



1103 Westfield Avenue
Rahway, New Jersey 07065
Phone: 732-382-3800 | Fax: 732-382-0213
MAILTO:TOM@CEREFICE.COM
WWW.CEREFICE.COM
WWW.RICHHABITS.NET

MONTHLY NEWSLETTER JUNE 2009

CEREFICE NEWS

When I took over the operations of Cerefice in 2003 one of the first issues I tackled was identify theft. I wanted to understand what our existing policies were and how we could improve upon them. Of particular concern to me was the fact that one of the measures that were in place for discarding documents was actually creating risk for the firm. This risk? There was no shredding, on site, of our documents. These documents included personal and very private data concerning our clients. To remedy this we worked as a team to consider our options, which included buying a high-powered shredder and employing our internal resources to shred the documents. Another option was to secure an outside third party. We opted for an outside vendor. But which one? Cost, of course was a consideration, but we did not want our decision to be a cost-driven one. In deciding upon a vendor to shred our documents there were certain variables that we needed to consider:

1. Does the vendor shred the documents on site?
2. Another consideration is whether their on-site employees are bonded. In layman's terms, this means they have been vetted and do not have any criminal records and, to boot, the vendor secures an insurance company to bond them, in the event of something going wrong.
3. Do we receive a written confirmation upon completion of the shredding that the documents have been shredded? This is an important document and will be particularly valuable in the unlikely event we needed to defend yourself in a court of law.
4. Does the vendor conduct annual on-site audits? This is important in determining if everything is functioning, as it should. Any issues can be addressed at least annually through these annual audits. After researching various vendors we determined that the best in the business was a company called Shred-it. We had heard of them previously and their reputation was outstanding, so we decided to secure their services and, six years later, I look back at that decision as one of my finest executive decisions. You can check them out at: www.shredit.com

I hope this helps you in securing your client/customer data from identity theft. Reach out to me at tom@cerefice.com, if you would like more information.

Security of client information has always been a top priority at Cerefice. While this is an additional cost to Cerefice, we believe it is a necessary cost to insure privacy of our client information. We encourage our business clients to consider Shred-It to prevent identity theft of your customer information. Tammy Bright is our account executive. Her number is 973-885-5160. Eliminate risk of lawsuits today.

Obama Tax Proposals:

Despite all of the bad tax/budget news surrounding the Obama administration there is some good news. Current tax proposals that are part of the 2011 budget increase the 28% taxable income bracket from \$210,000 to \$230,000 for married individuals and from \$170,000 to \$190,000 for Single filers. This is very good news and a cause for celebration. The bad news is that this tax reduction comes at a cost. There will be an increase in the top tax rate on capital gains and dividends from 15% to 20% for this same group of taxpayers. There will also be a cutback on itemized deductions and personal exemptions for these filers. For those in the 36% and higher tax brackets, itemized deductions will be allowed, however, they will be capped at a 28% tax rate (for deduction purpose) For example, if your \$100 itemized deduction previously reduced your income tax by \$36, in Obama's 2011 Budget, it would only reduce your income tax by \$28.

The Hope Tax Credit for college expenses is currently capped at a credit of \$1,800. Under Obama's tax proposals, this credit will be replaced by a larger \$2,500 tax credit per student, which covers four years, not just two years.

Businesses would be required to change from the FIFO inventory valuation method to the LIFO methods. This will increase taxable income, as LIFO uses old costs in valuing inventory; Investment fund managers will now be taxed at ordinary income tax rates on any share of profits they are contractually entitled to.

Obama wants landlords to issue 1099s to service providers such as plumbers or painters; Businesses would have to corporations 1099s on payments over \$600.

Employee leasing firms will be held solely liable for unpaid payroll taxes

Rich Habits Technique for Remembering Names:

Our names are one of the most important things to us. They are even more important than our birthdays. When someone remembers our name it feeds our ego. We feel important. Most people, however, struggle remembering names. It's particularly embarrassing when someone remembers our name and we can't recall his or her name. It's more than embarrassing as it negatively affects our financial success in life. If you want to be financially successful you need to be able to network effectively and that means remembering names. One of the main culprits behind forgetting someone's name has to do with the frequency of contact. The less frequent the contact the more likely you will forget someone's name.

What can you do? Successful people share one thing in common with unsuccessful people in that they struggle remembering names too. But the difference in the two groups is that successful people make an effort to compensate for this failing by utilizing certain tricks to help them remember names. One trick I found very effective is to group people you meet into specific categories. For example, if you play tennis, you may meet many individuals from various tennis leagues. You may not see these people regularly and because of this you forget their names.

Name Recognition Memory Steps

Step #1: Write down the name of a new introduction immediately after the introduction. I keep a small pad and pen with me at all times just for this purpose.

Step #2: Associate their face with someone you know or some outstanding facial feature and write this association down in your pad.

Step #3: The third step is somewhat more complicated. It involves grouping your contacts and adding this new contact under your "Tennis" grouping. You can get carried away with this, but my recommendation is to keep it simple. I maintain an Excel worksheet and I list my groups in bold print. Under each group I have my contacts separated by commas with association keywords to remember the contact, in parenthesis.

Step #4: Keep this list with you at all times and refer to it just prior to a function for one of your "Groups". I miniaturized the print on my Excel grouping schedule and keep it in my wallet. Just before an event for a particular group I review it.

This memory trick works great. People are amazed at my memory and I often receive compliments. I usually respond to these compliments by emphasizing that that person is important to me and I remember the names of people who are important to me. Their chest swells and their egos are satiated. More importantly, they never forget my name ever again.

We thank each one of our clients for their numerous referrals.

Tom Corley

Cerefice & Co.

1103 Westfield Avenue

Rahway, NJ 07065

USA

phone: 732-382-3800

fax: 732-382-0213

web: www.cerefice.com

email: tom@cerefice.com