why are you expecting your prospects to invest after

such a short time? Commit to the long game, and you will gain the right customers who are excited to work with you!



**Use Multiple Techniques:** In today's digital age, you may believe email is the best way to put your message at the forefront of your prospects' minds, but that's the wrong approach. Your prospects get hundreds of emails every day — what's going to make yours so special? (It probably won't be.) You also have to target them with direct mail, phone calls, and freebies. Hit them on multiple levels, allowing your business to stand out from the crowd.

**Track:** Once you make a sale, ask the customer what motivated them to buy from you. How did they hear about you? What platforms did they enjoy? This information can help you track what's working and what isn't, allowing you to invest properly in your lead generation campaign. Furthermore, track open rates, responses, and phone calls after you release a lead nurture message. This data is invaluable.

Lead nurturing should be a big component of your business in 2022. We promise the effort will pay off!

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## NOW'S THE TIME TO SEIZE OPPORTUNITIES

### *Walk Through 2022's Open Door*

January is an aptly named month. Its name is derived from the mythical Roman god, Janus, who was known for new beginnings, doorways, and passages of time. Rightfully so, January often signals a fresh start — a new doorway to walk through as the door shuts on another year.

As we approach 2022, I can't help but feel that 2021 is an off-ramp of sorts. The door we are closing on this year feels like an ending of the traditional standards and expectations we once had for business and leadership. It's a vastly different world than the one we entered when 2020's door opened, and as 2021 closes, new opportunities are coming.

To paraphrase the old maxim: "When one door closes, another one opens."

For business leaders, the door that's closing is the traditional one. While business has always rapidly changed, the past two years have brought sweeping uncertainties and modifications for many. Plenty of people still have questions about how potential tax law changes may impact them, and the economy's constant up and down state can be troublesome to pin down and plan for. While we know far more than we did just one year ago, change is continuing, and there's only one way to survive it: adapt.

As the Marines say, we must "improvise, adapt, and overcome" as we walk into 2022. Business leaders have done a lot of improvising lately, and in order to survive, adaptation has become a natural part of the way we do business. Those who

*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.*



can't utilize the opportunities and changes that come before them — no matter if the situation that brought the changes is good or bad — fail to adapt. Their door ultimately closes.

But now is the time for us to overcome. It's a matter of continuing to adapt by thinking outside of the norm and what was once considered tradition. Business leaders have to tap into the creativity and ingenuity that has made them so successful thus far, encourage employees to do the same, and continue building lasting, strong business structures for the future — whatever it may look like.

There isn't a set plan for this. Some companies may need to consider online options or changes to employee expectations to better suit their staff's needs. Others will need to find strategic ways to market their business to change with the landscape. It's up to each business to thoroughly examine their needs and the potential "open doors" that are waiting for them.

I wish we could say we are entering a time of more certainty. I do think we are lifting out of the COVID-19 fog, and life is starting to return to a somewhat normal pace. That's a good sign. But it would be unwise to ignore all of the changes the past two years have brought and assume that no new opportunities — or doors — have come with it. Now is the time to embrace change. Leave tradition in the past and seize the new expectations just beyond the doorway.

Wishing you and yours a very happy holiday season!

Together with other sponsors, Scholl & Company and Boys & Girls Clubs of Monterey County were able to support 262 youth and 787 youth and families. Recipients across the region were given gift cards, and children sponsored with the program received two pairs of pants, two shirts, a pair of pajamas, a sweatshirt, undergarments, socks, shoes, a jacket, a book, and a special gift or toy. An additional 1,008 stockings and \$160,000 worth of clothing, food, and toys were distributed to families who needed it the most.

It was an honor to be part of this program, which has been spreading cheer and resources across the community for nearly two decades.

It's not surprising that a group like the Boys & Girls Clubs of Monterey County would give back in such a big way. The organization has been part of our community for the past 53 years, cultivating quality education and mentorship programs for children. The goal is to create a space where children feel safe and empowered to learn and grow.

"It's our belief system that single moments, a single action can really change a child's life," says Vie. "To have a \$200 gift card can be a catalyst for them to know they are supported and to continue working toward meeting their goals."

Vie, who has been with the organization for eight years, explains that it's the partnerships the club makes within its community that allow it to complete its mission of supporting local youth. Through the Adopt-A-Family

## Take the Scholl Challenge!

### Help Us Donate \$20,000 to Local Youth!

This season is all about giving, and we want your help to give back to our friends at the Boys & Girls Clubs of Monterey County. When you donate to the organization's Adopt-A-Family program, **Scholl & Company will match all donations up to \$10,000!** Imagine what \$20,000 could do to change the lives of youth and families in our region?

**Join us, and let's change lives. You can donate at [BGCMC.org/AAF21](http://BGCMC.org/AAF21).**

Thank you for your support.



program and various other events, like Comics For Kids and Golf For Kids, the Boys & Girls Clubs of Monterey County is able to provide powerful programming opportunities and resources for families in need.

The club's director of marketing and communications, Meghan Row, adds that the organization also hosts community breakfasts, holiday meals, and other community-partnered programs.

In each program, the club and its sponsors witness the life-changing impacts of community-focused mentorship, one that fosters healthy, happy children who grow into successful, hard-working adults.

"We see adults who support the [Adopt-A-Family] program who reference in their call or email that they received assistance from the program when they were young," Vie says. "And now they feel, in their success and in their professional venture, a great sense of pride in being able to give back."

For the volunteers, employees, and sponsors who create and support the Boys & Girls Clubs of Monterey County's activities and programs, those are the moments that remind them of the value of their daily impact.

*This year, we're proud to join forces with the Boys & Girls Clubs of Monterey County once again! And we're challenging you to donate, too! You can read more in the breakout box on this page, and you can also learn more about the Boys & Girls Clubs of Monterey County at [BGCMC.org](http://BGCMC.org).*

*Thank you!*



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# HELP US CHANGE LIVES

## WHY A DONATION TO THE BOYS & GIRLS CLUBS OF MONTEREY COUNTY IS VALUABLE



Our goal at Scholl & Company is to form partnerships with the business leaders we serve, but we believe this mission extends far beyond that. Being a small business is about connecting with the players in our community who are doing their part to create a better world — a world in which we operate every day. It's our honor to give back to these organizations each year through our Scholl Cares initiative.

One such group has become one of our greatest endeavors. Last year, Scholl & Company had the honor of

partnering with the Boys & Girls Clubs of Monterey County to assist the group with its Adopt-A-Family Program.

"When you have business leaders like Bret [Scholl] and his team and companies that put a stake in the group and say this is important — and we're not only saying it's important but also that we're involved in these different ways — I think that's inspiring," says Andrew Vie, chief operating officer of the Boys & Girls Clubs of Monterey County. "It causes people to really take notice and to really want to think."

# The IRS Just Made Holiday Meals Easier!

## Deduct 100% Today With This Exemption

As we approach the end of 2021, this year's corresponding tax season is just around the corner. To ensure you get the most out of this season with little fuss or stress, begin preparing for the upcoming tax season now! What this will look like varies by person, but if you're a small-business owner, there is one expenditure deduction that is undergoing a positive update and is worth your attention as you prepare this season.

In the Consolidated Appropriations Act of 2021, the Internal Revenue Service (IRS) lifted the 50% limit on business meal deductions for meals that were fully supplied by a restaurant. As a way of encouraging more patrons to support restaurants and stabilize local economies, the IRS is allowing businesses to deduct 100% of these meals from their tax expenses. This is a welcome sign for restaurant and business owners alike!

This season, as you prepare for more end-of-the-year celebrations and business partnership luncheons, consider the ways in which this new IRS rule can benefit your taxes and contribute a greater economical benefit to your business.

### How does the IRS define 'restaurant'?

This is the trickiest part of the IRS's new rule. A "restaurant" is considered a business that prepares and sells food and/or beverages directly to its consumers for immediate consumption. A business that sells pre-packaged food — regardless if it is immediately consumed or not — does not qualify. This would eliminate grocery, liquor, and convenience stores from this 100% deduction rule. Purchases from these establishments that still fall under business meal guidelines for the IRS are filed with a 50% deductible.

However, food that a restaurant supplies does not have to be eaten on-site to qualify for the 100% deduction, which does offer some flexibility. This means you may be able to utilize delivery or take-out options for your holiday party and qualify for a 100% deductible! Consider this to be permission to order takeout from everyone's go-to lunch spot for a celebration.

### How does this work?

There is no change to the deduction for the business meals process. The only difference between what was established for this exemption compared to other years past is that you will receive a 100% deduction rather than 50%. To qualify and ensure your claim is properly supported, always keep documentation of your meals, like receipts, organized and



properly stored. This will ensure you have the proper proof on hand should you need it!

### What's the timeline?

All business meals catered by the IRS's definition of a restaurant after Dec. 31, 2020 and before Jan. 1, 2023, are eligible for this temporary exemption. There's no saying if the old practice of a 50% deduction will be reinstated in 2023 or if this full deduction will continue, but we would encourage business leaders to take full advantage of this exemption while it still exists.

### I'm still not sure if my business meal qualifies!

Like any regulation from the IRS, there are gray areas to this new rule. For example, due to the wide range of options in today's food landscape, defining a restaurant can be difficult. Some grocery stores have in-house dining options and restaurants, making the location both a restaurant and a grocery store, per the IRS's rules. Meal delivery services can also provide some confusion, especially with third-party services.

As always, keep your documentation organized and secure to support deductions. Our team is also happy to help you navigate this new regulation and file appropriately. Give Scholl & Company a call today if you have questions!

# Think Better With Adam Grant's 'Think Again'

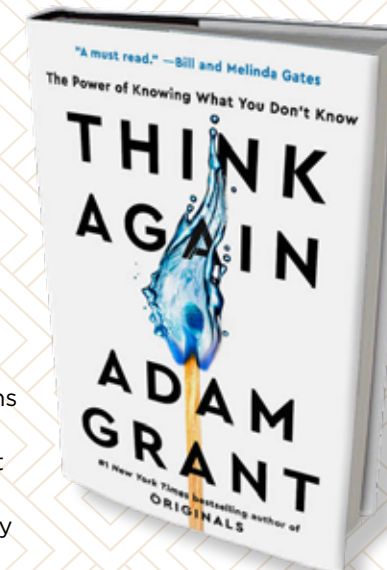
## A Better Mindset for Growth

Think about the sting you feel when you are proven wrong. It hurts, doesn't it?

But what if it didn't have to? Better yet, what if it shouldn't?

Regardless of our attempts at humility, humans' egos have inflated, and we are all conditioned to believe that being wrong somehow equates to being a bad person. However, renowned author and psychologist Adam Grant challenges this notion in his New York Times bestseller, "Think Again: The Power of Knowing What You Don't Know."

With today's divisive climate, Grant argues that we hold our beliefs up like a badge, illuminating them so brightly that we become blind to other truths or realities. Far too often, our mindsets focus on what is black and white, rather than understanding the gray nuances found in between.



In "Think Again," Grant's third book, he argues that as rapidly as we get information in today's digital world, we cannot be expected to fully know all of it. Being wrong is part of human nature, but as we gain more accessibility to information, we must be willing to do two things: rethink and unlearn.

Grant challenges readers to stand in the discomfort of being wrong, celebrate that there is something new to learn, and challenge themselves to interact with those who propose a new way of thinking. By doing so, Grant asserts that we can speak and argue with conviction while actually engaging and listening to arguments as if we are wrong. This allows us to learn, engage, and grow.

In "Think Again," Grant asks readers to consider better ways to approach their steadfast beliefs. Readers will find amusement in Grant's real-world examples of turning skeptics into believers within a variety of topics. And, through these examples, readers will discover new ways to listen so they can gain a greater understanding of the world around them.

You can pick up your copy of "Think Again" and other books by Grant from an independent book retailer or by visiting [Amazon.com](https://www.amazon.com).

# HAVE A Laugh



## The Little-Known Story of the Hays Code

If you've seen the classic movie "Casablanca," you might be surprised to learn the original version was more risqué than what was shown on theater screens. The night Rick and Ilsa shared in Paris was more, ahem, explicitly passionate, but those lines were dropped on the cutting room floor.

And it wasn't because of artistic choice. There was an industry standard of the time called the Hays Code (or officially, the Motion Picture Production Code). This now-forgotten list of rules predated today's movie rating system and governed

Hollywood from 1934 to 1968. It was intended to clean up the violent, drug-filled movie business much like Prohibition — which preceded it — had been designed to clean up a drunken America.



You've likely watched many movies and TV shows filmed under the restrictions of the Hays Code. For example, Mental Floss reports the code is the reason "I Love Lucy" never showed Lucy and Ricky sharing a bed or used the word "pregnant," even when Lucy was expecting!