

THE ALLIED PERSPECTIVE

YOUR PARTNER FOR CPA, FINANCIAL & PAYROLL SERVICES



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FROM THE PARTNERS

The 2012 personal tax season was a great success and it was a pleasure to see so many of you. Hopefully, some of you were able to come see our updated office in Victor. While it may seem that the big rush is now over, you might be surprised to know that we spend a large portion of our "off-season" building our team, becoming better educated for our own goals and your business needs, and helping so many of you with needs we've identified during the tax season. With so many changes on the horizon and the uncertainty an election year brings, we want to make sure that one of us is always available to you for any financial questions you may have. Our doors are always open, so feel free to give us a call to schedule an appointment.

Additionally, we are very proud to have been featured in the Thomson Reuter's publication, **Solutions**, earlier this spring. The article, entitled **A Profile In Payroll Success**, highlighted

our business model and paperless process, our exceptional client service and how our growth is defined not only by our bottom line and value proposition, but also by individual staff development. This feature article was an honor for our company and our employees. If you would like to receive an electronic copy of the full article, please contact Adriana White at awhite@alliedfp.com.

Thank you again for your ongoing loyalty and support, and for reading our newsletter. We appreciate your business.

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SMART SPENDERS

I'm Not Getting Older, I'm Getting Discounts



If you are approaching your golden years, don't think of yourself as getting older. Think of yourself as a savvy saver. Since most of us like to spend smartly, we thought we'd share with you a list of local restaurants, department stores, travel deals and other types of offers giving various "senior citizen" discounts and the age requirements as found in **Charlie Stroller's Smart Spender Blog**.

Restaurants:

- Applebee's: 15% off with Golden Apple Card (60+)
- Arby's: 10% off (55+)
- Ben & Jerry's: 10% off (60+)
- Boston Market: 10% off (65+)
- Burger King: 10% off (60+)
- Chili's: 10% off (55+)
- Denny's: 10% off, 20% off for AARP members (55+)
- Dunkin' Donuts: 10% off or free coffee (55+)
- IHOP: 10% off (55+)
- KFC: Free small drink with any meal (55+)
- McDonald's: Discounts on coffee everyday (55+)
- Subway: 10% off (60+)
- Taco Bell: 5% off, free beverages for seniors (65+)
- Wendy's: 10% off (55+)

Retail:

- Banana Republic: 10% off (50+)
- Big Lots: 10% off
- Bon-Ton: 15% off on senior discount days (55+)
- Clarks: 10% off (62+)
- Dress Barn: 10% off (55+)
- Goodwill: 10% off one day a week
- Hallmark: 10% off one day a week
- Kmart: 20% off (50+)
- Kohls: 15% off (60+) one day a week
- Rite Aid: 10% off on Tuesdays & 10% off prescriptions
- Stein Mart: 20% off red dot/clearance items first Monday of every month (55+)

(Discounts continued on page 3)

THUMBS UP: *The Client Corner*

Recognizing the accomplishments of our clients is important to us. We are proud to work with innovative people and companies in the community.

- Congratulations to **Sara Visingard** of Harris Beach PLLC on receiving the esteemed Rochester Business Journal's **Forty Under 40** award honoring selfless young professionals for their contributions to their profession and the community.
- Kudos to **Steve Enos** of **Krony's Pizza in Spencerport** for receiving the Spencerport Area Chamber's Business Person of the Year Award.
- Accolades to **Jenn Suhr, #1 ranked women's pole vaulter in the world by Track & Field News**. We wish you luck in the U.S. Olympic Trials. Jenn is coached by husband, Rick, and trains and lives in Riga.

Again, congratulations! We are proud to be your business partners for all of your CPA and payroll services needs.

We are always looking for news to share. If you or your business have received an honor or recognition and would like to be featured in our next newsletter, please contact **Christian Nikodem** at cnikodem@alliedfp.com or (585) 410-6733 x132.





EMPLOYEE SPOTLIGHT: Meet Our Administration Team

As with so many companies, our clients often see the main faces of our accounting, financial services and payroll teams without ever meeting the great set of people who provide our day-to-day support. Our administration team includes: Julie Spencer in our Chili office, Sheryl Keith in our Honeoye office, and Linda Walker, Christian Nikodem and Adriana White in our Victor office. Each of them helps to make sure that your work is processed, appointments are scheduled and follow up paperwork is completed on a daily basis.

Holding down our Chili office, Julie Spencer not only coordinates our office needs, she also provides accounting services to her own set of clients and backs up our payroll department. Julie is our in-house thespian, having recently performed in a fundraising show at GEVA theatre. Sheryl Keith keeps our Honeoye office operating smoothly all year. She is also a strong supporter of Honeoye's civic needs by getting up extra early on election days and manning the voting booths. Linda Walker, in our Victor office, scans all your documents into our paperless system and puts all those tax returns together, making sure that your electronic return is received and processed. That is, as long as we can convince her to not retire to Maui! Many of you have met Christian Nikodem, as he does double duty for our financial services department as well. A wearer of many hats, he keeps things operating smoothly in our office. Outside of work, he spends his time with his daughter and wondering how he is going to fit in more rounds of golf this year. Our newest addition is Adriana White. Adriana mans our front desk and takes your calls. When she isn't scheduling your tax appointment, she spends her time with her family and works at her local school.

The next time you are in one of our offices, take a moment to introduce yourself to all the members of our great team.

STOP THE INTERRUPTIONS

Do you shred more mail than you keep? Does the phone ring just as you sit down for dinner? These interruptions can be daily intrusions in our life.

Many people do not realize that there are steps you can take to lower the amount of junk mail and phone solicitations you receive.

You can enroll your phone number in the National Do Not Call Registry by logging on to www.DoNotCall.gov. You can also opt out of receiving prescreened credit solicitations, including credit cards, at www.OptOutPrescreen.com. You must periodically update your Do Not Call and Opt Out options for them to remain active.

Some of our clients have also taken additional steps to "lock" their credit report by sending each of the credit agencies a request to lock out any unwanted credit checks by credit agencies. However, one of the drawbacks is that you must release the "lock" before applying for a legitimate line of credit. As an aside, we recommend that you check your credit report at least once a year by using the free www.AnnualCreditReport.com service provided by the Federal Trade Commission.



Discounts *(continued from page 2)*

Travel

- Alamo: Up to 25% off for AARP members
- Avis: Up to 25% off for AARP members
- Best Western: 10% off (55+)
- Budget Rental: 10% off, up to 20% off for AARP members (50+)
- Dollar Rent-A-Car: 10% off (50+)
- Econo Lodge: 20-30% off (60+)
- Enterprise: 5% off for AARP members
- Marriott Hotels: 15% off (62+)

Entertainment

- AMC Theatres: Up to 30% off (55+)
- Regal Cinemas: 30% off

Cell Phone Companies

- AT&T: Special plans available (65+)
- Verizon: Special plan available (65+)

Miscellaneous:

- Supercuts: \$2 off haircuts (60+)

Discounts may vary and are subject to change. We recommend verifying the discount prior to purchase.



FINANCIAL PLANNING: A SPRINT OR A MARATHON?

It's election time, again...just in case you hadn't noticed. With life expectancy in the mid-80s, we can expect to live through perhaps 16 presidential elections as an adult. Each time, we will be inundated with news—good and bad—but mainly bad. Why? Simply put, bad news makes good media. Being constantly inundated with the news of the moment often makes us stop to think about our immediate sense of well-being and focuses our attention on the



here and now, worrying every step of the way.

In the financial planning world, we focus on the long-term. Not this presidential cycle or the next, but the cycle we'll live through 16, 20 or 30 years from now. We don't focus on the things that change everyday. Rather, we help you spend the energy on the things that don't change—your goals—with the rest being white noise. We help you identify and focus on your long-term goals, such as college education, retirement and legacy planning. These goals might be adjusted slightly over time, but their essence doesn't really change. Saving for education and retirement are not hundred yard dashes or the latest news story, they are a marathon of endeavors that you build into your everyday life. A 45 year-old who gets paid twice a month and wants to retire at age 65 has 480 paychecks in his or her lifetime. No one can change time.

No matter who wins this November, no matter what happens in Europe or Asia, and no matter where the next natural disaster hits—your financial goals are a marathon, not a sprint.

If you would like to talk with us about your goals, contact Director of Financial Services, Kitty Bressington, CFP®, at (585) 410-6733 x130.

ESTATE PLANNING CHECKLIST *(continued from last edition)*

Step 3: Beneficiary Designations for the Modern Age

In the last edition of this newsletter, we mentioned that the second step in creating an estate plan is to complement your will with related documents. Depending on your estate planning needs, this could include trusts, durable financial and medical powers of attorney, a living will and other related documents.

Estate planning used to be focused on making sure that your kids were provided for and possibly leave some dollars to your favorite charity. My how times have changed! According to a recent report by BMO Retirement Institute, 15% of Americans today provide care for a parent, relative or friend. However, only 33% of those caregivers have made plans to continue this care if they were to die unexpectedly. In addition, 61% of Americans own a pet and of those, 89% consider their pet to be a part of the family, while only a third have made any arrangement for this pet if they should die.

An estate plan can provide for all of your loved ones, including our four-legged friends. If you are interested in reviewing your estate plan and beneficiary designations, please give our office a call to discuss your options. Stay tuned to our next edition, when we highlight step four—creating asset and debt lists.