

## Experience is the key to success

### **Alan M. Friedman, CPA**

Co-founding partner of Friedman Kannenberg and Company, Alan Friedman is a management consulting service specialist with extensive experience in accounting systems and computer consulting for closely held corporations. Previously a senior systems analyst with United Technologies and a senior management consultant with Ernst & Whinney in Hartford, Alan's financial expertise also includes financial modeling and real estate services. A long-time musician and recording artist, Alan is the leading expert in accounting services for the music industry and appears regularly as a guest speaker at professional education seminars for the National Association of Music Merchants (NAMM) trade shows and regional NAMM University programs held throughout the country. In addition, Alan is a featured writer for Music Inc. Magazine and frequently contributes to other music business publications.

### **Donald A. Kannenberg, Jr., CPA, CVA**

Co-founding partner of Friedman, Kannenberg and Company, Don is a Certified Public Accountant and Certified Valuation Analyst with expertise in valuing closely held businesses. Previously with Rusconi, Cahill & Larkin, PC in Hartford, Don has extensive experience with engineering and architectural firms, retail and wholesale distribution, manufacturing and steel fabricating, real estate development, lawyers, professors, ministers and various service organizations. Don manages both the firm's accounting and its quality review compliance programs. He is a member of the American Institute of Certified Public Accountants, the Connecticut Society of Certified Public Accountants and the National Association of Certified Valuation Analysts.



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### **We know what you're looking for.**

Since its founding in 1985, Friedman Kannenberg and Company, PC has maintained a responsive and personal approach to accounting, consulting and management services. Because we specialize in closely held businesses, individuals and families, rather than large industrial firms, we get to know our clients and the financial goals they set for themselves and their companies.

### **We diversify our client base for a broader prospective.**

Regardless of how similar some businesses may appear relative to size and structure, every industry has its own methods, which means opportunities for growth or tax savings will vary. Over the years we've expanded our client base and therefore our experience base. So whatever business you're in, we have a good understanding of your financial and accounting systems as well as how to maximize your profits and minimize your tax burden. Our experience crosses dozens of industries including:

- Advertising and graphic design firms
- Marketing and public relations agencies
- Medical, dental and law practices
- Engineering and architectural firms
- Real estate development and management
- Computer software developers and distributors
- Insurance and real estate agencies
- Manufacturing and fabrication
- Musicians, athletes, and sports organizations
- Music retail and rental stores
- Construction, contractors and maintenance firms
- Health and fitness clubs
- Wholesale distribution

### **We have high expectations.**

We select our staff carefully. We require outstanding skills, a broad base of experience and just as importantly, good communications skills. When you work with Friedman Kannenberg, you get highly skilled and expertly trained assistance without getting lost in a big accounting firm. You can also be assured that your financial statements and tax returns are prepared and approved by Certified Public Accountants.

### **We focus on your goals**

To ensure that you achieve the financial goals you set for your company or those you set personally, we provide a continual assessment of your financial standing with our interpretation of significant accounts and trends. We'll recommend changes when appropriate and we'll furnish you with financial statements and information vital to the success of your company or your personal financial goals.



### **We strategize to minimize your taxes.**

Tax strategy and planning are the cornerstones of our practice. We'll develop, implement and monitor an effective tax strategy for you and your company. In addition to tax planning and compliance services, we also provide consulting services on specific tax issues. We employ sophisticated tax planning and processing software and specialize in many tax issues that are unique to particular industries.

### **We make sure you have the tools for success.**

One of the most valuable services we offer is a complete evaluation of your automated accounting system and assistance in implementing whatever system changes are necessary to ensure that you have all the information you need when you need it. The following are just a few of the ways we can help make sure you're armed with the tools necessary for your financial success:

- Advice on computer hardware and software selection
- Assistance with computer system implementation
- Support and assistance with Quickbooks software implementation
- Financial budgeting, forecasting and projections
- Assistance in obtaining corporate financing
- Business valuations
- Inventory and cash flow management consulting

**Visit our website at [www.fkco.com](http://www.fkco.com) to learn more about Friedman Kannenberg and the ways in which we can help you achieve financial success. Then give us a call at 860.521.3790 or e-mail us at [info@fkco.com](mailto:info@fkco.com).**