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Extreme Accounting

BY STEVEN SCHUSSLER



TIM MYSLAJEK has built a reputation as a top notch accountant, and he's done it while being an adrenaline-seeker in an industry that is typically buttoned-down. His passion for people and his method of connecting with them has led to his company's perpetual growth. His commitment to helping both companies and the average Joe, along with adding an element of "fun" to this industry has contributed to Myslajek LTD's success.

SS: What are the secrets to the relationships that you have built and how you've separated yourself from other firms?

TM: I have a passion for caring about people. I always feel there must be a better way to handle challenges, which establishes an environment based on new ideas and creativity. We are not necessarily interested in doing things the way they have always been done. Most of our clients are entrepreneurs from all walks of life, and diverse industries. The work and passion we demonstrate has fueled our strong base of referrals. Referrals have been 95 percent of our business growth.

SS: Accountants are one of the most critical members of a business's team. Why?

TM: A good accountant interacts with every aspect of the business team: IT, HR, legal matters, financial reporting and real estate law, taxes, and strategic planning.

SS: What was your biggest sacrifice (personal and/or professional) to get to where you are today?

TM: The biggest sacrifice is time away from my wife and children, and the sports that I enjoy.

SS: What was your biggest business mistake? What advice would you give to those who are facing a similar situation?

TM: Investing in Florida real estate at the top of the bubble—I bought high and sold low. Stick with what you know.

SS: What was your most successful business idea?

The idea of starting my own business. The very first day I opened for business, my first client, Dave Kiedrowski, had to help me carry in my computer and set it up. He gave me my first buck. It was then that I realized I was really going to make it happen and my life has never been better since.

SS: In building your business, what obstacle was the most difficult to overcome?

TM: Establishing credit with banks, and finding the best people and retaining them are the biggest obstacles. You overcome obstacles by hard work, dedication and establishing strong relationships. The best decision I ever made was hiring Greg Kemp. He is my rock.

SS: How does your business light a fire inside of you?

TM: The passion to help people and their businesses improve lights my fire. [If you] make sure you find something you love to do, it will never be "work."

SS: Are you living your dream?

TM: Yes. There is a song by The Talking Heads that goes, "Is this my beautiful wife? Is this my beautiful house? How did I get here?" I could've written that song.

SS: Who inspired you to be where you are today?

TM: John Funari, who owned a very successful advertising agency. We talked over problems everyday, and he encouraged me. He taught me the meaning of team spirit. I'll never forget his advice to me, "People don't realize how far being a nice guy can take you."

SS: What's the biggest lesson you've learned during your journey?

TM: I needed to create an environment that was not based around me, but the entire organization. It isn't me, but the entire team that makes us who we are.

« Steven Schussler (steven@schusslercreative.com) is the founder, chairman and CEO of Schussler Creative, Inc., which specializes in creating, designing and developing theatrical attractions, restaurants, retail stores and entertainment venues worldwide. He is also the author of *It's a Jungle in There - Inspiring Lessons, Hard-Won Insights, and Other Acts of Entrepreneurial Daring*.