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**ST. HELENA CPA FIRM PROVIDES UNIQUE BUSINESS APPROACH TO NEW YEAR'S RESOLUTIONS**

Compares financial goals with dieting in latest whitepaper

**ST. HELENA, CA — JANUARY 21, 2009 — Brotemarkle Davis & Co., LLP (BDCo)**, an accounting and advisory firm focused on improving business for customers in the wine and hospitality industries, today announced that it has released a new whitepaper on the key role measurement plays in setting and reaching financials goals.

The whitepaper entitled “What Should I Measure? How to know when it’s time to tighten your belt,” is the third in a series of whitepapers presenting important accounting and financial principles and information in a unique presentation, geared towards the way businesses think.

In a salute to one of the top ten New Year’s resolutions, the whitepaper takes a unique approach to explaining financial measurements by comparing them to dieting. While successful diets require measurement of food intake, exercise, and progress to meet a goal, business owners must monitor financial results such as revenue, operating cash, and their return on assets, to achieve their goals.

Dave Brotemarkle, managing partner of BDCo, said, “We launched this whitepaper series to provide important information to businesses that they will actually read and apply. Accounting and financial information can be dry and difficult to translate into something useful to businesses; our goal with these whitepapers is to change that.”

Other whitepapers include, “Why Can’t I Delegate? How to use strategic planning to empower your team” and “What’s the Score? How to keep everyone on your team focused on the same goals,” which cover financial and business issues such as delegating and keeping employees working in the same direction—all in a unique and entertaining format.

BDCo stands apart from other firms by combining traditional practices with innovative, custom solutions that create measurable results. The company’s philosophy is to ask the right questions that help their customers come up with the right answers for their business.

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To download this whitepaper or other helpful information, or to register for the BDCo blog, visit [http://www.bdcocpa.com/news\\_events.html](http://www.bdcocpa.com/news_events.html)

**About Brotemarkle, Davis & Co., LLP**

Brotemarkle, Davis & Co. LLP (BDCo) is an accounting and advisory firm focused on improving business for customers in the wine and hospitality industries. The firm's deep knowledge of these industries, a passion for putting people first, and an understanding of the importance of financial measurements uniquely positions BDCo to help companies achieve their goals and grow their bottom line while avoiding costly mistakes. Services include strategic performance management, development of critical measures, team facilitation, winery digital dashboards, leadership development, hiring assistance, compensation planning, and financial forecasting. [www.bdcocpa.com](http://www.bdcocpa.com)

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