
“You and Your Money”

**The CPA as an Agent of Change
in Your Relationship**

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1980s

1990s

2000s

2010s



1980s



Drexel, 25 Years After Its Collapse, Only Helps a Résumé

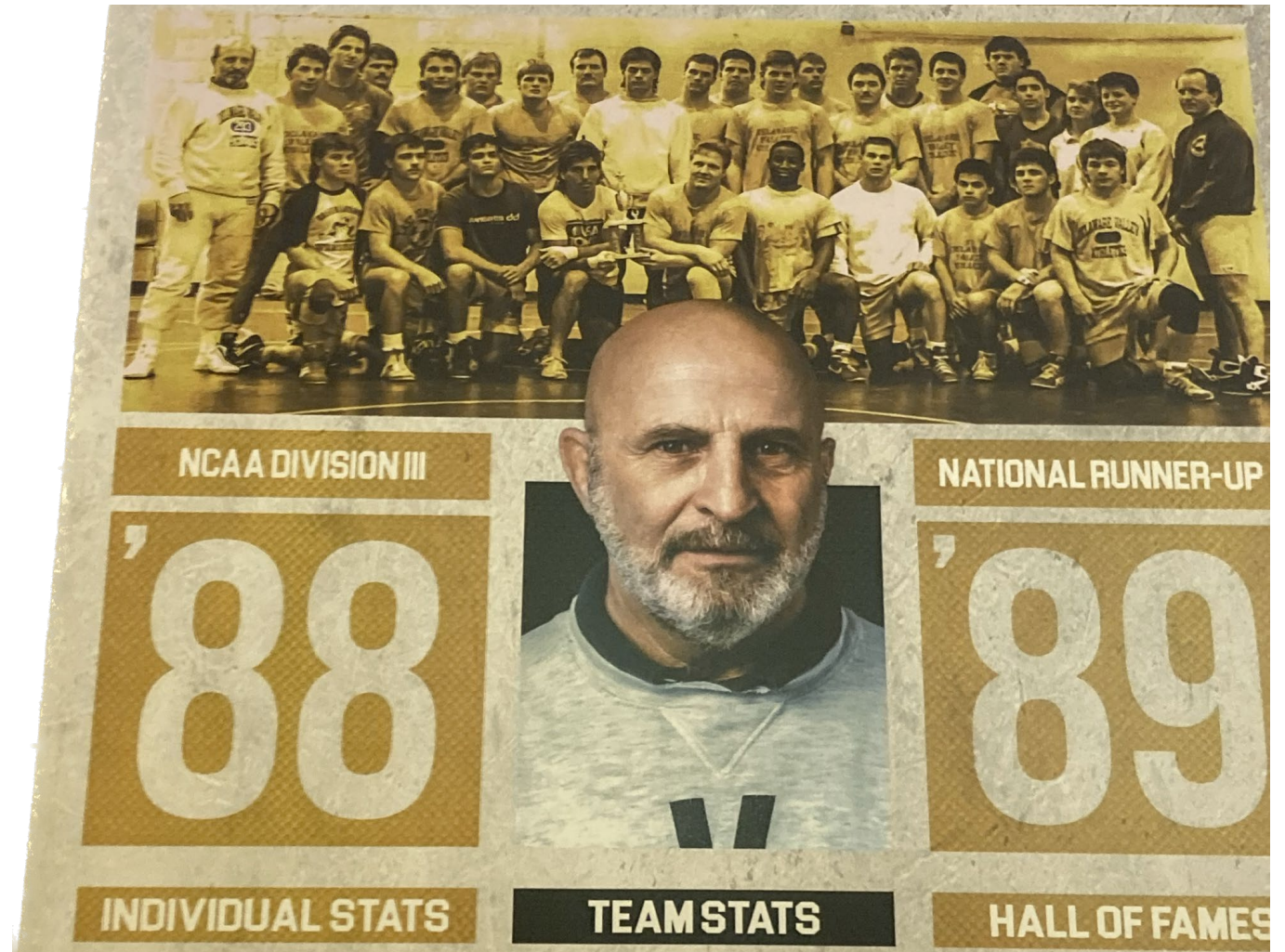
BY WILLIAM ALDEN FEBRUARY 13, 2015 1:12 PM 14



Michael R. Milken at Drexel Burnham Lambert in 1978. Neal Boenzi/The New York Times

Talent and drive builds individual champions.

But embracing data, statistics, and probability within structured systems builds championship organizations.



1990s



BECOME
A CPA

CONNECT WITH
OUR COMMUNITY

ADVANCE
YOUR CAREER

EARN
CPE

STAY
INFORMED



At my practice, I deal with a lot of divorce, death and financial ruin. That makes me want to enjoy life, have a good time and share my home with family and friends.

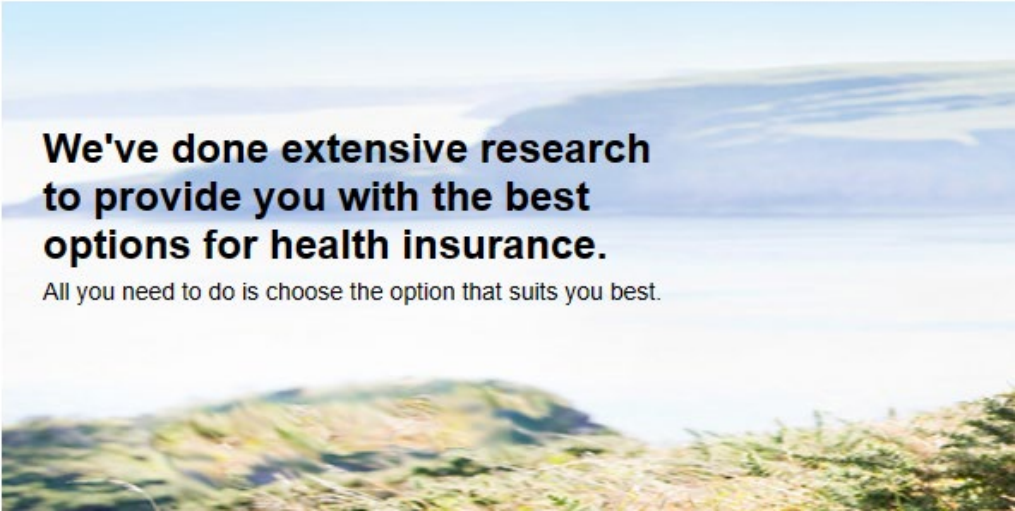


It really was like the movie *The Wolf of Wall Street* back then. I flew on private jets, wore power suits and had a red Porsche.



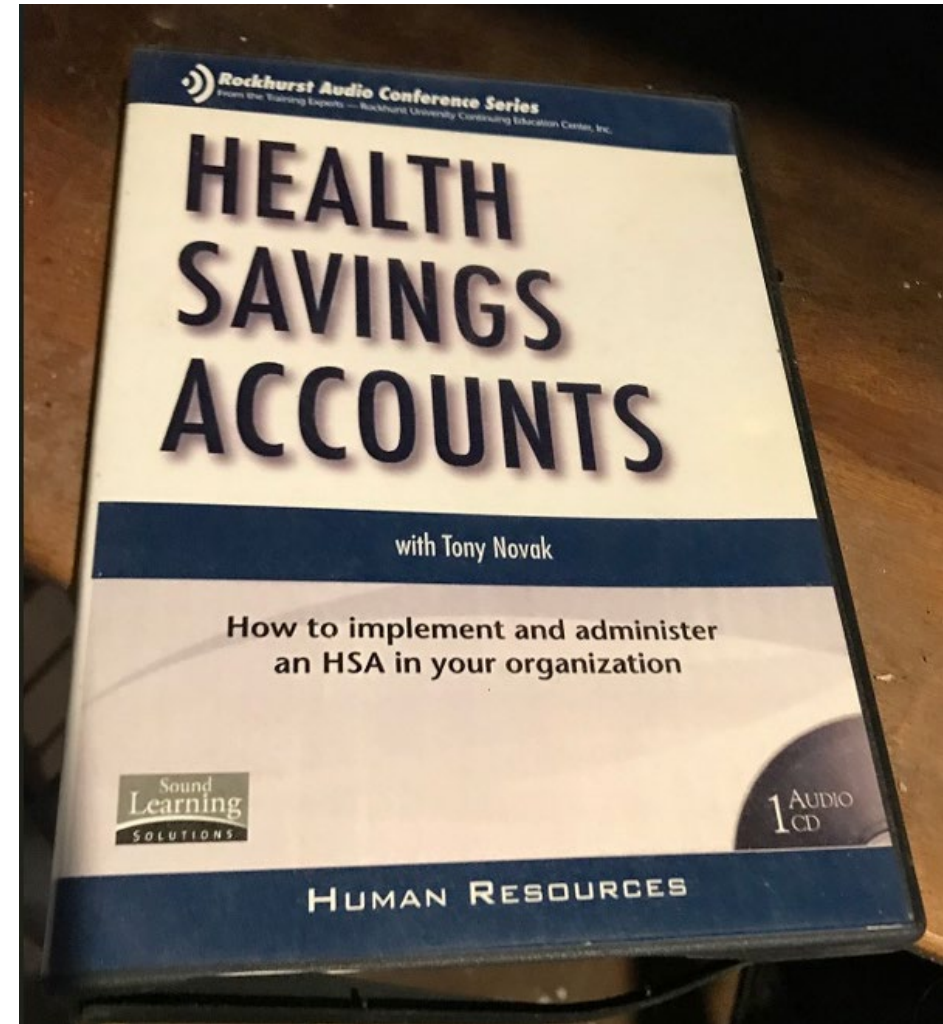
I think the most satisfying cases were the ones where my team was able to return kidnapped children to their parents.

2000s

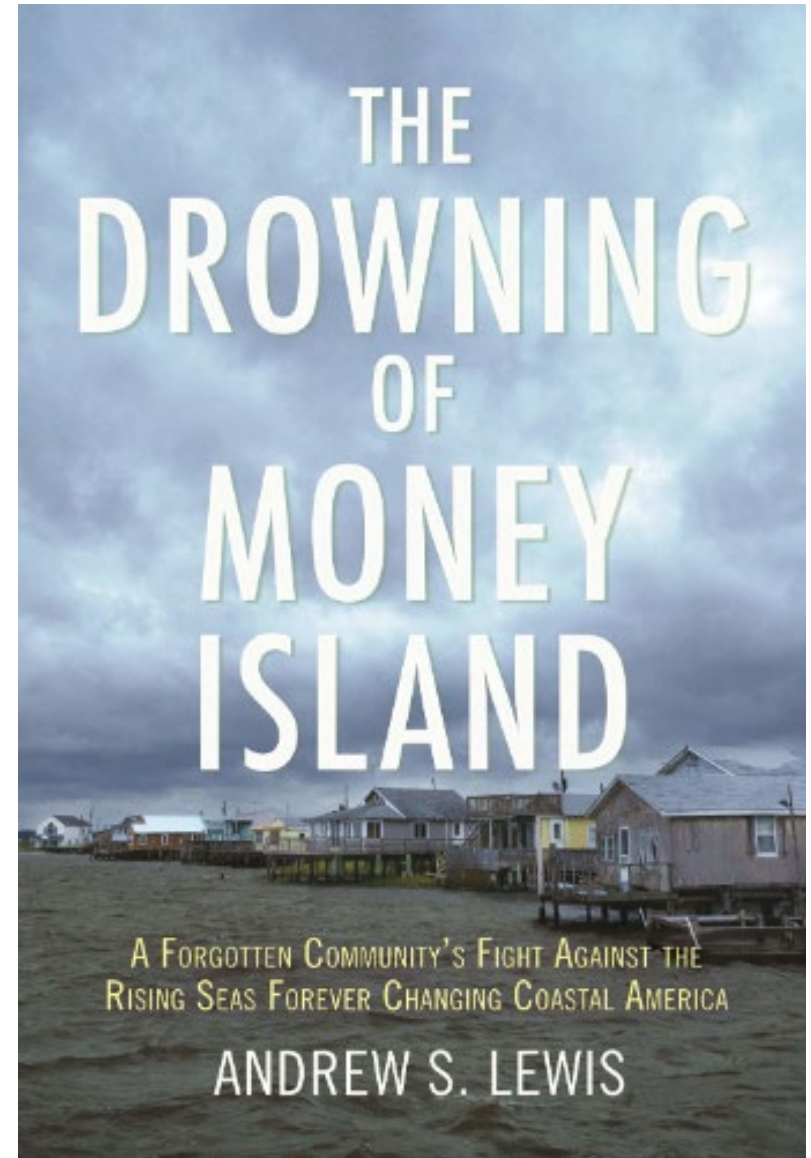
The background of the MedSave advertisement is a scenic photograph of a coastline with green hills in the foreground, a blue body of water in the middle ground, and a clear blue sky in the background.

**We've done extensive research
to provide you with the best
options for health insurance.**

All you need to do is choose the option that suits you best.



2010s



What did I (we) learn?

- Our financial success, our investment performance are **not about the “fundamentals”**. The “widget” economic model we learned is obsolete. (Even the word “widget” has an entirely different meaning today than it did in a 1980s economics book).
- **Following our core values** do not translate to financial success.
- There was not then, and there is not now, a proven model to provide high quality financial advice to **middle market Americans**.
- Much of our financial success, or lack of it, is **not related to our personal actions**, but larger economic trends.
- **Data** is more valuable than personal conviction.

widg·et

['wɪdʒɪt] 

NOUN

1. a small gadget or mechanical device, especially one whose name is unknown or unspecified.

SIMILAR: [device](#) [gadget](#) [machine](#) [appliance](#) [contraption](#) [apparatus](#) 

2. COMPUTING
an application, or a component of an interface, that enables a user to perform a function or access a service.

Wisdom

*Serenity to accept the
things I cannot change*

Courage to
change the
things I can

1. Solve the problem.

2. Make sure the problem does not recur.

3. Find the best ways to move forward, grow, prosper, safe-guard, invest and share.

Avoid these tax mistakes

Business:

- 1) NJ Sales tax*
- 2) Employee misclassification*
- 3) Coming: credit claw-back*

Individual mistakes:

- 1) TikTok expertise
- 2) Beliefs about tax preparers
- 3) Not addressing all three steps (fix, change behavior, grow)

Questions to Ask

When selecting a CPA, tax preparer or bookkeeper.

- 1) What's our agreement?
(work plan, timing, pricing, revisions, exclusions)
- 2) What if we disagree?
- 3) What if you are wrong?

