




(310) 684-3977  
www.mindshiftpartners.com  
contact@mindshiftpartners.com

## Email Marketing



Issue: # 3 August 2009

### PSA Is Now MindShift Partners!


Project Solutions Accounting has changed its name to [MindShift Partners](#).

Since our inception in 2004, Project Solutions Accounting has focused on providing Audit Prep services prior to transactions such as a capital raise, sell-side M&A event or a multi-year audit.

In the past year, however, we've been drawing more on our experience in Technology, Web Marketing and Management Consulting in response to clients who have been looking for creative ways to survive the economic downturn.

More and more of our clients have wanted our help not only in reducing costs, but also in increasing revenues. Having said that, MindShift Partners will still provide our accounting services but *in addition* to our Web Marketing and Technology services.

If you'd like to learn more, please click on our new logo to visit our new website. Make sure to add [MindShift Partners](#) to your list of favorite sites.



If you have any comments or feedback, please visit [our blog](#).

Make The Shift!

MindShift Partners  
Co-Founders  
Aron Gibson & Erik Klinger



September 2009

Issue 1

Friends & Colleagues:

From time to time we will be sending out brief case studies or company news. Our goal is to make these updates concise so that we can add value to your company and your clients.

Best regards,

Aron Gibson & Erik Klinger  
[www.MindShiftPartners.com](http://www.MindShiftPartners.com)



## September Case Study: Audit Prep

### Situation

A company in the oil-exploration industry switched auditors and needed help preparing preaudit schedules to speed up field work and manage costs. The company did not have the necessary resources in-house to complete the work.

### Action

MindShift Partners was engaged to prepare preaudit schedules. Significant attention was paid to revenue recognition, accounting treatment for stock options, and the equity section of the balance sheet which was quite complex.

### Result

The auditors' fieldwork was completed on time and the company received a clean audit opinion.

To read more or comment on our newsletter, please visit our [blog](#).

## About MindShift Partners

Since our inception in 2004, MindShift Partners (formerly Project Solutions Accounting), has focused on providing Accounting and Audit Prep services.

In 2008, the firm began drawing more on its experience in Technology, Web Marketing and Management Consulting in response to clients who were looking for new ways to drive revenues.

Today, MindShift Partners is focused on adding value to both sides of the P&L. In addition to providing project consulting services in the finance function, we also offer a host of Online Marketing and Technology services to clients who want to achieve the next level of growth.

To learn more, please click on our new logo to visit our [new website](#) or visit our [blog](#).



*Make The Shift.*