

January 27, 2011

BUSINESS BRIEFS

Give yours

Hegarty MAAPC membership chair

PHILADELPHIA – Chris Hegarty of Bryn Mawr, a certified public accountant and partner with the full-service accounting, tax and business-consulting firm Citrin Cooperman & Company, LLP, in Philadelphia, has been appointed membership chair of the Mid-Atlantic Association of Personnel Consultants (MAAPC).

A staffing-industry organization, MAAPC is dedicated to fostering the highest level of competence and business practices among its members, promoting the growth and welfare of the recruiting profession in the region and developing a common set of ethical standards and practices. The organization also works to teach members, clients and the public about the recruiting industry and its benefits. As membership chair, Hegarty sits on the MAAPC Board of Directors and is responsible for overseeing MAAPC's membership efforts across its more than 40 mid-Atlantic locations.

For more than 24 years, Hegarty has specialized in providing audit and consulting services to businesses of all sizes. He focuses on broker-dealers, construction contractors, retail, manufacturing and distribution companies. Hegarty helps businesses establish accounting policies and procedures and helps organizations in transforming their accounting functions, particularly through periods of high growth and/or high stress. He joined Citrin Cooperman in 2009 as a partner in the firm's Philadelphia office.

Isdamer & Co. promotes Troped

Michael C. Troped, CPA, of Bala Cynwyd has been promoted to member (owner) at Isdamer & Company, LLC, of Bala Cynwyd in the accounting and auditing department. Previously he was an audit manager. Troped's practice focuses primarily on middle-market entrepreneurial and closely held businesses in an array of industries ranging from real estate to



Michael C. Troped

professional practices and governmental and not-for-profit organizations. Before joining the firm in 1998, he had been with a national accounting and consulting firm. Troped is a member of the American and Pennsylvania Institutes of Certified Public Accountants, having served as chairman of the Young CPA Committee and as a member of the Executive Committee of the Greater Philadelphia Chapter of the PICPA. He has also served on the PICPA's Cooperation with the Bar and Community Involvement committees. He earned a B.A. in political science with a concentration in public policy and constitutional law from the University of Massachusetts at Amherst in 1987 and an M.B.A. from Temple University with a concentration in accounting in 1991.

Isdamer & Company is a certified-public-accounting firm. The firm services businesses, fiduciaries and individuals in the areas of tax planning, accounting and auditing, business

advisory and integrated services. The firm represents clients in many diverse fields including manufacturing, health care, wholesale, retail, real estate, service, governmental and nonprofit organizations.

Free Library names Coopersmith development vice president

PHILADELPHIA – The Free Library of Philadelphia is pleased to welcome Melissa B. Coopersmith of Merion as the vice president of development. In this newly created position, Coopersmith will direct the capital campaign to renovate and expand the Parkway Central Library as well as oversee development operations for the Free Library Foundation, which raises private funds to support programs and services at the Free Library system's 54 locations throughout the city.

Before joining the Free Library of Philadelphia Foundation, Coopersmith was chief of staff for President Ann Weaver Hart at Temple University and played a central role in directing the \$350-million Access to Excellence Campaign. She was recruited to Temple in 2004 as associate vice president of campaign programs in the Office of Institutional Advancement and was responsible for directing Temple's first universitywide comprehensive fundraising campaign.

"We are positively thrilled that Melissa is now a part of the Free Library of Philadelphia executive team," said Siobhan A. Reardon, president and director. "Her expertise in institutional advancement, capital campaigns and resource development make Melissa a true asset to the Free Library. I know that the library's capital campaign and development operations will flourish under her leadership."

ML Chamber launches new business Web site

The Main Line Chamber of Commerce has launched a Web site to support its new Make More Save More Series™ of business networking and education events at www.mainlinebusiness.us.

The site, designed by eRose Web & Business Services of Upper Darby, contains program and registration information for the series of eight events scheduled for the Philadelphia Marriott West in West Conshohocken.

"Mainlinebusiness.us is the portal for the Make More Save More Series, our major new initiative of 2011," said Bernard Dagenais, president and CEO of the Chamber. "It's the place where people will go to sign up for programs, learn about upcoming programs and to set aside dates for the events scheduled throughout the year."

The Feb. 4 kickoff event features a panel of top banking executives from Wachovia, a Wells Fargo Company, Beneficial Bank, St. Edmund's Federal Savings Bank, National Penn Bank and Meridian Bank. The bankers will talk about the lending environment in 2011 and share information about customers that are succeeding in the current climate.

More events will be held March 1, April 1, May 6, June 3, Sept. 9, Oct. 7 and Nov. 4. More information is at the new Web site and the Chamber's main Web site, mlcc.org.

January is the month of testing our resolve to adhere to those New Year's resolutions we felt so motivated about from the proper distance of 2010. One resolution that may or may not have made it to your list but you might choose as number one is "more time, each day."

At work, at home – it matters not. Set the stage to experience more personal time every day, with a little help from savvy record-keeping. You may even discover two other marvelous consequences – saving money and simplified preparation for income-tax filings.

Savvy record-keeping

Savvy record-keeping saves time when documentation of all your financial data – such as income, expenses, inventory, investments, home and other properties, as well as proofs of payments – flows as directly as practicable into your own system. For instance, promise yourself in 2011 to fully utilize QuickBooks for your business, and perhaps Quicken for home.

The old Excel spreadsheet approach may no longer be sufficiently flexible to provide a multi-faceted financial perspective. With today's complexity, our businesses and our households often profit from access to macro-economic as well as the more traditional micro-economic information, such as that found on basic check registers and credit-card statements.

I suggest tackling one new task monthly until your updated systems are fully functional and using them becomes second nature. (No need to torture yourself with a complete overhaul all at once and give up halfway through the endless details.) An easy way to begin

