



D.A. RAINSBERGER CO.



ADVANCED  
ACCOUNTING  
& COMPUTING  
SOLUTIONS

*The D.A. Rainsberger Co. provides personalized financial and technological solutions for companies and non-profit organizations who are serious about closely managing their daily operations – and who recognize the importance of long-term forecasting.*

*Truly, we are a different kind of consulting firm.*

***We've combined two disciplines – accounting and computer technology – to create a unique, state-of-the-art solution for financial management.***

*In fact, you'll probably be surprised by our capabilities in this area. Please, take time to read about them, and learn how they can give you a real business advantage.*

*Our entire staff is dedicated to taking a genuine, personal interest in your goals. We approach our work with integrity, from a service – not a sales – standpoint. That's a legacy of my father, Durward A. Rainsberger, who founded the company in 1952.*

*He built his practice on Christian principles, believing that if he operated the business in a manner pleasing to God, clients would be satisfied as well. As a result, he earned their loyalty – as well as an excellent reputation with banks, businesses, and government agencies such as the Internal Revenue Service and the State of Michigan Department of Treasury.*

*While that tradition continues today, D.A. Rainsberger Co. is exceptionally well prepared to help guide your business into the future. That's because, back in 1996, we instituted a strategic plan to bring the latest technologies to bear on your behalf. Now, you have the opportunity to benefit from our forward thinking.*

*Most important, however, is that our clients' needs will always be our central focus.*

*Sincerely,*



Gary Rainsberger, ABA, ATA, ATP, EA, CIS, CAAS  
President



Our clients come in many shapes – medical group practices, nonprofit organizations, light manufacturing firms, construction companies, distributors, retailers, wholesalers – and tend to range in size from \$1 million in annual revenue to \$250 million.

They consistently say that they like the personal attention we give them, our willingness to listen, and our extensive product knowledge. We take a genuine interest in each individual, and consider it our responsibility to look out for them, do what’s best, and help them realize their goals.

In their own words, here’s how some see us:

*“Our business had gone through two different CPAs from Detroit before someone referred Gary Rainsberger to me. We’ve been happy ever since. Gary’s firm analyzed everything we were doing with our accounting system, from A to Z. They automated and streamlined it, saving us a considerable amount of money.”*

*“When it comes to financial matters, I often look to D.A. Rainsberger Co. before making a major move. The firm’s ethics are beyond question. And, though ours is a small business, they treat us like we’re a Fortune 500 company.”*

– Don Knechtel, Owner/President  
Custom Ordered Police Supplies



*“We use the Great Plains Dynamics computer-based accounting program, and D.A. Rainsberger Co. has made the system do what it’s intended to do – save time, generate reports, and reduce the workload. The firm is absolutely attentive to all of our accounting and technical needs. Plus, we don’t have to go back and forth dealing with a hardware person, a software person, and an accountant. D.A. Rainsberger Co. provides the total package.”*

– Robert Clements  
Systems Administrator/Purchasing Agent  
Michigan Brick

*“Our company has been associated with D.A. Rainsberger Co. for about 38 years, ever since Gary’s father started doing the books for my folks. Gary’s firm set up and maintains our entire computer system. A big advantage – and just one of the reasons we keep dealing with them – is that you’re never just a number with D.A. Rainsberger Co. If I have a question or concern, I can call and get in touch with whomever I need to talk with. It’s not just the knowledge the firm has, but also the personal service.”*

– Brian Wohlscheid, President  
Municipal Supply Co.

*“We were having problems with our previous support company. Then, Great Plains Dynamics gave us Gary Rainsberger’s name. We’ve been satisfied ever since. Gary and his associates are easy to work with. They have the knowledge, skills, resources, ideas, and the ability to help us work out any unusual problems that arise. They’re accessible, and everything runs much smoother with them aboard.”*

– Jim Bartsch, Accounting Manager  
Thoracic & Cardiovascular Institute

WHEN ACCOUNTING  
AND COMPUTING  
CONVERGE, AS THEY  
HAVE AT D.A.  
RAINSBERGER CO.,  
AMAZING THINGS  
BECOME POSSIBLE...

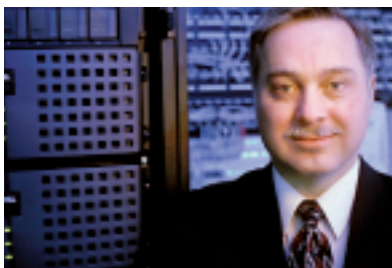
Imagine the day when you can quit worrying about computer software and hardware. Suddenly, your current setup is perfectly adequate, and stays that way. You no longer have to install programs, replace machines, add memory, run backups, or plug security

holes. It's all handled centrally – off site – for a monthly fee that is less than half of what it now costs to provide mission-critical software applications for your workforce.

Imagine, too, that your staff can now simultaneously access the latest applications through the Internet – even with a local phone call through a 28.8 modem on an old 386 computer – and the software runs as if it were on the hard drive of a high-end machine. Also, it can be any Windows application – from Microsoft Office 2000 to your organization's intranet.

Or, imagine that the software is Great Plains. Your far-flung sales force uses it for instant order processing and inventory tracking. Your customers visit it as a virtual storefront. You rely on it as a daily source of business intelligence. And your consultants at D.A. Rainsberger Co. use it to monitor key financial ratios, compare them with industry benchmarks, and alert you in real time – not three or four weeks later – if a problem develops with payables, receivables, or the like.

**With its state-of-the-art software application hosting services, D.A. Rainsberger Co. can deliver all of this to you today,** in addition to our more traditional accounting and information technology services.



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What makes it possible is server-based computing on our Citrix<sup>®</sup>, Metaframe<sup>™</sup> servers. According to a June 1999 white paper by The Tolly Group, the Citrix server approach gives organizations "the independence, speed and flexibility needed to extend any application to anyone, anywhere," while "increasing manageability and reducing costs by as much as 65 percent."

Citrix MetaFrame computing software is used by more than half of the Fortune 500 companies, and more than 2 million users across thousands of organizations worldwide.

The mission of D.A. Rainsberger Co. – as a state-of-the-art accounting, tax, and computer services firm – is to provide every client with confidential, personalized services that comply with governmental regulations.

Our staff is dedicated to helping all clients achieve their goals in a timely, professional, and accurate manner. At the same time, we recognize that every individual and organization is different.

**To ensure that you receive the financial or technical assistance that is right for you, we start with an assessment of your business needs, then tailor our recommendations to your requirements.**

For example, if your organization is relatively small, you may only need professional accounting help with invoicing, payroll, or quarterly financial statements and analysis.

On the other hand, maybe your organization has sophisticated financial management needs extending to e-commerce, asset tracking, or integrated human resources data. Which may mean it's time to upgrade to a top-notch software package such as Great Plains for mid-size enterprises.

In that case, we won't just sit down and say, "Here's what our product does." We'll take the time to plug in actual data – your customers, vendors, items, and inventory – and formulate a special demonstration so that you can see precisely how it works for your business.

Finally, because we use the software we sell, we're adept at customizing it to fit even unusual needs. And, after installation and testing, we continue to provide support with exceptional training and service.

*We take the time to plug in actual data – your customers, vendors, items, and inventory – and formulate a special demonstration so you can see precisely how it works for your business.*



*D.A. Rainsberger Co.  
offers the services of  
Accredited Business  
Accountants, Tax  
Preparers, and  
Tax Advisors  
(Accreditation  
Council for  
Accountancy &  
Taxation, Inc.), as  
well as Enrolled  
Agents (Internal  
Revenue Service).*

## **HAVE YOU HAD THIS EXPERIENCE?**

After hiring an accounting firm with solid credentials, you're filled with enthusiasm to get your business on track – or take it to the next level. You look forward to sitting down with the accountant and plotting strategy.

But after the initial meeting, the firm seems to forget all about you. The financial reports you expect don't arrive on a timely basis – if at all. The consultations never materialize. And your only regular contact with the accountant is during the rush to file annual tax returns.

At D.A. Rainsberger Co., this simply doesn't happen.

Every member of our staff is responsible for providing on-going assessments and recommendations for clients. This doesn't mean that we try to provide services that you're capable of performing yourself. **Rather, it is our practice to proactively recommend services and strategies that we honestly believe are necessary to help better manage your business.**

Sometimes, we perform a specific accounting function. Other times, we serve as controller – or an entire finance department.

We provide a full range of accounting and tax services:

- Preparation of monthly financial statements
- Comparison of business performance against key industry ratios
- Budgeting and forecasting
- Accounts payable and receivable
- Tracking of sales, purchases, inventory, assets
- Payroll processing and payroll tax returns
- Special analysis, reports, and pro formas
- Assistance in securing capital and credit lines
- Tax planning and guidance
- Preparation of year-end business and personal tax returns



***To arrange a free consultation to discuss solutions for your organization***

D.A. Rainsberger Co. offers a whole spectrum of IT services, primarily for the PC platform (Windows 2000, NT, 98 and 95.) Among the services we provide are:

## SOFTWARE, HARDWARE AND NETWORKING

- Analysis and planning of information system networks
- Procurement, installation, and testing of hardware, software, and network components
- Customized software programming
- System management and maintenance
- Training for client staff members in use of installed software
- Ongoing support through our computer Help Desk

### **Beyond our expertise in operating system configuration, we specialize in financial and contact management software.**

Chief among these are:

**Great Plains Software®.** These accounting and business-management programs, designed for mid-size companies, are top-rated by the prestigious, independent GartnerGroup (May 1999 review). More than 20,000 businesses use them to improve their competitive advantage. Great Plains offers feature-rich programs that can be easily adapted for e-commerce, asset or receivables management, order processing, invoicing, payroll, inventory control, and human resources management.

**Goldmine®.** This contact management program helps individuals, workgroups, and companies to store, share – and instantly retrieve – key details about business relationships. Highly recommended by independent reviewers, Goldmine far surpasses a simple database of names, addresses, and phone numbers, enabling you to centralize communications by filing letters, meeting notes, phone calls, and e-mail along with each customer record.

**QuickBooks® and QuickBooks Pro®.** The best-selling small-business accounting software is easy to use, comes with industry-specific guidance, and provides insight into your financial status with more than 100 customizable reports and graphs. With QuickBooks Pro, up to five people at once can work with company books. Like Great Plains, the program integrates with Microsoft Word and Excel.

*With D.A. Rainsberger Co., you have the security of receiving:*

- *Networking assistance from a Microsoft Certified Systems Engineer (MCSE).*
- *Certified support, customization, and implementation of Great Plains® software applications by an authorized representative certified to install on both Dynamics and eEnterprise, and experienced with high-end plug-ins like Siebel®, and SalesLogix®.*
- *Certified customization of Goldmine and certified training in use of the program.*
- *Staff members certified as QuickBooks ProAdvisors.*

**For more personalized financial-management solutions, call 517-327-8320**





D.A. RAINSBERGER CO.



D.A. Rainsberger Co.  
801 S. Waverly Rd., Suite 300  
Lansing, MI 48917-4200

517-327-8320 Voice  
517-327-8324 Fax

E-mail: [darco@rainsberger.com](mailto:darco@rainsberger.com)  
Website: [www.rainsberger.com](http://www.rainsberger.com)

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