



CPAs ■ PLC

Davis & Hodgdon Associates Stimulus Grant Application

Davis & Hodgdon Associates CPAs was recently recognized as a grand prize winner of a national contest sponsored by Intuit, the parent-company of QuickBooks®. The Power to Get More Done Stimulus grant award will allow the Firm to continue to expand the delivery of accounting assistance and entrepreneurial training to business owners. To continue in our efforts, we will be using this award to create a grant that will be disbursed to business owners under the following programs:

Program A

We will be awarding 30 businesses, that are currently running QuickBooks® 2007 or earlier, a free upgrade to 2009. Awards will also be made to those who are looking to convert to QuickBooks from another accounting software (Peachtree, Quicken, etc). The software that will be awarded is Pro and Premier, which includes the industry-specific program (retail, manufacturing, service, non-profit, etc). Please note: this grant does not apply for QuickBooks Enterprise.

Program B

We will be awarding 10 business owners (or not for profit organizations) with \$1,000 grants that can be applied toward services offered by Davis & Hodgdon Associates. Examples of uses of these services include QuickBooks training, accounting assistance, various consulting services such as creating budgets and projections, conducting a ratio analysis to compare to industry averages, financial benchmarking, break-even analysis, etc. The grant can also be applied towards assistance with the integration of third-party add-on programs to QuickBooks. Examples of add-ons include inventory tracking programs, Point of Sale hardware/software, remote access, paperless environment, etc. Please note: this does not include the purchase of the add-on, but the grant can be used to apply Davis & Hodgdon Associates services to assist with the integration.

Please refer to the enclosed sheet for a description of sample consulting projects you may choose from. **Please note: as part of this grant award, business owners will be required to match the \$1,000.** Once those being awarded the grants are chosen, we will work with the selected business owners to help determine the most effective areas to apply the grant proceeds.

To apply for the program(s) above, please complete the Grant Application Form on the following page. Please feel free to apply for more than one program.



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Davis & Hodgdon Associates Grant Application Form

*Submission deadline: All applications must be submitted by August 31, 2009. Applications should be emailed to info@dh-cpa.com or faxed to 802-878-7197. Recipients will be contacted by September 15, 2009. Please call Nathan Rice at 802-878-1963 with any questions. **Please note that recipients must use the grant awards by December 31, 2009.***

Company/Organization Name: _____

Industry: _____

Name of Contact: _____

Phone Number: _____

Email Address: _____

Program applying for: _____

Current version of QuickBooks: _____

Please answer the questions below. Use a separate sheet of paper for your answers if desired.

Questions for Program A:

Instructions: Please answer the two questions below if applying for this program.

1. Do you currently use QuickBooks? If yes, what version? If no, how do you intend to implement it?

2. Describe the biggest challenge your business is currently facing and how these services help address them.

Questions for Program B:

Instructions: If applying for this program, please answer all questions from program A above, as well as the questions below.

3. Describe how being awarded QuickBooks related services (including implementation of add-on programs) would help grow and/or improve specific areas of your business. Please visit the link below for a sample of add-on programs. <http://quickbooks-add-ons.com/>

4. Describe how your company is unique from its competitors. This could include how your product/service differs from the competition, unique marketing activities you do, etc.

5. Describe the consulting services you are most interested in receiving (see attached list). Please also describe how they would benefit your company.

6. Describe how your company plays an active role in the community. This could include volunteering, serving on boards, mentoring, etc.

Description of Sample Consulting Projects Available

The items below are descriptions of sample services that are available for the grants awarded for Program B.

Budgets & Projections: An Excel-based document that helps business owners make sound financial decisions by seeing the outcomes based on various assumptions. This tool includes an easy-to-use format that has the majority of variables located on a single tab that when changed flow through to all other cells and tabs within the worksheet. Information is organized based on a monthly income statement as well as annually. Once completed the information can be inputted into QuickBooks to produce budget to actual reports.

Trend & Ratio Analysis: Includes analysis of past financial performance as well as creation of key ratios and indicators that help demonstrate performance as compared to industry peers. Also includes recommendations on ways to improve specific operational deficiencies that are identified. This also provides detailed financial information to help executives set specific operational goals to strive for, as well as industry-specific benchmarks to help guide future performance.

Performance-based Compensation: Analysis of the current compensation structure for employees and creates a performance-based model. This helps to improve overall efficiencies within the company leading to greater profitability.

Pulse Reports: A management reporting document to help business owners stay on “the pulse” of the business performance while not being immersed in the daily financial transactions. This is particularly helpful for business owners who have a separate bookkeeper as this report helps to provide additional levels of accountability. Includes graphs that help demonstrate overall financial performance over periods of time.

QuickBooks Add-Ons: Assist with the implementation of third-party add-on programs to incorporate into QuickBooks to improve specific functions. We can provide assistance researching applicable add-on programs as well as help streamline the functionality between QuickBooks and the add-on.