

INSIDE: Tips For Retirement Income • Social Media Tips & Strategies • Business Emergency Reserves

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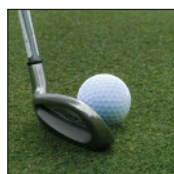
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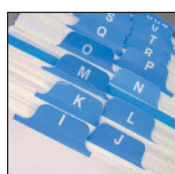


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Cover Story: A. Mazzo Accounting provides the peace of mind of a financially sound future to individuals and businesses by offering a variety of high quality services, including tax planning & preparation, payroll, bookkeeping & accounting services, and start-up consulting.



19: Time to hit the links on the area's best golf courses



24: Browse the Business Marketplace to grow your business, network, and keep your money local.

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A. MAZZO ACCOUNTING SERVICES

Anthony M. Mazzo

THE MISSION

To help small to mid-sized businesses

Prepare for and achieve

A financially sound future by merging

High quality accounting and tax services with

Excellence, integrity and peace of mind



Providing Clients with Peace of Mind

The first thing Anthony M. “Tony” Mazzo, sees when he sits down at his desk each morning — and numerous times throughout each day — is his company mission statement imprinted in large red letters on the wall facing his desk — To help small to mid-sized businesses prepare for and achieve a financially sound future by merging high quality accounting and tax services with excellence, integrity and peace of mind.

Placing his mission statement where he can see it, and breathe it, and live it every day serves as a constant source of strength and validation, reinforcing Mazzo’s life-long commitment to personal and professional excellence. “I want to make sure that the clients I work with and their companies stay sound and grow and become more successful,” Mazzo said. “Excellent service and peace of mind have always been my mantras, and peace of mind is the big thing. I’m providing peace of mind. That’s why my clients come to me. That’s why they want me to be involved with their business. Because I help them sleep at night.”

A. Mazzo Accounting Services, conveniently located off of Route 222/Lancaster Avenue in Kenhorst, PA, provides a comprehensive variety of accounting services to individuals and businesses throughout Berks County and beyond, including start-up consulting, business accounting and bookkeeping services, tax planning and preparation services, and payroll services.

Mazzo began his career as an accountant over 30 years ago with his graduation from Alvernia University, where he earned a *Cum Laude* Bachelor’s degree in Accounting, Finance and Business Administration.

Over the past three decades, Tony Mazzo has maintained a “hands on” and “personal” approach in servicing his clients by applying his skills and knowledge to meet their business and individual tax needs. He does this through continual education, membership in professional organizations, subscribing to research and accounting newsletters, as well as attending workshops and seminars to keep him informed with the ever-changing tax laws and requirements.

Mazzo specializes in helping entrepreneurs, small businesses and start-ups, in some cases serving as a de-facto business consultant, putting together the necessary building blocks right from the start, and where applicable, recommending an appropriate attorney, insurance broker, and marketing/advertising consultant.

“I am a referral source,” he explains. “You’re not just getting A. Mazzo Accounting. You’re getting food for thought. We provide a full spectrum of consulting relationships,” he said. “Because the complexities that are involved in taxes,



A. Mazzo Accounting Services is located at 901 Fern Avenue, Kenhorst, PA 19607

and with all the changes with generally accepted accounting principles, it's very important to stay ahead of the game. Especially with taxes, keeping on top of changing events is very important. And it's important for me to be as educated as possible because I need to work on anticipating the questions that people are going to have, and to make sure I have solid answers for those questions, because that helps reinforce their peace of mind."

Through his up-to-date knowledge and experience, Tony can assure his clients "Excellent Service and Peace of Mind" when it comes to all their personal and business tax and accounting needs. His first order of business with a new client is to help them get organized, in some cases providing them with a customized spreadsheet and making it easy for them to enter data, which provides them with peace of mind in the short term and saves them money in the long run by reducing the amount of billable time required for tax preparation. He possesses a keen understanding of how to help small to mid-sized business clients due to his background and experience as an Accountant, Accounting Manager and Corporate Controller for a variety of diverse businesses. He also has numerous years of experience in both individual and small business tax preparation.

Availability and accessibility are also among Mazzo's strengths. He responds immediately to emails and provides his mobile number to clients, taking calls 24-7,

"Our goal is to provide the finest tax and accounting services. You are our number one priority, and we are committed to the highest standards of ethics and customer service."

except when he's sleeping or meeting with another client. "Small business owners want to have an accountant they can talk with," Mazzo said. "Not just once a year or once every six months. They want to have a partner who is always accessible. I'm going

to go above and beyond and also let the client know that they can bring up anything that they have concerns about. I just try to work with the person and not do it in a rigid billable format. I like to give extra value," he explains. "That's the big thing. When you pay A. Mazzo a fee, I want to make sure that you're getting above and beyond the value that is just implied in the price."

Mazzo is a member of the National Association of Tax Preparers (NATP), a member of the Greater Reading Chamber of Commerce & Industry, and a member of the Pennsylvania Association of Notaries.

"Every piece of relevant information that comes in the office, email or news post, is looked at immediately," Mazzo said. "Also, with all the changes in the industry, it's important to attend seminars and to be a part of networking groups, especially the ones comprised of more than one person to a category, because that way I talk to different accountants," he explains. "I talk to financial people, and we can bounce things off of one another. There might be something that they are aware of that I am not and vice versa. So, it's very, very important to keep learning every day."

(Continued on page 8)



ARE YOU SHOWING A PROFIT, YET HAVE NO MONEY IN THE BANK?

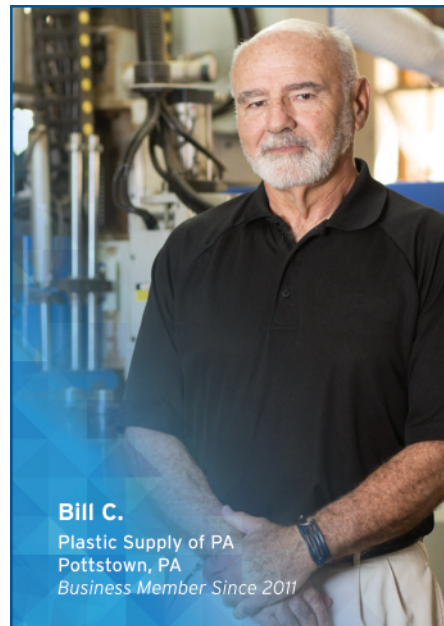
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COVER STORY

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A Mazzo Accounting Services specializes in the following areas:

Start-Up Consulting

There are many details you need to consider when it comes to setting up a brand-new business. A. Mazzo Accounting Services provides you with a checklist to guide you along the way, as well as assist you with much of the paperwork you need to complete. Through their regular business accounting services, A. Mazzo Accounting Services can assist you in budgeting, cash management, tax preparation, payroll services and so much more.

Business Accounting

A. Mazzo Accounting Services has assisted many small to midsize businesses with their accounting needs. Through their business accounting services, they can provide assistance with setting up a budget for your business, and handling your bookkeeping, payroll and tax returns. Through their bookkeeping services they can handle your Accounts Receivable, Accounts Payable, and General Ledger, on a weekly, monthly or quarterly basis. In addition, they can prepare your Balance Sheet and Profit & Loss statement on a monthly, quarterly or annu-

al basis, and can also reconcile your bank accounts and perform analysis on the other accounts in your general ledger. They can help with budgeting from the initial setup and periodic monitoring through annual review and adjustment, and with cash management including review of bank accounts, loans, lines of credit, credit cards, etc.

Tax Preparation & Planning

A. Mazzo Accounting Services has worked with many companies with the planning and preparation of their tax paperwork. They also have the experience of helping companies fix mistakes that may have happened in the past, and to find opportunities that they were not aware of. They can help you with the preparation and filing of Federal Taxes, State Taxes, and Local Income Taxes and the returns that accompany each of these. They expedite the process to their e-file system with Federal and State. They also assist many businesses with a wide range of tax needs from income tax to business privilege and mercantile taxes. They can also assist individuals in income tax return preparation. Whether you have a simple or complex return, have itemized deductions, or have a small business or rental properties, they can prepare your return.

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Payroll Services

A. Mazzo Accounting Services offers complete payroll services consisting of as much or as little as you need. They can issue paper checks or use Direct Deposit into the employees' bank accounts. With their full-service payroll program, they prepare your weekly, bi-weekly, monthly payroll, and prepare and file your quarterly Federal Taxes, State Taxes, and Local Payroll tax returns. Your monthly or semi-weekly payroll tax deposits and Year-end W2 and 1099 preparation is also part of their full-service payroll. And they prepare monthly/semi-weekly tax deposits and prepare the Year End W2 and 1099 forms

and reports. Finally, they can help with new hire reporting and compliance, by making sure that all the appropriate forms are properly prepared.

By combining a full array of comprehensive services with integrity, excellence, accessibility, and a team approach, A. Mazzo Accounting Services is the total package, providing peace of mind for each and every client.



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