



PROACTIVELY HELPING BUSINESSES STAY IN BUSINESS

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Angela Lane is the consummate accounting professional; calm in the face of extreme economic challenges. She is proactive, forward thinking and constantly looking for ways to help her clients, even in today's tough environment.

Angela counsels her clients to use this time to reinvent their company. "Take a look at what's working and what isn't," she tells them. "Then move forward in the direction of what is working—and make it better."

Her career began in public accounting and then changed to the private sector as an accountant and then controller for large Fortune 500 companies. She worked her way up in what was then a male-dominated field and was one of the first female controllers in the industry. When her youngest child got upset every time the suitcase came out for a business trip, she knew it was time for a change.

That desire for change led to Angela Lane, CPA, PLLC. Angela's business is not a typical accounting and bookkeeping firm though. Her controller experience gives her additional perspectives and has become her differentiator. "Most people start a business because they're good at something—interior decorating or customized children's clothing. But that doesn't mean they know how to run the business once they start it," Angela

explains. "I've seen so many small business owners in financial difficulty simply because they were trying to do everything."

Angela knows from experience that small business owners tend to invest in technology and fancy fixtures, but neglect their financial set-up. "When I started seeing this pattern repeating, I knew there was an opportunity for me to help these businesses," Angela recalls. The result is Angela's Outsourced CFO Services. Clients are placed on a monthly retainer and then receive

calling me with all their financial concerns, not just major ones. The more I know about their business and their challenges, the better equipped I am to guide them in the right direction," Angela said.

Her business also allows Angela to fulfill her personal mission. "I truly believe that my purpose is to help businesses stay in business and be in a healthy position to grow when the economy recovers," Angela said. "I view myself as a partner on a very different level than just a CPA who does yearly tax returns or a bookkeeper who inputs monthly sales data. So many factors can hinder profitability—everything from procedures, vendor payment terms and banking fees. By bringing the combination of my financial experience and a fresh outside perspective, we can make immediate changes that can keep money in the bank."

Angela maintains a balance in her personal life with a healthy attitude. "I strive to live vibrantly," she says thoughtfully. One of her passions is playing golf and she recently broke a score of 100! "Playing golf is so peaceful," Angela said. "It allows me to enjoy some of the most picturesque places in our state."

One of Angela's favorite characters is Scarlett O'Hara in *Gone With The Wind*. "I love that Scarlett was a visionary," Angela said. "She took a look at the city of Atlanta after it had burned and instead of focusing on the negative, decided to invest in lumber to help the city rebuild. Now that's a proactive woman who was ahead of her time, and that's the type of woman I want to be. I want to continue taking on challenges and experiencing the growth that can only come with surmounting and conquering obstacles." 🌿



"FINANCIAL HEALTH is the lifeblood of the business and it is critical to have someone with expertise in that area to help guide the ship."

the expertise of a CFO they can't hire on staff. It eliminates the feeling of "watching the clock" every time they have a question—or simply not asking the question because of hourly billing. "I want clients to feel completely comfortable