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OUR FIRM

Adler & Associates, S.C. (Thomas M. Adler, CPA, ATA, ATP) is celebrating its 26th anniversary in servicing a variety of Madison area businesses and individuals with their accounting and tax needs, and F/S, P/Rs planning services.

If you're in search of a blend of personal service and accounting expertise, you have come to the right place. Adler & Associates offers a diverse portfolio of services to new and existing business owners while accommodating the needs to individuals filing taxes.

Please contact Rose Adler for an appointment at 608-664-1944 or radler@adlercpa.com

New Client Sales Representative

Please join us in welcoming Lacey Zuehlke to the Adler team! Lacey comes to A&A with several years of sales and customer service experience in the Madison area. She will be pursuing new business as well as maintaining our current client satisfaction.

WELCOME LACEY!

STAFF

Thomas M. Adler, CPA, ATA, ATP

Over 35 years of accounting and tax experience for all types of businesses and individuals.

Rose M. Adler, Office Manager

Over 10 years of managing the CPA firm

Rita Johnson, Senior Accountant

6 Years of service with Adler & Associates, S.C.
University of WI ó Whitewater, BBA ó Accounting

Carol Randall

15 years service with Adler & Associates, S.C.
Tax preparer, bookkeeper

Amanda Adler

4 years of service with Adler & Associates, S.C.
Clerical, bookkeeping, and payrolls

Stephanie A. Potter, Accountant

1 year of service with Adler & Associates, S.C. and will acquire a CPA licensure in 2010
Viterbo University LaCrosse, WI Business Administration in Accounting, BA, Spanish

Lacey Zuehlke, Client Service Representative

Newest member of the firm, June 2010



New Business Start Up!

We aspire to assist you in establishing your new business, helping it grow, increasing your profitability and minimizing your taxes for both the business and you, the owner!

Here are just a few of the benefits you will experience:

- Business Plan Development - Accurate Record Keeping - Avoiding Tax Penalties - Financial Guidance - Audit Representation - Mitigate Liability - Income System Tracking

OUR GIFT TO YOU!

NEW BUSINESSES

Receive a \$50 credit applicable toward
Business Accounting

INDIVIDUAL TAX FILERS

Receive a \$25 credit applicable toward the
first time tax filers with A&A

Act Now – New Clients Only

SUMMER SPECIAL

1. Three year tax return review for tax savings and financial opportunities
2. Compare your business to industry average
3. Provide a recommendation list for your industry

SPECIAL OFFER: \$995.00

MEETING PRICE: \$595.00

THANK YOU for the REFERRALS!

Thanks to all of our clients who have referred new business to A&A!
We want to keep the momentum going so we're continuing to offer special rewards for your referrals!

CHECK OUT THESE NEW INCENTIVES!

1. **3 Referrals – 1 – Night Stay at a select hotel in the WI Dells including FOUR 1 Day passes to Noah's Ark Water Park**
2. **2 Referrals – 1 – \$150 Gift Certificate to Food Fight Restaurants in Madison, WI**
3. **1 Referral - \$50 Gift Card in Groceries OR Gas**



***Referral must complete a return with us to be eligible and apply to both individual and business tax filers
Please contact Rose for additional detail on criterion which applies***