

Once upon a time...

Papa Bear and Mama Bear started a family business. They made fine, large porridge bowls that sold to many bear families throughout the forest. They were devoted to their bowls. They hand-shaped them, coated them with beautiful glazes and fired them in a kiln they'd made themselves.

One day Baby Bear asked if he might make a few suggestions. He'd always been artistic and believed they could grow the business by adding smaller bowls and mugs. He was also good with numbers and had figured out how to create the pottery quicker and cheaper.

Papa Bear and Mama Bear thought for a long time. Finally, they welcomed him into the business, but told him their old ways were better than his new ones and he would have to work long and hard to attain their stature in the business.

Baby Bear declined their offer and opened his own pottery business on the other side of the forest. It grew at just the right rate. He retired before Papa Bear and Mama Bear due to strong online sales to enlightened bear families throughout the world.

Moral of the story:

It takes more than one good product to grow a business.



Ready to move from reactive to proactive? Contact us today to schedule a meeting. We'd like to be your partner in success.



HONKAMP KRUEGER & CO, P.C.

CPAs & Business Consultants

www.honkamp.com

Dubuque

2345 J.F.K. Road, P.O. Box 699
Dubuque, IA 52004
888-556-0123

Bellevue

101 North Riverview
Bellevue, IA 52031
563-872-4548

Clinton

951 13th Avenue North
Clinton, IA 52732
563-242-6911

Dyersville

138 First Avenue East
Dyersville, IA 52040
877-888-6547

Platteville

One Insight Drive, P.O. Box 502
Platteville, WI 53818
608-348-2611

Hiawatha

740 North 15th Avenue, P.O. Box 188
Hiawatha, IA 52233
800-765-2960

**Interested
in moving from
reactive to proactive
business decisions?
We can help.**

Business Consulting Services



HONKAMP KRUEGER & CO, P.C.

CPAs & Business Consultants

Solve business challenges with a Well-Developed Plan

Whether you want to improve your bottom line (and who doesn't?), streamline your operations, prepare for the next generation or learn to better communicate with employees, it won't happen accidentally. All require careful thought, analysis and a plan of action.

That's where Honkamp Krueger's business consulting expertise can help. We're an objective voice that can counsel you through a variety of approaches. We begin the process by helping determine your company's strengths, weaknesses, opportunities and threats, and build from there.

Here are some of the specific ways we'll help your business prosper even more:

Goal Setting

We'll review and analyze the internal and external facts that most affect your business and develop an action plan to help prioritize them.

Succession Planning and Development

If you want to keep your business in the family, it's best to begin thinking about it up to 10 years before your retirement. We'll help plan the transitioning process and effectively develop your successor(s).

Business and Strategic Planning

Without a clear strategy your business can't move forward efficiently and profitably. To get from Point A to Point B, these three questions need to be

answered: 1) Where are you now? 2) Where do you want to be? 3) How do you get there? We can facilitate the development of a plan that answers these questions.

Risk Management

There's nothing worse than being naive when it comes to managing your personal and business accumulated wealth. The good news is our strong core of professionals precisely understands what's needed to protect and preserve those assets.

Selling Your Business

Whether you're interested in transferring shares to family members or want to know what your business is worth before you put it on the market, we can advise you.



We provide special support to family businesses.

We're familiar with family businesses of all sizes and in all stages of growth. The majority of our clients own family businesses, many of them well into the third generation. Our entire firm is well equipped to handle almost any family business situation you might encounter.

We've seen just about everything. Our counsel and recommendations are based on what's worked for family businesses similar to yours. We know how long it takes to develop a succession plan and/or outline strategies for future growth. Above all, we're skilled professionals who make it our business to protect your business and personal assets through strong business, financial, estate and tax consulting services.