

## alloy happenings

by Mark Thomas

### ■ Ren Cicalese, CPA, PFS

Attended the INPACT Americas Partners Forum Fall Conference in San Antonio, TX, November 4-6.

Attended the 1st Global National Conference 2009 in Orlando, FL, November 8-11. Also served as a panelist to discuss Alloy Silverstein's wealth management success and strategies associated with delivering a superior customer experience in financial services.

Participated in the Guest Professor Program at Rutgers University School of Business at Camden, November 18.

Spoke to members of the Rowan University Accounting Society with *Adrienne Onorato* in regards to the firm's Externship Day program, November 20.

### ■ Charlie Byron

*Anne D'Amico, CPA, PFS*

*Kelly Raso, CPA*

*Nancy Zemlak, CPA*

Also attended the 1st Global National Conference in Orlando, FL, November 8-11.

### ■ Kim Sheehan, CPA, PFS

*Sara Chen*

*Ren Cicalese III*

Represented Alloy Silverstein at Rutgers University-Camden's Career Day, September 30. The event allows students the opportunity to meet with local employers.

## Congratulations

■ *Bill Marone*, on his marriage to *Carisa Mancuso*, October 4.

**On successfully completing the CPA examination:**

■ *Michelle Bianchini*

■ *Bill Marone*

■ *Jeff Richman*

■ *Bret Stone*

■ *Mark Thomas*

**On celebrating anniversaries with the firm:**

■ *Rich Middleton, CPA*, twenty-five years.

■ *Dave DeSorte, CPA*, twenty-five years.

■ *Robin Adams*, twenty-five years.

■ *Craig Potter, CPA*, twenty years.

■ *Nancy Zemlak, CPA*, twenty years.

■ *Lucy Lee, CPA*, ten years.

■ *Mark Thomas*, five years.



## Tax Planning Guide

Our 2009 Tax Planning Guide is now available online. The guide provides a wealth of individual and business tax information including highlights of key provisions of recent tax legislation.

You can access the guide through our website, [www.alloysilverstein.com](http://www.alloysilverstein.com).

## Tax season hours

Effective February 1, please note that our office hours through April 15 will be:

Monday – Thursday: 8:00 a.m. to 8:00 p.m.

Friday: 8:00 a.m. to 5:00 p.m.

Saturday: 9:00 a.m. to 5:00 p.m.



## Employee spotlight

by Lauren Weidner

This quarter our employee spotlight is on Maryann Previterra, CPA. Maryann holds a bachelor's degree from Rutgers University – Camden. While in college, she was a member of the Athenaeum Honor Society. Maryann joined our firm in July 2004 and was promoted to Supervisor in January 2009.

Maryann provides accounting and tax services to clients in the manufacturing

and professional service industries. She is a member of our firm's Computer Resource Group. Her responsibilities as a member include monitoring new developments in computer hardware and software, implementing necessary staff training for the improvement of computer skills, and advising management of any technological advancements that surface. She is also a member of the Tax Resource Group for Businesses, which involves keeping the staff informed of any tax changes or issues that affect businesses. Maryann is also the moderator of the Pop-Up Committee. The Pop-Up Committee was formed to provide valuable information and reminders to our staff with a few laughs mixed in to start the day.

Maryann is a chairperson, along with other staff members, of The American

Cancer Society's "Making Strides Against Breast Cancer" Walk and "Lee Denim Day." She actively encourages our office to get involved in both of these events, held in October, to raise money for breast cancer education and research.

She is a member of the New Jersey Society of CPAs (NJSCPA), the NJSCPA's Tax Resource Group, and the American Institute of CPAs.

Maryann was born and raised in Pennsauken and currently resides in Berlin with her husband Anthony, daughter, Laura, and their Schnoodle (schnauzer/poodle), Buddy. Maryann enjoys traveling to museums and places that are rich in history. During the warmer weather, she enjoys touring our region's larger cities, such as New York and Washington D.C. ❖

Client Alert - Alloy, Silverstein, Shapiro, Adams, Mulford, Cicalese, Wilson & Co.

This newsletter is presented for informational purposes only. Please consult us for application to your specific situation.

Securities offered through 1st Global Capital Corp., Member FINRA, SIPC

Investment advisory services offered through 1st Global Advisors, Inc.

Insurance services offered through 1st Global Insurance Services, Inc.

## 2009 Holiday Schedule

Our office will be closed  
on the following dates:

Thursday, December 24

Friday, December 25

Friday, January 1

## Gift of giving

This holiday season, Alloy Silverstein will be embarking on a new holiday giving tradition through the firm's introduction of the Gift of Giving program. Through this program, Alloy Silverstein accountants and staff will nominate local organizations to which the firm will generously make a donation to in lieu of traditional employee and client gifts.

To nominate an organization, the employee must write a paragraph about why it is deserving of the donation. The firm's Executive Committee will subsequently select five of the nominated organizations and each employee of the firm will vote on one of those five organizations. We intend to announce the chosen organization by December 8, just in time for the holidays. ♦

## Giving a voice to the business community

As you may already be aware, Alloy Silverstein has been making headlines recently by distributing quarterly surveys to business clients in order to gauge how local business industries have been handling the ongoing recession. More recently, Alloy Silverstein has begun surveying CFOs of companies with over 100 employees throughout the New Jersey and the Philadelphia region in order to better grasp the mood of this particular area of the business community. We believe the findings in these surveys give a voice to the region's business community and informs legislators, the media, and the public regarding timely business issues.

If you do not receive the results of our quarterly surveys by e-mail, the most recent survey results are always posted on our homepage, [www.alloysilverstein.com](http://www.alloysilverstein.com). ♦



Employees of Alloy Silverstein, led by Duane Miller and Beth Calderaro, attended the American Heart Association's Start! Southern New Jersey Fall Heart Walk on October 17 at the Camden Riverfront.

## Go Red News!

Every February, Alloy Silverstein supports the American Heart Association by participating in National Wear Red Day, which is part of the Go Red for Women program. This past February, including donations received after the printing of the check, employees donated in excess of \$6,000. As a result of our employee's fervent and generous efforts, the Go Red for Women website features Alloy Silverstein as one of the top 50 contributors nationwide.

Our commitment to the cause will also be demonstrated with our firm photograph featured in promotional material for the 2010 Go Red for Women campaign. As a part of the Wear Red Day Scrapbook, Alloy's photo of employees dressed in red will be distributed to nearly 18,000 nationwide!



## Tax season is on its way

It's that time of year again; tax return filing deadlines will be here before you know it. Please send us your year-end information as soon as possible, preferably in an electronic format. For calendar year taxpayers, corporate income tax returns are due March 15, 2010, while partnership and individual income tax returns are due April 15, 2010. New Jersey residents, please be aware that we will be electronically filing your federal and state individual income tax returns. We highly recommend residents of other states e-file their individual income tax returns as well. E-filing typically results in improved efficiency and accuracy, along with quicker refunds. ♦



## stayconnected

Alloy Silverstein is now utilizing today's innovative communication methods to keep our clients informed and up-to-date.

In addition to our website, [www.alloysilverstein.com](http://www.alloysilverstein.com), we would like to introduce the following resources that will allow us to better connect with our clients.

## facebook

If you are a Facebook user, go to [www.facebook.com/alloysilverstein](http://www.facebook.com/alloysilverstein) and click 'Become a Fan.'

## twitter

Follow our @AlloyCPAs Twitter account at <http://twitter.com/AlloyCPAs>.

## Linked in

Connect with our associates through our company page which can be found at [www.linkedin.com/companies/alloy-silverstein](http://www.linkedin.com/companies/alloy-silverstein).