

Estate & Financial Planning Council of Southern New Jersey



Member of the National Association of Estate Planners and Councils

MEETING ANNOUNCEMENT ELDER CARE LEGAL FORUM

Thursday, January 16, 2014

Tavistock Country Club
100 Tavistock Lane
Haddonfield, NJ

Speakers: MaryAnn Boccolini, President/CEO, Samaritan Healthcare & Hospice
Daniel D. Olszak, Jr. Esq. Partner, The Law Office of Olszak and Olszak

Moderated by: Yasmeen S. Khaleel Esq. and Jamie Shuster Morgan Esq.

EFPCSNJ expects between 75-100 professionals to attend this event and it provides you a great opportunity to network with other professionals. As we all know it takes a team of professionals to advise clients on the complicated issues related to Elder Care. This event will have a vendor showcase. We are expecting to have approx. 12 companies available. They will be providing information on the services they offer in an informal setting. You can expand the professional resources available to you in one enjoyable night. This is a must attend event. At this event you can reconnect with old acquaintances as well and make new ones. You will solidify your current relationships and expand your professional circle by forming new relationships

This Meeting is generously being sponsored by:



additional information and Registration Form on pages 10-11

INSIDE THIS ISSUE:

AEP Designation	2
Council Sponsorship	13
Call for Articles	16
Executive Board Members	13
Feature Article— How to Set a Buy	4-5
January Elder Care Legal Forum Information and Registration Form	10-11
Meeting Schedule	3
Members in the News	6-8
Membership Application	14
President's Letter	2
Member Get A Member Contest	15

REMINDER...

- **COUNCIL WEB SITE:**
Visit www.EFPCSNJ.org for the latest Council information, register for events and view the membership directory.
- **NEW MEMBER-GET-A-MEMBER PROGRAM:**
Member-Get-A-Member Program—details on page 15.
- **Elder Care Legal Forum—SAVE-THE DATE:**
Thursday, January 16, 2014



LETTER FROM THE PRESIDENT



Dear Council Members:

It was a pleasure seeing the great turnout of the members and guests for the November 21, 2013 educational event. William Rainaldi, CEO of the Kugler Company, a specialist in social security planning, gave a very interesting and insightful presentation. Bill fielded many questions on a very timely and important topic that affects all of our practices.

As the holiday season approaches, many of you will be busy with year-end financial and tax planning considerations with your clients, along with the hustle and bustle of shopping, holiday parties and family gatherings. Please keep in mind that our first annual Elder Care Legal Forum will be held on January 16, 2014 at Tavistock Country Club. There are still vendor tables and program ads available to anyone you may know in the elder care community that will provide those vendors a good opportunity to network with other related professionals. We need all of our members to reach out to their elder care contacts and direct these prospects to Tim and Abby for additional information regarding the vendor opportunities.

The council continues to add new members each month. By increasing our membership, we will increase the opportunity for networking and help all of you increase your professional circle. EFPCSNJ is running a contest now through April 30, 2014. Any current EFPCSNJ member that recruits a new member will receive a complimentary attendance at a future educational event in the 2013-2014 program year. The EFPCSNJ member who recruits the most new members will receive two complimentary tickets to the Installation and Awards Dinner where they will receive an award. This is a great opportunity for our members that help us continue to grow while earning some valuable benefits.

On behalf of the board, I want to take this opportunity to wish everyone a wonderful and safe holiday season and look forward to seeing all of the members at the January Elder Care Legal Forum.

Sincerely,

Raymond M. Giunta, CPA/PFS
Council President

PREPARE FOR THE FUTURE WITH EDWARD JONES TRUST COMPANY.

Determining who will handle your financial affairs when you are no longer able to do so is an important decision. One option is to name Edward Jones Trust Company as trustee to carry out your wishes. As a professional trustee, Edward Jones Trust Company has an experienced team of attorneys, accountants, trust administrators and financial professionals.

It's never too early to start preparing for the future and security of loved ones.

Call today for more information on how Edward Jones Trust Company can work with you and your tax and legal advisors to develop a strategy best suited to meet the needs of you and your family.

Edward Jones, its employees and financial advisors are not estate planners and cannot provide tax or legal advice. Please consult your attorney or qualified tax advisor for guidance in these areas.

Trust and/or investment advisory services are provided by Edward Jones Trust Company, an affiliate of Edward D. Jones & Co., L.P. (Edward Jones), a registered broker-dealer. Edward Jones Trust Company and Edward Jones are subsidiaries of the Jones Financial Companies, L.L.P. Edward Jones Trust Company may use Edward Jones or other affiliates to act as a broker-dealer for transactions or other services. Payments of such services generally will be charged as an expense to the trust and will not reduce the amount of fees payable to Edward Jones Trust Company.

Gabe Mastrobuono, CFP®, AAMS®
Financial Advisor

1107 Mantua Pike Route 45
Suite 704 At Cvs Plaza
Mantua, NJ 08051
856-415-7800

Edward Jones
Trust Company

www.edwardjones.com/trustcompany

Interested in becoming an Accredited Estate Planner?

Professional estate planners can now achieve an accreditation that acknowledges their experience and specialization in estate planning.

The Accredited Estate Planner is available to attorneys, Chartered Life Underwriters, Certified Public Accountants, Certified Trust and Financial Advisors, Chartered Financial Consultants, and Certified Financial Planners®.

The AEP designation is a graduate level specialization designation which recognizes estate planning professionals who meet stringent requirements of experience, knowledge, education, professional reputation and character. It is awarded by the National Association of Estate Planners & Councils.

For more information contact Tim at EFPCSNJ@mail.com or 856-795-0551.

The AEP candidate form can be downloaded from the Council's web site at www.EFPCSNJ.org.

2013-2014 MEETING SCHEDULE

Educational Meetings are usually approved for 1.0 CFP & CPE credits.
Meeting registration and more information can be found at www.EFPCSNJ.org

Thursday, September 19, 2013

Topic: Your Online Marketing Toolbox-How to Put it to Work
Speakers: Bob DeStefano from SVM E-marketing Solutions
Location: The Mansion on Main Street, Voorhees, NJ
Schedule: Cocktails 5:30 p.m.; Dinner 6:15 p.m.; Program 7:00-8:30 p.m.
Sponsors: SeniorWise Care Management

Thursday, November 21, 2013

Topic: Social Security Planning
Location: The Mansion on Main Street, Voorhees, NJ
Schedule: Breakfast 8:00 a.m.; Program 8:30-9:30a.m.
Sponsors: Ohio National Financial Services and SeniorWise Care Management

Thursday, January 16, 2014

Topic: Elder Care Fair
Location: Tavistock Country Club, Haddonfield, NJ
Schedule: Cocktails 5:00 p.m.; Dinner 6:00 p.m.; Opening Remarks 6:45 p.m.; Educational Program 7:00-8:30 p.m.
Sponsors: Edward Jones, IKOR of Bucks & Mercer Counties, Rothkoff Law Group
Vendor Tables: Byron Home, Inc., Cadbury at Home, ComForcare Senior Services, Edward Jones, Five Star Senior Living, IKOR of Bucks and Mercer Counties, Home to Stay LLC, Homewatch Caregivers, Lichtman Associates Real Estate, LLC, LifeSpan Care Management, Lincoln Investment Planning, Rothkoff Law Group, Samaritan Healthcare & Hospice, SeniorAssist LLC and SeniorWise Care Management
Directory Ads are still available.

- \$500 for meeting sponsor, vendor table and ½ page ad in directory (limited to 3)
(\$450 for Gold Newsletter sponsors) – 2 free registrations—**SOLD OUT**
- \$250 for vendor table and ¼ page ad in directory (\$225 for Gold Newsletter sponsors)- 1 free registration—**SOLD OUT**
- \$75 for directory ¼ page ad only (\$50 for Gold Newsletter sponsors) – no free registrations

Sponsorship Opportunities are Still available - Do not miss this opportunity to sponsor an EFPCSNJ Event - Call 856-795-0551 Today!

Thursday, March 20, 2014

Topic: Business Succession Planning
Location: The Enterprise Center at BCC, Mt. Laurel, NJ
Schedule: Breakfast 8:00 a.m.; Program 8:30-9:30a.m.
Sponsors: Hempstead & Co., LLC and SeniorWise Care Management
Sponsorship Opportunities are Still available - Do not miss this opportunity to sponsor an EFPCSNJ Event - Call 856-795-0551 Today!

Thursday, May 22, 2014

Topic: Divorce Planning
Location: The Mansion on Main Street, Voorhees, NJ
Schedule: Breakfast 8:00 a.m.; Program 8:30-9:30a.m.
Sponsor: Fulton Financial Advisors at Fulton Bank of New Jersey

Thursday, June 5, 2014

Installation of Officers and Member Awards Dinner
Sponsors: Capehart Scatchard, Friedman LLP and Jonathan G. Furlow, CPA
Sponsors: Sponsorship Opportunities are Still available - Do not miss this opportunity to sponsor an EFPCSNJ Event - Call 856-795-0551 Today!

INTERESTED IN SPONSORING AN EVENT?

If you are interested in sponsoring a specific educational session please contact Tim Bower ASAP at 856-795-0551. There are two levels of meeting sponsorship. EFPC-SNJ offers a \$400 level that allows for multiple sponsors at the meeting and an exclusive sponsorship level at \$750 where your organization will be the only company sponsoring. Both levels provide the opportunity for your company to provide a brief overview of what your organization does and attendance for 2 staff members at the event. We do expect the limited sponsorship opportunities we have available to be taken quickly.

How to Set a Buy—Sell Price

by:

John E. Hempstead, ASA, CFA

A privately-owned company with multiple shareholders will sooner or later face the need to determine the value of its stock. This need usually arises because of a desire to provide a shareholder with liquidity for his stock in the event of death, disability, retirement or termination of employment. The liquidity is achieved through a buy-sell transaction between the selling shareholder and either the company or one or more of its other shareholders.

Many shareholder agreements provide for this liquidity need with buy-sell provisions which specify a method for determining the value of the company's stock (or LP interests). In this article I will describe and discuss, from a valuation standpoint, the pros and cons of some of the most-used formulas and procedures.

Pre-determined Price

Many buy-sell agreements are drafted with a pre-determined purchase price, which is to be used as a value in the event of any transactions in the company's stock. This provision is usually accompanied by an earnest undertaking to update the value periodically, usually annually, to take into account any change in value that has taken place. In actual practice, these updates are almost never performed. When the time comes for an actual transaction, the parties are left to deal with a stale valuation.

Mathematical Formulas

One simple-seeming method for determining a buy-sell price is to specify that the purchase take place at a price determined by a fixed mathematical formula. Examples would be "one-time current net worth" or "six times last year's pretax income." Simple and straightforward, these mathematical formulas seem to promise a quick and easy method to determine value. The problem, however, is that although these formulas will quickly and easily produce a number, that number won't necessarily be the true value of the company.

Consider a business that generates a generous earnings stream but requires little in the way of invested capital, a consulting firm, for example. A valuation formula that considers only net worth might produce a valuation determination that is well below the true value of the business. Similarly, a valuation based solely on last year's earnings could be wrong if for some reason last year's earnings results were abnormal, either to the high side or the low side.

A mathematical formula-based valuation approach can misfire because, by its very nature, it limits consideration to only the specific metrics cited in the formula and turns a blind eye to any other factors that might have a bearing on value. And these other factors can be very important.

Outside Appraisal

In an effort to overcome the tunnel vision of a mathematical formula, many buy-sell agreements will have a valuation provision that contemplates bringing in a qualified outside party or parties to make a valuation determination. Such appraisers are free to consider all factors that might be relevant to determining the value of the business.

The parties to the proposed transaction will want to feel confident that the appraiser is qualified to perform the valuation. They also will wish to assure themselves that the appraiser is neutral and unbiased in his work. This neutrality can be achieved in a number of ways.

One way is to have the appraiser selected jointly by the parties, so that both are satisfied as to his impartiality. Another is to have each side select an appraiser. The two appraisers each perform a valuation, and the results are then combined in some manner. One way to combine the results is to simply average them.

Another way to reconcile warring experts, particularly if there is a wide gap between their values, is to have the two appraisers select a mutually-acceptable third appraiser to settle the matter.

This third appraiser can achieve resolution by i) performing a third appraisal and averaging it with the other two, ii) selecting as determinative that appraisal of the other two which he believes to be the most credible or iii) performing a third appraisal which will be determinative of the issue.

These procedural choices can all be set forth in the shareholders' agreement. The multi-appraiser approaches are attractive in theory, but they can turn out to be costly and time consuming in practice.

One approach used to simplify matters is to have the party's select a mutually agreed upon appraiser at the time the buy-sell agreement is executed, and have him perform an appraisal at that time. This gives the parties the opportunity to size up the appraiser and see how the appraisal is done. It will also flush out shortcomings and misunderstandings in the appraiser's approach. The understanding is that if both parties are satisfied with this particular appraiser (or firm) that he would be called upon to perform an appraisal when the need arises.

Shotgun Agreements

Another method of establishing a buy-sell price is the so-called shotgun agreement. Under such an agreement each party has the right to initiate a purchase offer, with specified price and terms, for the holdings of the other party. There is a proviso, however, that the party making the purchase offer must also stand willing to sell his holdings to the other party on the same price and terms if the other party so elects.

An arrangement like this does in theory provide a method for establishing a fair price. A party who offers a low-ball price runs the risk of having his own shares bought away from him by a counter offer at the same low price. Therefore the initiating party has an incentive to make a fair offer.

Shotgun agreements are not commonly found in actual practice. They can be abused. For example, a buying party might choose to make an offer to a party at a time when it's not possible for

the other party to make a counter offer, for example, if the other party is an estate. The initiating party might believe that a counter offer is unlikely and that therefore he is free to offer a low price.

Conclusion

Each of the methods described above has its shortcomings. But almost any one is likely to be superior to entering into a shareholders' agreement with no buy-sell pricing methodology at all.

This article was written by John E. Hempstead, ASA, CFA. John is a Managing Director at Hempstead and Co., LLC. John is a Chartered Financial Analyst (CFA) and holds the designation of Accredited Senior Appraiser in the American Society of Appraisers in the discipline of Business Valuation.

John can be reached via email at jeh@hempsteadco.com



This article reflects the opinions of the author and not necessarily those of EFPC of SNJ.

EFPC of SNJ Members in the News

Anita Grossman has been listed as a FIVE STAR WEALTH MANAGER



Anita Grossman has been listed as a FIVE STAR WEALTH MANAGER in the January 2014 issue of *NJ Monthly* for a 3rd consecutive year. *Philadelphia Magazine* also listed her with that prestigious distinction in their Nov. 2013 issue for the 5th year in a row. Her practice focuses on assisting clients in every aspect of their financial lives. A wealth manager since 1995, she strives to educate and guide clients to make informed financial decisions based on their own unique situations.

J. Mark Penny and ASA Leaders Represent ASA in Tokyo



EFPCSNJ Board Member and American Society of Appraisers' International President, J. Mark Penny, ASA and ASA's Past-Chair of the Machinery and Technical Specialties Discipline, Richard Berkemeier, ASA participated in a special meeting coordinated by the Japanese Society of Independent Appraisers (JaSIA).

Attendees were key members of JaSIA including representatives from Japan Real Estate Institute (JREI), Loan Servicers Association of Japan, (LSAJ), Japan Association of Real Estate Counselors (JAREC) and members of the Japanese press.

Topics discussed included the need for International Financial Reporting Standards (IFRS) compliant business valuation and intellectual property valuation; international valuation standards; and promoting valuation services to asset based lenders in Japan.

During the week, Mr. Penny and Mr. Wakayama met with a number of high officials of the Japanese Government, including the Cabinet Secretariat and the Ministry of Economy Trade and Industry (METI) in regard to the Japanese government's intellectual property policy, and the Financial Services Agency (FSA), the central banking and financial regulator, dealing with promotion of asset based lending, accounting standards and regulation. Along with Z. Christopher Mercer, ASA, they paid visits to the chairman of the Japanese Institute of Certified Public Accountants (JICPA) and the chairwoman of the Japanese Association of Real Estate Appraisers (JAREA).

Barbara Little Elected President of the Women in Aviation, International—Independence Chapter

Barbara Little, who is training to earn her pilot's license, was elected as the President of the Women in Aviation, International – Independence Chapter. WAI's mission is to be the premier international association providing opportunities for women within the aviation and aerospace communities. The WAI Independence Chapter focuses on networking, career development, outreach, and promoting the achievements of our members.

If you have received a professional designation, been promoted or received a civic or business award and would like to be included in this section please send the information to Abby Murray at efpcsnjmbrsvcs@bowermanagementservices.com

EFPC of SNJ Members in the News (cont.)

Archer & Greiner's Steven Mignogna to Speak at Heckerling Institute Conference in Florida



Steven K. Mignogna of Archer & Greiner P.C. will speak at one of the nation's leading conferences for trust and estate attorneys and professionals, where he will lead a panel program on ethics in estate and trust disputes.

Mr. Mignogna, Chair of the Estate & Trust Litigation Group at Archer & Greiner in Haddonfield, N.J., will serve as a faculty member at the 48th Annual Heckerling Institute on Estate Planning, which takes place Jan. 13-17, 2014, in Orlando, Fla. Mr. Mignogna will present "Ethics in Estate and Trust Disputes (a/k/a Tales from the Crypt)," a seminar that will target the most crucial ethics issues and national trends including: conflicts of interest; confidentiality and privilege; duties in the drafting process; counsel fees; liability in court-appointed positions; and unauthorized practice of law.

Sponsored by the University of Miami School of Law, the Heckerling Institute is designed for attorneys, trust officers, accountants, insurance advisors and wealth management professionals who handle estate planning. The conference tracks significant developments in the law regarding trusts and estates.

Archer & Greiner Attorneys Lead Bar Association Seminar on Estate Litigation Trends



Archer & Greiner Partners Steven K. Mignogna and Anthony R. La Ratta presented "Hot Trends in Estate Litigation," their annual discussion of current decisions affecting estate litigation, on November 5, 2013, at McCormick & Schmick's in Cherry Hill, N.J. The program was sponsored by the Camden County Bar Association.

Mr. Mignogna is Chair and Mr. La Ratta is a Partner in Archer & Greiner's Estate & Trust Litigation Group, which concentrates on litigation involving probate matters, estates, trusts, fiduciaries, and guardianships.



Archer & Greiner attorneys Donald P. Craig and Melissa Osorio, members of the firm's Estate & Trust Litigation Group, also spoke at the event.

Anthony La Ratta of Archer & Greiner to Present Live Lorman Webinar on Will Contests



Anthony La Ratta, a Partner in the Estate & Trust Litigation Group at Archer & Greiner P.C., will be the faculty presenter for "Anatomy of a Will Contest: How to Succeed at Trial," a live webinar. Produced by Lorman Education Services, a leading provider of professional education, the program takes place on Feb. 13, 2014, from 1 to 2:30 p.m.

Mr. La Ratta will provide information on strategies involved in contesting wills. The webinar will cover: the common grounds to contest a will; best practices in investigating and gathering evidence; issues in estate administration while the will contest proceeding is pending; and trial tactics and evidence issues. Armed with these insights and knowledge, a litigator has an advantage in approaching the complicated and emotional world of estate litigation - and winning.

EFPC of SNJ Members in the News (cont.)

Financial Advisor Magazine Names Lydia Sheckels, to “All-Star Research Managers” List



Wescott Financial Advisory Group, an SEC-registered wealth management firm serving high-net-worth individuals and institutions, is pleased to announce that its Executive Vice President and Chief Investment Officer, Lydia Sheckels, has been named to *Financial Advisor* magazine’s “All-Star Research Managers” listing.

Financial Advisor magazine selected Ms. Sheckels based on a poll of its readers, asking who is doing the best job. From the initial nominations, follow-up questions were asked to pare down the list further, including the nominee’s assets under management (AUM) and the performance of the nominee’s investment recommendations over the last five years. Ms. Sheckels will be presented with an award at the Fiduciary Gatekeeper Research Manager Summit, which is sponsored by *Financial Advisor* and *Private Wealth* magazines and will be held at the Hyatt Regency in Boston October 24-25.

Wescott’s Investment Research Group, led by Ms. Sheckels, utilizes a due diligence and investment strategy rooted in the belief that it is better to spend the necessary resources and time in a fundamental analysis of a manager than to base decisions on quantitative data only.

“At Wescott, we pride ourselves on the amount of research and thought we put into our client’s investment strategy,” added Sheckels. “To be recognized by our industry as one of the leaders in investment research is truly humbling and a testament to our hard work.” According to *Financial Advisor*, Wescott’s Investment Research Group’s “global view helps her and her team understand a manager’s approach.”

Wescott is one of the nation’s largest registered independent advisors with more than 325 clients and \$1.8 billion in assets under management. In 2013, the firm was ranked 42nd nationally in *Barron’s* list of the “Top 100 Independent Financial Advisors.” Wescott is managed from offices in Philadelphia, PA; Boca Raton and Miami, Florida; and San Francisco, CA.

U.S. News Ranks Archer & Greiner Among “Best Law Firms”

Archer & Greiner P.C. scored highly in *U.S. News-Best Lawyers* “Best Law Firms” rankings of the best law firms in America, announced today.

Firms included in the 2014 “Best Law Firms” list are recognized for professional excellence with persistently impressive ratings from clients and peers. Achieving a ranking signals a unique combination of quality law practice and breadth of legal expertise.

The 2014 Edition of “Best Law Firms” includes rankings in 74 national practice areas and 120 metropolitan-based practice areas.

The rankings are based on a rigorous evaluation process that includes the collection of client and lawyer evaluations, peer review from leading attorneys in their field, and review of additional information provided by law firms as part of the formal submission process. Clients and peers were asked to evaluate firms based on the following criteria: responsiveness, understanding of a business and its needs, cost-effectiveness, integrity and civility, as well as whether they would refer a matter to the firm and/or consider the firm a worthy competitor.

Archer & Greiner made the *U.S. News-Best Lawyers* “Best Law Firms” in New Jersey list in the following practice areas: Family Law, Health Care Law, Insurance Law, Land Use & Zoning Law, Litigation – Environmental, Litigation - First Amendment, Litigation - Trusts & Estates, Real Estate Law, Trusts & Estates Law, Corporate Law, Environmental Law. In addition, the firm was named among the “Best Law Firms” in Philadelphia in the following practice areas: First Amendment Law, Legal Malpractice Law – Defendants, Appellate Practice, Commercial Litigation, Litigation - Labor & Employment.

“We are proud and gratified that our clients and colleagues rate us as exceptionally responsive, skillful, cost-effective and ethical,” Archer & Greiner President Christopher R. Gibson said. “But we are not a firm to rest on our lawyers. We will continue to work hard every day on behalf of our clients, in order to help them achieve their goals.”

William S. Merriken, Jr., ChFC

*Life is a Series of Expected and
Unexpected Events. Are you Prepared?*

Expertly integrating protection and accumulation insurance products into business, buy/sell, key person, estate and retirement plans since 1978.

LIFE INSURANCE
DISABILITY INCOME INSURANCE
LONG TERM CARE INSURANCE
401(k) & PROFIT SHARING PLANS
ANNUITIES

Merriken Financial Group, Inc.

119 N Church St. • Moorestown, NJ 08057

Ph: (856)235-6300 • Fax (856) 235-8783

www.MerrikenFinancialGroup.com

willm@merriken.com



Protecting families and their assets for over 135 years.

Your clients spent a lifetime
building their legacy.

At Capehart Scatchard, we preserve it.

Protecting it for their families from taxation,
long term care costs, divorce, creditors
and unnecessary litigation.

Thomas Begley, III • Yasmeen Khaleel
Nikitas Moustakas • Betsy Ramos • Larry Winne
Kay M. Sowa, EA, CTFA

PEOPLE AND ADVICE YOU CAN TRUST.



**CAPEHART
SCATCHARD**
ATTORNEYS AT LAW

New Jersey • Pennsylvania
New York • Delaware
856.234.6800 • www.capehart.com



OUR FIRM'S SUCCESS DEPENDS ON
OUR CLIENTS' SUCCESS.

Archer & Greiner, P.C.,

Proudly Supports the

Estate & Financial Planning Council
of Southern New Jersey

For more information on our firm, contact
Anthony R. La Ratta, Esq., at (856) 354-3094
or visit www.archerlaw.com.

Archer & Greiner P.C.
ATTORNEYS AT LAW

HADDONFIELD, NJ
One Centennial Square
856.795.2121
www.archerlaw.com

PHILADELPHIA, PA
PRINCETON, NJ
FLEMINGTON, NJ
GEORGETOWN, DE
WILMINGTON, DE
NEW YORK, NY

Life Requires Planning ...

At Fendrick & Morgan, LLC, our approach to planning is to combine our extensive experience with skillful and creative drafting to produce a customized plan for each client that best meets their individual needs. The client's goals and objectives serve as the foundation for every plan we produce.

Our firm is dedicated to serving clients in the areas of:

- **Estate Planning**
- **Estate Administration**
- **Elder Law**
- **Special Needs Planning**

**LAW OFFICES OF
FENDRICK & MORGAN, LLC**
1307 White Horse Road, Building B
Voorhees, NJ 08043
856-489-8388 • www.fendricklaw.com

ESTATE & FINANCIAL PLANNING COUNCIL OF SOUTHERN NEW JERSEY

Please join us for the First Annual Elder Care Legal Forum

Date: January 16, 2014

Location: Tavistock Country Club in Haddonfield, New Jersey

Schedule: Cocktails and Vendor Showcase 5:00 p.m.; Dinner 6:00 p.m.;

Opening Remarks 6:45 p.m.; Educational Program 7:00-8:30 p.m.

Speakers:

Mary Ann Boccolini, President & CEO, Samaritan Healthcare & Hospice

Daniel D. Olszak, Jr. Esq., Partner, The Law Office of Olszak and Olszak

Moderated by: Yasmeen S. Khaleel Esq. and Jamie Shuster Morgan Esq.

Registration Fees:

EFPCSNJ members: \$50; SFSP-SJC members: \$50;

Non-members and guests: \$65

Sponsors:

Edward Jones

IKOR of Bucks & Mercer Counties

Rothkoff Law Group

Current Vendor Tables

Byron Home, Inc., Cadbury at Home, ComForcare Senior Services, Edward Jones, Five Star Senior Living, IKOR of Bucks and Mercer Counties, Home to Stay LLC, Homewatch Caregivers, Lichtman Associates Real Estate LLC, LifeSpan Care Management, Lincoln Investment Planning, Rothkoff Law Group, Samaritan Healthcare & Hospice, SeniorAssist LLC and SeniorWise Care Management

Directory Ads are still available:

- \$500 for meeting sponsor – includes an opportunity to address audience at start of session and highlight what your company offers, one vendor table and a ½ page ad in directory (limited to 3) (\$450 for Gold Newsletter sponsors) – 2 free registrations—**SOLD OUT**
 - \$250 for vendor table and ¼ page ad in directory (\$225 for Gold Newsletter sponsors)- 1 free registration—**SOLD OUT**
- \$75 for directory ¼ page ad only (\$50 for Gold Newsletter sponsors) – no free registrations

The Estate and Financial Planning Council of Southern New Jersey (EFPCSNJ) was established in 1975 and serves our members by providing educational and networking opportunities throughout the year. Our members are Trust Officers, Chartered Life Underwriters, Estate Attorneys, CPAs, CFPs, Chartered Financial Consultants and other qualified professionals who are involved in the estate and financial planning process. We have approximately 125 members that service clients in the NJ counties of Camden, Burlington, Atlantic, Cumberland, Ocean, Salem and Cape May. When you sponsor an EFPCSNJ event the reach is much greater than the professional attending the event since each professional has a client and business network that could potentially use your product or service.

EFPCSNJ expects between 75-100 professionals to attend this event and it provides you a great opportunity to network with other professionals. As we all know it takes a team of professionals to advise clients on the complicated issues related to Elder Care. This event will have a vendor showcase. We are expecting to have approx. 12 companies available. They will be providing information on the services they offer in an informal setting. You can expand the professional resources available to you in one enjoyable night. This is a must attend event. At this event you can reconnect with old acquaintances as well and make new ones. You will solidify your current relationships and expand your professional circle by forming new relationships.

For information regarding registration or ads in the directory please call Tim Bower at 215-858-8023 or contact him by email at efpcsnj@bowermanagementservices.com.

ELDER CARE LEGAL FORUM REGISTRATION FORM

Thursday, January 16, 2014

Tavistock Country Club
100 Tavistock Lane
Haddonfield, NJ

Speakers:

MaryAnn Boccolini, President/CEO, Samaritan Healthcare & Hospice

Daniel D. Olszak, Jr. Esq. Partner, The Law Office of Olszak and Olszak

Moderated by: Yasmeen S. Khaleel Esq. and Jamie Shuster Morgan Esq.

This Meeting is generously being sponsored by:



Vendor Table Sponsors:

Byron Home, Inc., Cadbury at Home, ComForcare Senior Services, Edward Jones, Five Star Senior Living, IKOR of Bucks and Mercer Counties, Home to Stay LLC, Homewatch Caregivers, Lichtman Associates Real Estate, LLC, LifeSpan Care Management, Lincoln Investment Planning, Rothkoff Law Group, Samaritan Healthcare & Hospice, SeniorAssist LLC and SeniorWise Care Management

We will be applying for this meeting to qualify for the CE credits listed below:

1.5 CPE credit (for CPAs), 1.5 CFP credits, PA CLE credits, NJ CLE credits

THANK YOU TO OUR CLE SPONSOR:



January Elder Care Legal Forum Registration Form

NAME: _____ Member ____ Guest ____

COMPANY: _____

PHONE: _____ EMAIL: _____

NAME: _____ Member ____ Guest ____

COMPANY: _____

PHONE: _____ EMAIL: _____

Member: \$50 Guest: \$65 Enclosed is my check for \$_____ payable to:

EFPCSNJ • PO Box 460, Collingswood, NJ 08108

Phone: 856-795-0551 • Fax: 856-210-1619 • efpcsnj@mail.com • www.efpcsnj.org

ONLINE REGISTRATION OPTION: Register online at the EFPC of SNJ website (www.efpcsnj.org) and pay with a credit card.

This option is fast, easy, secure and convenient

BARATZ & ASSOCIATES, P.A.

Accountants and Consultants

"We don't believe that fiscal responsibility has gone out of style.
That is why our individual and business clients honor us with their trust."

Accounting & Auditing Services
Income, Estate & Financial Planning
Healthcare Consulting
Business Valuations
Litigation Support
Mergers & Acquisitions

7 Eves Drive, Suite 100 • Marlton, NJ 08053

856.985.5688

fax: 856.985.8340

Email: info@baratzcpa.com

Raymond M. Giunta, CPA, PFS

giunta@baratzcpa.com

Mark H. Wander, CPA, PFS, ABV, CFF

wanderm@baratzcpa.com

PRAISS ASSOCIATES

TAX & FINANCIAL CONSULTANTS

Enrolled to Practice Before the
Internal Revenue Service

THOMAS F. PRAISS, CFP®, EA, AEP

Certified Financial Planner

Enrolled Agent

Accredited Estate Planner

P.O. Box 348

Collingswood, NJ 08108-0348

856-854-4735

Fax: 856-854-4756

Cell: 609-472-8990

Valuations of Businesses and Corporate Securities

Extensive Experience Valuing
Family Limited Partnerships

*Over 25 Years of Trusted Service
to the Estate Planning Profession*

J. Mark Penny, Managing Director
jmpenny@hempsteadco.com



HEMPSTEAD & CO.

INCORPORATED

807 Haddon Avenue, Haddonfield, NJ 08033

856.795.6026

www.hempsteadco.com



KULZER & DIPADOVA, P.A.
ATTORNEYS AT LAW

**Proud supporter of the
Estate and Financial Planning Council
of Southern New Jersey**

Assisting clients with tax sensitive estate,
retirement and charitable planning and closely-
held business transactions

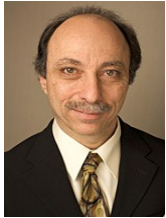
76 E. Euclid Avenue • Haddonfield, NJ

856.795.7744

856.795.8982 (fax)

www.kulzerdipadova.com

2013-2014 Council Executive Board



President:

Raymond Giunta, CPA/PFS
Baratz & Associates PA



1st Vice President:

Yasmeen S. Khaleel, Esq.
Capehart & Scatchard



2nd Vice President:

William S. Merriken, Jr., ChFC,
CSA
Merriken Financial Group, Inc.



Treasurer:

Jamie Shuster Morgan, Esq.
Fendrick & Morgan, LLC



Secretary:

J. Mark Penny, ASA
Hempstead & Co., Inc.



Immediate Past President:

Diane D. Bakley CTFA
PNC Wealth Management

R⁴ Risk & Wealth Solutions® Insurance ♦ Investments ♦ Benefits

Phone: 856-866-0028 ♦ www.R4RWS.com ♦ Fax: 856-234-4975

- ♦ Multi-Generational Wealth Protection ♦
- ♦ Retirement Distribution Strategies ♦
- ♦ Key Employee Retention Plans ♦
- ♦ Business Succession Plans ♦
- ♦ Group Employee Benefits ♦
- ♦ Investable Assets ♦

302 Harper Drive, Suite 103
Moorestown, NJ



Peter S. Rosengard, CLU, RHU
Director, R⁴ Strategic Planning



Glenn Mellin, CFS
Director, R⁴ Research & Analysis



The 5 Star award is granted by Five Star Professional, an independent 3rd party marketing firm. This award may not represent the experience of all clients and is not indicative of future performance or success. This award stems strictly from client experiences as an insurance or securities product customer. MetLife is not affiliated with Five Star Professional. Peter Rosengard & Glenn Mellin are investment adviser representatives and a registered representatives of MetLife Securities, Inc., _MSL_, which is a registered investment adviser and a member of FINRA/SIPC. Insurance offered through the Enterprise General Agency, Inc., _EGA_, Somerset NJ 08873, and the Metropolitan Life Insurance Company _MLIC_, New York, NY 10166. R⁴ Risk & Wealth Solutions is a marketing name for Peter Rosengard.
L1013347031[exp1014][NJ,PA]

Council Sponsorship

Becoming a Council sponsor is a great way to support the Council and promote your company's commitment to the financial services profession.

GOLD SPONSOR – \$475

- ~ A 1/4 page ad in every newsletter.
- ~ A link to your company's web site on the patrons page of the Council's web site.

SILVER SPONSOR – \$300

- ~ A business card size ad in every newsletter.

EXCLUSIVE MEETING SPONSORSHIP – \$750

- ~ Company name on all meeting notices.
- ~ Attendance for 2 at the event.
- ~ Display of materials promoting your firm.
- ~ Verbal recognition at the event.
- ~ Five minutes at the start of the program to speak to the Attendees.

- ~ You will be the only sponsor at the event.

- ~ Honorary membership in the Council for current membership year.

MEETING SPONSOR – \$400

- ~ Company name on all meeting notices.
- ~ Attendance for 2 at the event.
- ~ Display of materials promoting your firm.
- ~ Verbal recognition at the event.
- ~ Multiple sponsors for the event
- ~ Honorary membership in the Council for current membership year.

For more information contact Tim Bower at EFPCSNJ@mail.com

Tim Bower, CAE

Executive Director

PO Box 460

Collingswood, NJ 08108

Phone: 856-795-0551

Fax: 856-210-1619

**Estate & Financial Planning Council
of Southern New Jersey****Membership Application**Apply online at www.EFPCSNJ.org

Name: _____

Title: _____

Company: _____

Address: _____

Phone: _____ Fax: _____

Email: _____

I am actively engaged in estate and/or financial planning in _____
county for _____ years.

I hold a license or designation/certification and am a member in good standing in the following disciplines: _____ Attorney _____ CPA _____ CFP _____ ChFC
_____ CLU _____ CTFA or qualified professional employed in tax, trust or estate practice by a financial services firm. Other: I have a

certification/designation and my primary area of practice is:

Signature: _____ Date: _____

Recommended

by Member: _____
(please print)

Signature of Member: _____

Membership cost: \$150 per year. You can also submit your membership application online at www.efpcsnj.org. Corporate membership is available.

ESTATE & FINANCIAL PLANNING COUNCIL OF SOUTHERN NEW JERSEY

MEMBER GET - A - MEMBER CONTEST

EFPCSNJ is announcing a great opportunity to get involved in the organization and help all of the members and meeting attendees become more successful. As you know, one of the most important benefits of EFPCSNJ is networking with other professionals that work in the same industry as you do. By increasing membership we will increase the opportunity for networking and that will help everyone increase their professional circle. Increased membership and meeting attendance will help in the sharing of industry best practices as well as increase the potential for business referrals.

Please Help EFPCSNJ Grow!!!

HERE'S HOW

EFPCSNJ will be running a contest now through April 30, 2014. Any current EFPCSNJ member that recruits a new member will receive complimentary attendance at a future educational event in the 2013-2014 program year. The EFPCSNJ member who recruits the most new members will receive 2 complimentary tickets to the Installation and Awards Dinner where they will receive an award.

The process is simple:

1. Discuss EFPCSNJ and the great benefits you receive from being a member with your professional colleagues that meet the membership criteria (Trust Officers, Chartered Life Underwriters, Attorneys, CPAs, CFPs, CFCs and other qualified professionals who are primarily involved in the financial planning process).
2. Once they are ready to join they simply need to go to www.efpcsnj.org and select "Application Form" on the left hand menu.
3. They will need to complete the form and make sure to put that they are recommended by you for membership at the bottom of the online form.
4. Once the application is received it will be reviewed and the EFPCSNJ Office will get back to them regarding the status of their application.

Please help EFPCSNJ grow so we can continue to help all of our members prosper.

Some information about EFPCSNJ:

The Estate and Financial Planning Council of Southern New Jersey (EFPCSNJ) was established in 1975 and serves our members by providing educational and networking opportunities throughout the year. Our members are Trust Officers, Chartered Life Underwriters, Estate Attorneys, CPAs, CFPs, Chartered Financial Consultants and other qualified professionals who are involved in the estate and financial planning process. We have approximately 125 members that service clients in the NJ counties of Camden, Burlington, Atlantic, Cumberland, Ocean, Salem and Cape May. Being a part of this group provides you educational opportunities, networking events and the ability to get continuing education credits if you are a CFP, CPA or lawyer registered in NJ or PA.

EFPCSNJ holds 5 educational events per year and has an annual Installation and Awards Dinner. The educational events are held in September, November, January, March and May and the dinner is usually held in early June. For a complete listing of events please visit www.efpcsnj.org.

-For more information on the Member-Get-a-Member Contest please call Abby Murray at 856-795-0551 or contact her by email at efpcsnjmbrsvcs@bowermanagementservices.com.

Tim Bower, CAE

Executive Director

PO Box 460

Collingswood, NJ 08108

Phone: 856-795-0551

Fax: 856-210-1619

Estate & Financial Planning Council of Southern New Jersey

www.EFPCSNJ.org

Member of the National Association of Estate Planners and Councils

Council Executive Board

President

Raymond Giunta, CPA/PFS
Baratz & Associates PA

Treasurer

Jamie Shuster Morgan, Esq.
Fendrick & Morgan, LLC

First Vice President

Yasmeen S. Khaleel, Esq.
Capehart & Scatchard

Secretary

J. Mark Penny, ASA
Hempstead & Co, Inc.

Second Vice President

William J. Merriken, Jr. ChFC, CSA
Merriken Financial Group, Inc.

Immediate Past President

Diane D. Bakley, CTFA
PNC Wealth Management

Call for Articles

Please consider submitting an article for inclusion in future newsletter issues. We are now seeking articles for the EFPCSNJ newsletters.

Articles should be between 1,200 and 2,000 words
which is usually three to six typed pages.

Submissions should be sent as a word document to Abby Murray at
efpcsnjmbrsvcs@bowermanagementservices.com.

This is a great way to get involved with EFPCSNJ and to share knowledge and information with the rest of the members.

To view recent newsletters please visit the EFPCSNJ website (www.efpcsnj.org) and go to Documents.