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### **The 7 Traits of an Exceptional & Successful Entrepreneur**

How often have you either referred to or considered the expression, "Success is a journey and not a Destination?" Probably many times, yet often being in a hurry to get there, we forget that success is not an end unto itself, but is instead an ongoing process.

Though some people seem to have the Midas touch and easily turn everything to gold, most of us have to give our endeavors lots of time, effort and the sweat of our brow before seeing things come to fruition. The simple truth is that the majority of us are simply not born leaders, but become leaders by who we are and the actions we take.

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### **Venture Capital Financing: Structure and Pricing**

Financing a venture can be structured using one or more of several types of securities ranging from straight debt-to-debt with equity features (e.g., convertible debt or debt with warrants) to common stock. Each type of security offers certain advantages and disadvantages to both the entrepreneur and the investor. The characteristics of your situation and current market forces will impact the type and mix of security package that is right for you.

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### **10 Terrific Time Management Tips**

1. Prepare a daily to-do list and stick by it. Ideally you can put this together the day before so that you are already primed into action from the get go the following morning. Take pleasure in ticking off tasks done on time and reward yourself with rejuvenating breaks before you get into your next work activity.

2. Be disciplined about office chitchat. Don't be side tracked by idle talk with colleagues. While some interaction is healthy and desirable, excessive socializing can throw your work targets off.

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## Three Key Certifications Earned by GROCO Employees

CPA Firm, Greenstein Rogoff Olsen & Co. is pleased to announce three new certification recipients. One staff accountant has earned his CPA certification and two valuation analysts have earned their AVA certification.

Gavin Lau was awarded his CPA certification earlier this year and is a graduate of UC Berkeley. In order to earn the CPA certification he had to complete 24 semester units in both accounting and other business-related subjects. In addition to passing all sections of the CPA exam, Gavin had to have two years general experience including a minimum of 500 attest hours.

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