

# FIREFIGHTERS

## OF NORTHEAST WISCONSIN

### Methodology

New North B2B kicked off its 3rd annual Firefighters of Northeast Wisconsin initiative in April 2013, aimed at assisting those northeast Wisconsin small business owners who feel as if they're constantly burning the candle at both ends, putting out fires, spinning their wheels, but intent on finding a way to improve.

We put out a call for nominations back in January. In the end, our staff selected two area businesses for this endeavor: Cake Anatomy LLC of Kaukauna and RentSmartRewards of Green Bay.

Through the generous help of Steve Van Remortel of Green Bay-based SM Advisors and Gary Vaughan of Guident Business Solutions in Appleton, the two dedicated-to-improve businesses are receiving five month's worth of consulting at no cost to help their owners work on the strategy of growing their business rather than regularly attending to problems.

B2B is providing a monthly update on the progress of their efforts in each issue leading up to a capstone article in the September 2013 issue of New North B2B magazine.

**Guident Business Solutions LLC**  
www.guidentbusinesssolutions.com

*On the Web*

**SM Advisors**  
www.smadvisors.com



#### PROFILE

**Company:** Cake Anatomy  
**Owner:** Dawn Bybee  
**Location:** Kaukauna  
**Year started:** 2005  
**Employees:** 2  
**Web site:** cakeanatomy.com

### Cake Anatomy

DAWN BYBEE OF CAKE ANATOMY LLC has met with consultant Gary Vaughan and his team from Appleton-based Guident Business Solutions on three occasions since early April to discuss the most effective ways for her specialty-cake bakery to build more capacity, expand and ultimately generate more bottom-line growth.

During their initial meetings, Bybee said she and Vaughan heavily discussed the quality product Cake Anatomy offers.

"We offer a homemade product – it's a product that if someone is looking for something that "Grandma or Mom used to make," that is what we offer," Bybee said. "So if someone is looking for a higher-end quality product, that is what we can provide for them."

Bybee noted she uses QuickBooks on a daily basis, but Vaughan has taught her to better use all of the accounting and bookkeeping features it offers. Bybee is making adjustments to her QuickBooks files to more definitively separate accounts between Cake Anatomy and Dabas Properties, the building she and her husband own which houses Cake Anatomy in addition to five income-generating apartments.

She said that while separating the two companies from the current status as one combined entity will help her for tax purposes, Bybee has learned "that keeping the two companies completely separate from one another will allow me to know exactly where each company is at from a financial standpoint."

Vaughan also created a spreadsheet for Bybee to list her product use, which she'll ultimately review to better establish her pricing structure.

"Working with Gary from Guident has been amazing," Bybee said. "We have only met on three different occasions but I feel I have learned so much from him already."



#### GARY VAUGHAN

Founder, owner and president  
Guident Business Solutions LLC,  
Appleton  
www.guidentbusinesssolutions.com

## RentSmartRewards

IN OUR OTHER FIREFIGHTERS episode, Jo Edwards of Green Bay-based RentSmartRewards has been working with Steve Van Remortel and his team from SM Advisors in Green Bay to differentiate her nearly 2-year-old company from other rental housing referral sources.

Before her first meeting with Van Remortel, Edwards read his recently released book "Stop Selling Vanilla Ice Cream," and said it brought a different perspective to what she was doing with her business.

"Entrepreneurs jump into their company and work hard, but they need to focus on their true competence and not get caught up in different directions," Edwards said. "Steve was very good at showing that to me."

In a few meetings so far the two have identified her company's strengths in finding renters a home in a fun, fast and efficient manner that fits their needs, wants and lifestyle. Additionally, the two concluded RentSmartRewards is an inexpensive resource for residential properties that's not just advertising, but a unique way to find a renter.

"We are different than an Internet listing service with ads," Edwards said.

While Edwards believes her work with RentSmartRewards during the past 20 months has built a solid foundation, she said her initial work with Van Remortel has forged a different perspective of how to make her company better.

"Steve really challenges you to think about why you made the decisions that you did and to consider if there are better alternatives," Edwards said. "Steve is excellent at getting to the heart of your company, and then using a differentiating strategy to help take you to the next level."



### PROFILE

**Company:** RentSmartRewards

**Owner:** Jo Edwards

**Location:** Green Bay

**Year started:** 2011


**Employees:** 1

**Web site:** [rentsmartrewards.com](http://rentsmartrewards.com)



### STEVE VAN REMORTELL



Founder, owner and president  
SM Advisors,  
Green Bay  
[www.smadvisors.com](http://www.smadvisors.com)



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## Epiphany Law welcomes attorney Patrick Furman

Epiphany Law is pleased to welcome attorney Patrick Furman who comes to us after practicing law for 15 years. He will help our expanding estate planning and probate practice as well as assist in business law matters.

Patrick currently resides in Kaukauna with his wife and three daughters; he earned his Juris Doctorate from the University of Pittsburgh Law School.



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