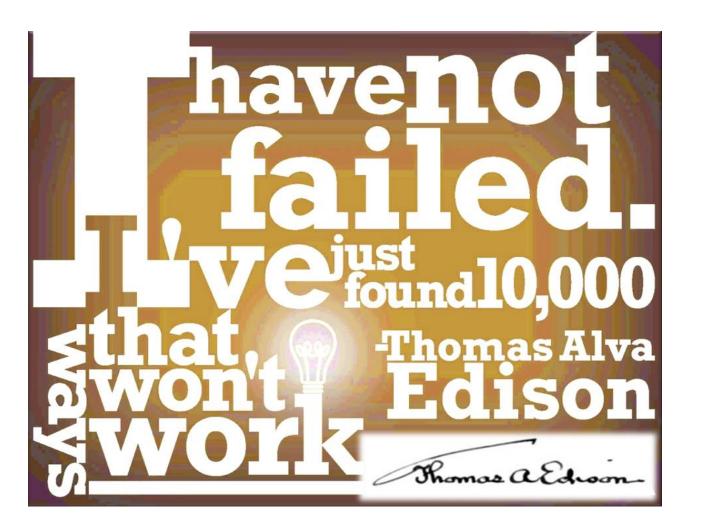
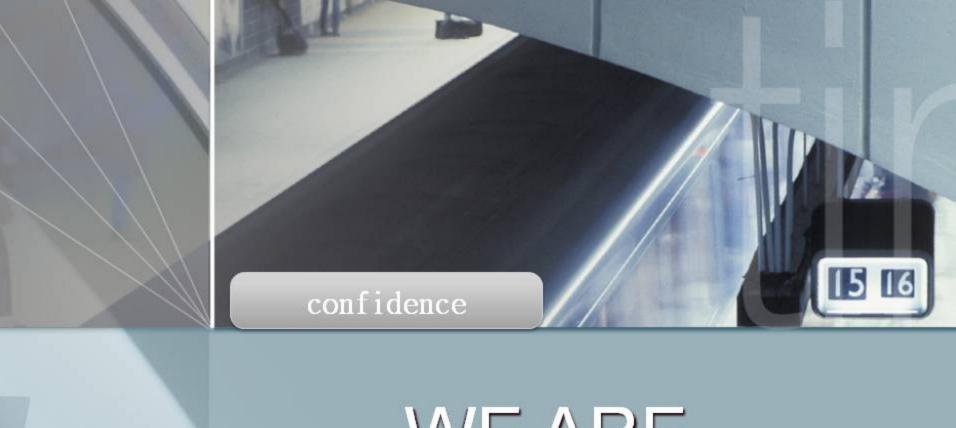


"Excellent firms don't believe in excellence – only in constant improvement and change."

- Tom Peters





WE ARE EXUBERANT

"Success is the ability to go from failure to failure without losing your enthusiasm."
-Sir Winston Churchill

"Vitality shows in not only the ability to persist but the ability to start over."
-F. Scott Fitsgerald

"Excellence is not a skill. It is an attitude."

-Ralph Marston

"Nothing great was ever achieved without enthusiasm."
- Ralph Waldo Emerson

"Enthusiasm releases the drive to carry you over obstacles and adds significance to all you do."
-Norman Vincent Peale

"Enthusiasm is that secret and harmonious spirit which hovers over the production of genus."
-Isaac Disraeli



"Disney Magic"

Most people think of Walt Disney as the "inventor" of Mickey Mouse, though, he is more accurately thought of as an entertainer.

Walt had talent, and developed a keen commercial sense of what would appeal to the public. This combination enabled him to parlay \$40 and a few drawing tools into a film studio producing popular cartoons, feature length animated features, and live action movies.

Walt took his children to amusement parks, but he was convinced he could do better. By 1937, Walt proclaimed that he would "make a park for kids, a place scaled down to kid size." In 1940 he revealed a plan to showcase Disney characters in their fantasy surroundings at a park across the street from the Disney studio.

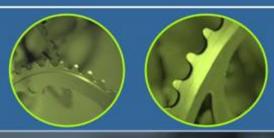
Walt was convinced that an amusement park would be successful in the US if it offered a "good show" that families could enjoy together, was clean, and had friendly employees.

In 1948 he shared his concept with friends, an amusement park with a central village including a town hall, a small park, railroad station movie theater, and stores. Outlying areas would include a carnival area and a western village. He added spaceship and submarine rides, a steamboat, and exhibits.

In 1952, he decided on "Disneyland" for the name and formed Disneyland, Inc., to develop the park. On July 17, 1955, Disneyland opened. Within 7 weeks, a million visitors had visited Disneyland, making it one of the biggest tourist attractions in the US. Attendance was 50% ahead of predictions and guests were spending 30% more than expected.

"Everybody can make their dreams come true. It takes a dream... faith in it... and hard work. But that's not quite true because it's so much fun you hardly realize it's work," he said.

(Adopted from Disney Magic: Business Strategy You Can Use at Work and at Home.)



WE ARE



"The only source of knowledge is experience."
- Albert Einstein

"There are no failures – just experiences and your reactions to them."
-John Heywood

"Be brave. Take risks. Nothing can substitute experience."

-Paulo Coelho

"Skill and confidence are an unconquered army."
-George Herbert

"If the power to do hard work is not a skill, it's the best possible substitute for it."
- James A. Garfield



"Tax Trilogy is on the move up!"

"Our attention to detail sets us apart from the others."

PROFICIENT

[pro-fi-cient] adj.

We are skilled. We are talented. Our experience is beyond reckoning. There is nothing that we are not capable of accomplishing. We rise above any and all limitations. We are on a mission ... to define the best ... to be the best.

"I like to make things better!"

"At trilogy, we strive for excellence."

"The Pursuit of Success"

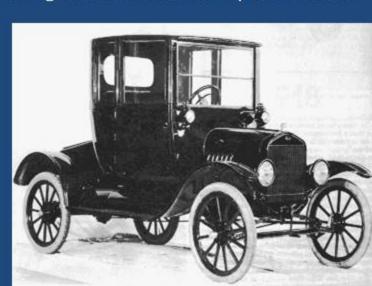
Henry Ford constructed his first steam engine at the age of 15 and became a machinist's apprentice in Detroit at the age of 16. In 1891, Ford became an engineer with the Edison Illuminating Company and in 1896, he successfully built a self-propelled vehicle, which he named the Quadricycle. In 1899 Ford left Edison to help run the newly formed Detroit Automobile Company. He then quit and began to build his own racing cars. In 1901, the Henry Ford Company was organized with Ford as chief engineer. Cars were still built essentially one at a time. Ford resigned and in 1902, that company became the Cadillac Motor Car Co.

The Ford Motor Company was founded on June 16, 1903. In 1907, Ford announced that his goal for the Company was to create "a motor car for the great multitude." Ford's engineers took the first step by designing the Model T, a simple, sturdy car, offering no factory options — not even a choice of color. In 1908, Ford began production of the Model T, which sold for \$850 each. It quickly became popular and Ford was unable to meet the demand for his cars. His solution was to invent a moving industrial production line. By installing a moving belt in his factory, employees would be able to build cars one piece at a time, instead of one car at a time.

In 1913, his plant incorporated the first moving assembly line. In 1914, sales passed 250,000. By 1916, the price for the Model T dropped to \$360 and sales reached 472,000. Ford had become the leading auto manufacturer in the country. He sold over 15 million Model T cars, ending its production in 1927. The Model T is regarded as the car which "put America on wheels".

Ford Motor Co. started the last century with a single man envisioning products that would meet the needs of people in a world on the verge of high-gear industrialization. The company is beginning its second century of existence with a worldwide organization that retains and expands Henry Ford's heritage by developing products that serve the varying and everchanging needs of people in the global community.

When Henry Ford started building the Model T on an assembly line, he didn't just revolutionize the automobile industry--he changed the world!





"That's been one of my mantras – focus and simplicity. Simple can be harder than complex: You have to work hard to get your thinking clean to make it simple. But it's worth it in the end because once you get there, you can move mountains."

-Steve Jobs

"The true sign of intelligence is not knowledge but imagination."
-Albert Einstein

"Most people spend more time and energy going around problems than in trying to solve them."

-Henry Ford

"When you first start off trying to solve a problem, the first solutions you come up with are very complex, and most people stop there. But if you keep going, and live with the problem and peel more layers of the onion off, you can often times arrive at some very elegant and simple solutions. Most people just don't put in the time or energy to get there."

-Steve Jobs

"A man is a product of his thoughts, what he thinks he becomes."
-Mohandas Gandhi



"We are able to implement our own ideas."

"We take the initiative - we make the system better."

INGENIOUS

[in-ge-nious] adj.

We are inventors – creating new and better solutions. We are improvers – finding ways to better the system that already exists. We are not afraid to take risks. We take that extra step that others are not willing to take. We build on yesterday so that tomorrow, we are ahead of the game.

"Every day you learn something new!"

"At Trilogy everyone is encouraged to find ways to improve the things we do."

"On Track to Success"

Philip Knight's first ideas of what would become Nike Inc. came to him while he was at school. While working on his master's at Stanford, Knight, a former runner at the University of Oregon, wrote an essay on his plan to overcome the monopoly Adidas had on the running shoe market.

Shortly after graduating in 1962, Knight met with the executives of Onitsuka Tiger Co., a manufacturer of imitation Adidas runners in Japan. He claimed to be the head of a company called Blue Ribbon Sports, which did not exist yet. Knight convinced Tiger to export their shoes to the States though Blue Ribbon and had samples sent for his associates to inspect. He sent a few pairs to Bill Bowerman, his University of Oregon track coach. Knight and Bowerman then became partner and formed Blue Ribbon Sports. Knight started going to high school track and field events selling the shoes from the trunk of his car.

Knight dissolved the partnership with Onitsuka Tiger Co. in the early 1970s. Blue Ribbon began producing its own line and began selling its Nike line (named after the Greek goddess of victory) in 1972. These first Nike shoes were adorned with the now-internationally recognizable swoosh and had the traction-improving "waffle soles."

Blue Ribbon was renamed Nike in 1978. The company's success throughout the 1970s and '80s can largely be attributed to Knight's marketing strategy. He thought it best not to push his Nike shoes though advertising, but rather to let expert athletes endorse his product.

Bill Bowerman became the coach of the American Olympic team and many of the best performers on the team wore Nikes. When the runners performed well, the shoes they wore were highlighted. Steve Prefontaine, a brash and unconventional American record-holder, became the first spokesperson for Nike shoes.

After the tennis player John McEnroe hurt his ankle, he began wearing a Nike three-quarter-top shoe, and sales of that particular brand jumped from 10,000 pairs to over 1 million. Celebrity athlete's endorsements brought success to Nike. The Air Jordans helped the company continue to thrive into the 1980s. In their first year, the shoe made more than \$100 million. Knight reached his initial goal of replacing Adidas as the number the one shoe manufacturer globally in 1986.

Article Source: http://EzineArticles.com/161605



"I refuse to recognize that there are impossibilities. I cannot discover that anyone knows enough about anything on this earth definitely to say what is and what is not possible."

-Henry Ford

"Everything can always be done better than it is being done."

-Henry Ford

"You can't do today's job with yesterday's methods and be in business tomorrow."
-Unknown

"Design is a funny word. Some people think design means how it looks. But of course, if you dig deeper, it's really how it works. ... To design something really well, you have to get it. You have to really grok what it's all about. It takes a passionate commitment to really thoroughly understand something, chew it up, not just quickly swallow it. Most people don't take the time to do that."

-Steve Jobs

"You see things; and you say 'Why?' But I dream things that never were; and I say 'Why not?"
-George Bernard Shaw

"Innovation is about the difference between an idea that quickly dies and the same idea, in another's hands, that changes companies and industries."

-Unknown

"Challenging"

"I love the challenge here!"

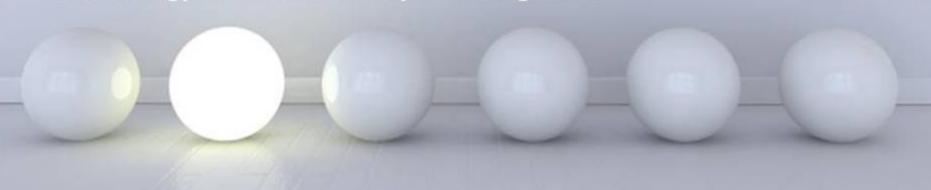
INVENTIVE

[in· ven· tive] adj.

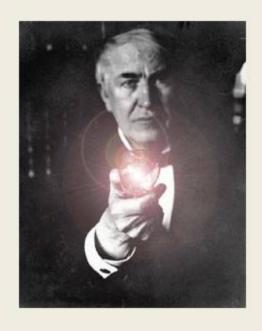
We are always finding new ways to solve problems. We live for the challenge. We are always seeking ways to better ourselves and our services. We are not afraid to push the boundaries of creativity. We are unlimited in our ability to generate new ideas. We do not predict the future We create it.

"Cutting edge"

"At Tax Trilogy it's more about implementing ideas."



"The Bright Idea"



Sometimes, innovation is about taking an existing idea or technique and making it better. Google was not the first search engine; Amazon's Kindle followed a decade of electronic book readers; Apple's iPod was the thirteenth MP3 player on the market; Penicillin was discovered by a French medical student 30 years before Alexander Fleming (re)discovered it. Even the light bulb was a 40 year-old idea when Edison successfully commercialized it.

Edison didn't invent electric lights. Arc lights, similar to today's street lights, already existed. Arc lights were very bright so people didn't want them inside their houses. People used gas lights in their homes, but the open flames were dangerous and they flickered a lot.

Edison didn't just invent a light bulb, either. He put together what he knew about electricity with what he knew about gas lights and invented a whole system of electric lighting. This meant light bulbs, electricity generators, wires to get the electricity from the power station to the homes, fixtures (lamps, sockets, switches) for the light bulbs, and more.

It was difficult for Edison to find the right material to make the small wire inside the light bulb, known as the filament. He tried coconut fiber, fishing line and even hairs from a friend's beard. He filled over 40,000 pages of notes before he finally had a bulb that withstood a 40 hour test in his laboratory. In 1879, after testing more that 1600 materials for the right filament, Edison and his workers finally figured out what to use --carbonized bamboo.

The first large-scale test of the system took place on September 4, 1882, when Edison's Pearl Street station in New York City's financial district sent electricity to lights in 25 buildings.



"I'm convinced that about half of what separates the successful entrepreneurs from the non-successful ones is pure perseverance."

- Steve Jobs

"The majority of men meet with failure because of their lack of persistence in creating new plans to take the place of those which fail."

--Napoleon Hill

"Great works are performed not by strength but by perseverance."

-Samuel Johnson

"Nothing in the world can take the place of persistence.

Talent will not; nothing in the world is more common than unsuccessful men with talent.

Genius will not; unrewarded genius is a proverb. Education will not; the world is full of educated derelicts. Persistence and determination alone are omnipotent."

-Calvin Coolidge

"Most of the important things in the world have been accomplished by people who have kept on trying when there seemed to be no hope at all."

- Dale Carnegie

"There is no substitute for effort. If someone with superior natural ability permits you to outwork him, you can defeat him. If you permit someone of lesser skill to excel you in effort, he will likely excel you in accomplishment."

- Joe Robbie

"Success is almost totally dependent upon drive and persistence. The extra energy required to make another effort or try another approach is the secret of winning."

-Dennis Waitley

"Excellence is the gradual result of always striving to do better."

-Pat Riley

"Tax Trilogy allows me to focus on work."

"We do what it takes. Bottom line."

PERSERVERANCE

[per-se-ver-ance] adj.

We laugh in the face of adversity and back down to nothing. We display constant action - both daring and courageous. We will scale mountains and overcome obstacles. Nothing will get in our way. We will seize the moment ... the opportunity ... the victory.

"We aren't afraid to try new things."

"The difference is that here, we won't stop until we get the job done."



"Dreams Set High"

In 1883, an engineer named John Roebling was inspired by an idea to build a bridge connecting New York with the Long Island. However, bridge building experts throughout the world thought that this was an impossible feat and told Roebling it could not be done.

After much discussion and persuasion Roebling convinced his son, Washington, an up and coming engineer, that the bridge could be built. They developed concepts of how it could be accomplished and how the obstacles could be overcome. With great excitement, they hired their crew and began to build the bridge.

A few months into the project a tragic accident on the site took the life of John Roebling. Washington was later injured and left with brain damage, which resulted in him not being able to move or talk.

Everyone had a negative comment to make and felt that the project should be terminated. In spite of his handicap, Washington was never discouraged and still had a burning desire to complete the bridge.

All Washington could do was move one finger and he decided to make the best use of it. By moving this, he slowly developed a code of communication with his wife. He touched his wife's arm with that finger, indicating to her that he wanted her to call the engineers again. Then he used the same method of tapping her arm to tell the engineers what to do. Soon the project was under way again.

For 13 years Washington tapped out his instructions with his finger on his wife's arm, until the bridge was finally completed. Today the spectacular Brooklyn Bridge stands in all its glory as a tribute to the triumph of one man's determination not to be defeated by circumstances. It is also a tribute to the engineers and their team work, and to their faith in a man who was considered mad by half the world.

Even the most distant dream can be realized with determination and persistence.



"Always be a first-rate version of yourself instead of a second-rate version of someone else."

— Judy Garland

"A great trademark is appropriate, dynamic, distinctive, memorable and unique." - Primo Angeli

"Don't find fault, find a remedy; anybody can complain."
-Henry Ford

"Do not go where the path may lead, go instead where there is no path and leave a trail."
-Ralph Waldo Emerson

"To give real service you must add something which cannot be bought or measured with money, and that is sincerity and integrity."

-- Douglas Adams

"Both the people here and the work we produce is honest and sincere."

"We see things differently ... that's what makes the difference!"

AUTHENTIC

[au·then·tic] adj.

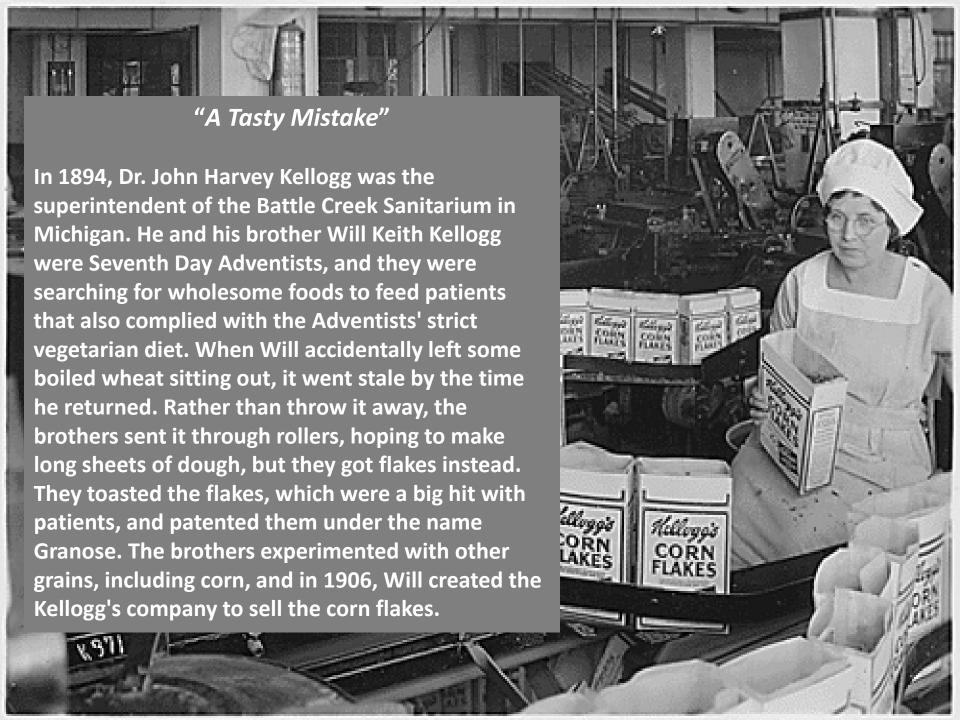
We are original - Unlike any other. We are built on honesty and live for integrity. We put our clients first, never wavering from their best interests. Our ideas are just as unique as the lines on the palm of your hand.

We cannot be replicated We are Trilogy.

"Each of us is important to the success of the team!"

"Trilogy is so good with the data. I've never seen that before."







"Now a business, in my way of thinking, is not a machine. It is a collection of people who are brought together to do work and not to write letters to one another."

-Henry Ford

"Every business that employs more than one man is a kind of partnership."
-Henry Ford

"My model for business is The Beatles: They were four guys that kept each other's negative tendencies in check; they balanced each other. And the total was greater than the sum of the parts."

-Steve Jobs

"There is no limit to what can be accomplished if it doesn't matter who gets the credit."

- Emerson

"Individual commitment to a group effort - that is what makes a team work, a company work, a society work, a civilization work."

- Vince Lombardi



"There are no walls, it is very interactive."

"Everyone respects each other."

TEAM [teem] noun

Each of us has our own talents, our own skills, and our own abilities. But on our own we can do little - Together, we are unlimited. We believe in each other. Together, we create solutions. Together, we drive results. Together, we are a TEAM. Win or lose, succeed or fail, we do it as a team.

"We are as good as we are because we listen to each other's conversations."

"Someone is always willing to help me work through my questions."

"There is great morale!"

"The Team"

"We want the Big Ten championship and we're gonna win it as a Team. They can throw out all those great backs, and great quarterbacks, and great defensive players, throughout the country and in this conference, but there's gonna be one Team that's gonna play solely as a Team.

No man is more important than The Team. No coach is more important than The Team. The Team, The Team, The Team, and if we think that way, all of us, everything that you do, you take into consideration what effect does it have on my Team? Because you can go into professional football, you can go anywhere you want to play after you leave here.

You will never play for a Team again. You'll play for a contract. You'll play for this. You'll play for that. You'll play for everything except the team, and think what a great thing it is to be a part of something that is, The Team. We're gonna win it. We're gonna win the championship again because we're gonna play as team, better than anybody else in this conference, we're gonna play together as a team.

We're gonna believe in each other, we're not gonna criticize each other, we're not gonna talk about each other, we're gonna encourage each other. And when we play as a team, when the old season is over, you and I know, it's gonna be Michigan again, Michigan."



"You've got to get up every morning with determination if you're going to go to bed with satisfaction."
-George Horace Lorimer

"It was character that got us out of bed, commitment that moved us into action, and discipline that enabled us to follow through."

-Unknown

"We all have dreams. But in order to make dreams come into reality, it takes an awful lot of determination, dedication, self-discipline, and effort."

-Jesse Owens

"I do not believe a man can ever leave his business. He ought to think of it by day and dream of it by night."

-Henry Ford

"Your work is going to fill a large part of your life, and the only way to be truly satisfied is to do what you believe is great work. And the only way to do great work is to love what you do. If you haven't found it yet, keep looking. Don't settle. As with all matters of the heart, you'll know when you find it. And, like any great relationship, it just gets better and better as the years roll on. So keep looking until you find it. Don't settle."

- Steve Jobs



"The personal enjoyment of working here makes it a 10."

"I really enjoy the work I do!"

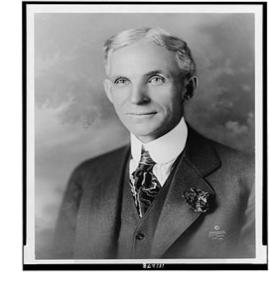
"I enjoy the work – I love numbers!"

DEVOTED
[De·vot·ed] adj.

We wake up every morning 100% committed to the idea that we will not go to bed until we are completely satisfied with the day's work. Our results are a reflection of our discipline, energy and intensity. We exude dedication, believing in everything that we do. **We don't settle**.

"I really enjoy the clients."

"I have faith in the Tax Trilogy leadership."



"The Foundation for Success"

Henry Ford's principles of service:

- 1. An absence of fear of the future and of veneration for the past. One who fears the future, who fears failure, limits his activities. Failure is only the opportunity more intelligently to begin again. There is no disgrace in honest failure; there is disgrace in fearing to fail. What is past is useful only as it suggests ways and means for progress.
- 2. A disregard of competition. Whoever does a thing best ought to be the one to do it. It is criminal to try to get business away from another man—criminal because one is then trying to lower for personal gain the condition of one's fellow man—to rule by force instead of by intelligence.
- 3. The putting of service before profit. Without a profit, business cannot extend. There is nothing inherently wrong about making a profit. Well conducted business enterprise cannot fail to return a profit, but profit must and inevitably will come as a reward for good service. It cannot be the basis—it must be the result of service.
- 4. Manufacturing is not buying low and selling high. It is the process of buying materials fairly and, with the smallest possible addition of cost, transforming those materials into a consumable product and giving it to the consumer. Gambling, speculating, and sharp dealing, tend only to clog this progression.



"Goals provide the energy source that powers our lives. One of the best ways we can get the most from the energy we have is to focus it. That is what goals can do for us; concentrate our energy."

-Dennis Waitley

"Action expresses priorities."

- Mohandas Gandhi

"The universe is dynamic. When we are creative, we are the most alive and in touch with it."
-Brad Dourif

"Enter every activity without giving mental recognition to the possibility of defeat. Concentrate on your strengths, instead of your weaknesses... on your powers, instead of your problems."

-Paul J. Meyer



"It doesn't get much better than here!"

"We set our standards high ... and we achieve them."

DYNAMIC

[dy·nam·ic] adj.

We are full of positive energy. We focus that energy on driving success. We are powerful, both in our ideas and in their implementation. Our goals are unmatched, striving for greatness in everything we do. We are bringing our visions to life ... we will leave an impact.

"This is the best job I've ever had!"

"Anyone would be lucky to work here!"

"A Forceful Impact"

Hurricane Katrina was the deadliest and most destructive hurricane of 2005. At least 1,836 people died in the actual hurricane and in the subsequent floods, making it the deadliest U.S. hurricane since 1928.

When Hurricane Katrina hit back in August 2005, celebrities including Oprah Winfrey and George Clooney came out in droves to offer up any help that they could. In the days following the storm, nearly 2,000 people lost their lives.

According to AP reports, 18,500 survivors were housed in the Houston Astrodome and over 120,000 refugees were in shelters across Houston, Dallas, and San Antonio. Another 100,000 people found safety in local hotels, motels, churches, and private homes.

With that many people in need, a few charitable celebrities decided that it was time to lend a helping hand. Celebrities who donated \$1 million to help the cause include The Rolling Stones, George Clooney, Celine Dion, Nicolas Cage, Jerry Lewis, and Jay-Z. Angelina Jolie sent letters to members of Congress and the White House, asking for increased efforts in the disaster relief.

John Travolta, a licensed pilot, flew to Baton Rouge with his wife Kelly Preston, carrying much needed food supplies and tetanus vaccines. The couple then toured the flooded city of New Orleans and visited shelters and rescue workers.

TV host Oprah Winfrey decided to cut her summer vacation short to visit those affected by Hurricane Katrina. Oprah said that she was shocked by the tragic situation she found in New Orleans and that nothing could have prepared her for it. "I was sitting at home feeling frustrated and useless, like so many other people, so I came down to personally assess how I could best be of service," Oprah said in a statement.

Taken from the article: Celebrities Who Helped After Hurricane Katrina From Diana Mimon, former About.com. Guide

SEE WHAT SOME OF OUR CLIENTS THINK OF US!!











DRIVING INNOVATIONS



What differentiates us from our competitors?

"Personal service — you're right there when I need you."

"YOU MAKE SURE TO CROSS EVERY 'T' AND DOT EVERY 'I'."

"The team is constantly looking at how to make the process better. You don't see that with other service providers."

"Your passion and unwavering commitment to quality."

"Trilogy protects client and firm representation."

"Trilogy is genuine and cost effective."

"Trilogy is consistent and innovative."

"The high level of integrity."

r."

genus.

"Trilogy delivers a higher quality

"I always feel

important."

"You make 4hings be44er."

What has Tax Trilogy done for you?

"Built a foundation and improved the quality of compliance to where it was no longer a distraction for me. I never had that before."

"Trilogy makes sure we aren't skipping anything – We would never go back!"

"I couldn't be more pleased!"

"Trilogy got our corporate compliance under control and allowed me to shift my attention and focus on other areas."

"Trilogy has filled our holes internally – it's almost like they are an extension of our office."

"Trilogy has given me that peace of mind.

I don't have to worry anymore."

What words best describe the people that make up Tax Trilogy?

"Innovative"

"hnowledgeable"

"Unique

"Dedicated"

"ABSOLUTE TEAM PLAYERS"

"Responsive"

"COMMITTED"

"Thorough"

"ENERGETIC"

"Great"

"Fun to work with"

"Proactive"

"Passionate"