

# Gold Star Business Services Newsletter

## Hope for the Best, Plan for the Worst

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Dear Elaine,

Gold Star Business Services would like to provide you with a few helpful articles to ensure you continue to grow your business successfully. Below, please find one of our top picks of informative articles.



### Lack of Contingency Planning

Even in the best of times, companies should have contingency plans for emergencies, disasters, recessions, and industry upturns. It's crucial to establish cash reserves, adequate insurance, and credit relationships when things are going well-not when unexpected reversals happen, as they will in the life of every business, Massella says. "I have seen some companies fall in this recession and some come under tremendous pressure, especially in industries related to real estate," he says. Have at least a good idea how your company can react and recover if a competitor brings out a transformative new product, or a key employee is incapacitated, or your business is hit by major theft. Such events will be difficult, but they won't be impossible to overcome if you've considered your response ahead of time. See more [here](#).

### The National Advisor Network - Charleston Chapter



Thank you to all who attended our monthly meeting of the NANN Charleston Chapter. Our interactive discussion and detailed webinar gave our attendees insight on "What's New in QuickBooks."

Our next meeting will be held at the Charleston County Public Library located at 68 Calhoun Street.

**Date:** January 29, 2013

**Time:** 10:00am

Breakfast snacks and coffee will be provided. We will be featuring a special guest (via webinar) from **Concur**.

For more information on how you can join our meetings please email Elaine Domin at [elaine@goldstarbusinessservices.com](mailto:elaine@goldstarbusinessservices.com)

Sincerely,

Elaine Domin  
Gold Star Business Services