

# ZEVAC & LINDSEY

CERTIFIED PUBLIC ACCOUNTANTS

"You see the numbers, we look for the opportunities."



## SPECIAL POINTS OF INTEREST:

- Richard conquers a fear
- Helping our veterans
- More tax evasion
- Developing your personal brand
- The Highs and Lows of Taxes
- Fun facts, referrals, thank yous and call-in times

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# Taxing Times

Dedicated to helping our clients keep the money that belongs to them through a focus on tax.

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## Just Go!

"Go!"

"Just pick your feet up and go."

Those were the words spoken by the sports staff member aboard Royal Caribbean's *Oasis of the Seas* to each of us as we finally reached the front of the line.

"Eeeeeeeeeeeeeeeeeeeeh," was one response.

Another was: "I can't. I don't want to do it. I changed my mind. I can't."

I understand the latter response all too well. I am an admitted acrophobic. Wikipedia describes acrophobia as "an extreme or irrational *fear of heights*, especially when one is not particularly high up." Now I could tell you that the zip line aboard the *Oasis of the Seas* is nine decks up in the air and that might impress some who didn't think I could go through with it. But I doubt it.



Richard zip lining nine decks in the air.

The *Oasis of the Seas* is billed as the largest ship in the Caribbean. It is nearly four football fields long and sails with 6,000+ passengers and 2,400 crew. It is certainly a different experience than other cruise ships Carita and I have sailed on. This one bills itself as having seven distinct neighborhoods. Yes there is an ice skating rink onboard, but I've seen that on other ships. What Royal Caribbean added was a carousel on the Boardwalk, an amphitheater for diving shows, and a Central Park where you can unwind while meandering through a garden lined with shops and restaurants. And then, of course, there's the zip line.

I wasn't sure what to expect as I approached the head of the line. The girl that changed her mind three people in front of me didn't help.

But as I stepped up with my harness all snug, I was clipped on to the line. When instructed to step to the edge, I managed to do so without any visible trembling.

Then I just picked up my feet and went. ■

**This month's special Member-Only call-in times for Lindsey's Insider's Circle will be 7/21/14 from 2:00 to 4:00 pm. To schedule your appointment, contact Kristen at (251) 633-4070.**

**Not a member yet? Find out how to become one today!**

I am currently working on my third book and I'd appreciate your input. [A big THANK YOU to those who already sent me something.] This book is to be about retirement planning, including Social Security. It seems there are a lot of areas in which you, my clients, have difficulty in getting straight answers [whether from the government or other professionals]. What topics do you think would be the most important to cover? Are there questions for which you'd like answers?

Send me a note to the address on the last page, send an email to: [richardlindsey@comcast.net](mailto:richardlindsey@comcast.net) or call me at 251.633.4070.

## CPA ASSISTS VETERAN ENTREPRENEURS

Richard Lindsey, CPA, has joined SCORE and other major corporations in the "Veteran Fast Launch Initiative." In support of First Lady Michelle Obama and Dr. Jill Biden's "Joining Forces Initiative," SCORE and other major corporations have created the "Veteran Fast Launch Initiative," and are providing a package of services and free software combined with SCORE's mentoring program to help veterans, their spouses, and families succeed as small business owners.

The "Joining Forces Initiative" is a program aimed to improve support for our service members and their families. The program highlights issues of special importance to the military families across the country, including the areas of employment, education and wellness.

The CPA profession has joined the "Veteran Fast Launch Initiative" and volunteer CPAs, like Lindsey have agreed to provide up to five hours of free financial advice on starting and growing a business to qualifying veterans. A CPA's assistance will be an invaluable resource for the veteran business owner. In addition to their extensive education and training, CPAs have numerous resources available to assist in effective business operations and plan for profitability. A CPA's broad business knowledge and financial expertise make them a vital resource to ensure that a veteran's business is successful.

Richard said: "We are honored to be a part of the 'Veterans Fast Launch Initiative.' Our involvement underscores the CPA profession's longstanding commitment to entrepreneurs and to members of our armed forces. We look forward to assisting veterans who participate in this program."

In order to qualify for participation in this initiative, you or one of your immediate family members must be a current or former member of the United States military. Additional information can be found at [vetsfastlaunch.org](http://vetsfastlaunch.org). ■



## Baywatch Babe on Taxman's Naughty List Again

Playboy model, Baywatch babe and Dancing with the Stars contestant, Pamela Anderson, has been hit with a pair of sizable tax bills.

The blonde beauty was slapped with a \$259,395 federal tax lien late last summer and the state of California followed-up a month later with a state tax lien for \$112,118, both for the 2011 tax year.



California authorities listed her as one of the Golden State's 500 biggest scofflaws, saying she owed \$524,241 through the 2010 tax year.

The Baywatch legend is no stranger to the tax man's naughty list. She also had a whopping \$1.7 million unpaid tax tab to Uncle Sam for 2009. ■

## Looking for Someone You Can Rely On?

We really believe in the process of referrals, so part of the service we provide is to be sure to refer our clients and associates to other qualified businesspeople in the community.

Below, you'll find a list of areas in which we know very credible, ethical and outstanding professionals. If you're looking for a professional in a specific area we've listed, please feel free to contact us. We will be glad to put you in touch with the people we know who provide these services.

- ◆ Handyman Services
- ◆ Window Treatment Specialist
- ◆ Civil Engineer
- ◆ Bathroom Remodeler
- ◆ Attorney
- ◆ Financial Advisor
- ◆ Monogramming
- ◆ Cultured Marble
- ◆ Marketing Coach
- ◆ Printer
- ◆ Realtor
- ◆ Irrigation Maintenance
- ◆ Chiropractor
- ◆ Home Inspector
- ◆ Pest Control
- ◆ Senior Living Residence
- ◆ Pre-planned Funeral
- ◆ Auto/Home/Life Insurance



THANKS TO YOU, THE WORD IS SPREADING. THANKS TO MY CLIENTS AND FRIENDS WHO GRACIOUSLY REFERRED ME TO THEIR FRIENDS, NEIGHBORS, CUSTOMERS AND RELATIVES LAST MONTH! I ENJOY BUILDING MY PRACTICE BASED ON THE POSITIVE COMMENTS AND REFERRALS FROM PEOPLE JUST LIKE YOU. I COULDN'T DO IT WITHOUT YOU!

~ DAVID PAHMAN ~

THANK YOU!

## Marketing What Really Matters: YOU

When you meet someone for the first time, here's the scoop, good, bad or indifferent: The experts say that in as little as one-quarter of a second, a person makes up his or her mind about you. In the first five seconds, a person's first impression of you flips back and forth 11 times. Your first impression is more important than your next five combined. The message is, according to Rainmaker U. founder, Timothy O'Brien, "Your fate could be sealed even before you utter a single word. The reality is you are the product, like it or not."

No one has ever stated it better than Napoleon Hill: "People buy your personality and ideas long before they buy your products and services." Yet, in his best-selling book, *What Clients Love*, Harry Beckwith reports that the facts reveal that most of us try to sell exactly the opposite; we sell price first, products or service second, company third, and ourselves last.

What all this means for your success is, that your personal brand and how you market yourself are far more important than price, product, and yes, even smarts.

A personal brand is not something you can choose to have or not have. Everybody has a personal brand. What you can choose is whether yours is positive, negative, or neutral. If you're going to have a personal brand anyway, why not make it a great one?

According to O'Brien, a personal brand is "a personal identity that stimulates a meaningful emotional response in another person or audience about the qualities or values for which that person stands." For example, when you think of former Enron CFO, Andrew Fastow, who was initially charged with 78 counts of fraud, what are the values or qualities that come to mind? Trust? Honesty? Credibility? Probably not.

The single most important step in building a great personal brand is accepting the fact that what you think of yourself is nearly irrelevant. Branding is all about what others think of you. Al Ries and his daughter, Laura, authors of *22 Immutable Laws of Branding*, define the process of branding as "reserving a word or phrase in the mind of another." To build a personal brand, you begin by identifying the emotion you want to evoke in your audience. Then you identify the word or phrase that reflects that emotion, and which you want others to associate with you. Lastly, you must, must, must consistently engage in intentional behavior that promotes and reinforces the word or phrase you have chosen.

Anyone whose success depends upon or requires the cooperation of another individual or group needs a great personal brand. Financial planners need to sell their clients on their capabilities. A CFO of a publicly traded company needs to sell Wall Street on the integrity of its company's numbers. A minister needs to sell his flock on the message of the gospels. Now more than ever, he who has the best personal brand wins!

The best part of personal branding is that it focuses on the most important asset you have — you. Personal branding is about standing for something. Your personal brand is the embodiment of the values and qualities you cherish. Build a great personal brand and you won't have to follow the crowd. The crowd will follow you. ■

## Independence Day Facts

Specifically, the 4<sup>th</sup> of July, commemorates the adoption of the declaration of Independence by the Continental Congress in Philadelphia, Pennsylvania on July 4, 1776. This is when the thirteen colonies declared their independence from England.

The adoption of the Declaration was not unanimous. New York abstained from voting, Pennsylvania and South Carolina voted no, and Delaware was divided!

The Liberty Bell was rung on July 8, 1776 to announce the adoption of the Declaration of Independence.

**31** – Number of places nationwide with "liberty" in their name. The most populous is Liberty, Missouri (29,149). Iowa has more of these places than any other state with four: Libertyville, New Liberty, North Liberty, and West Liberty.

**11** places have "independence" in their name. The most populous of these is Independence, Missouri, with 116,830 residents.

**5** places adopted the name "freedom." New Freedom, Pennsylvania with 4,464 residents, has the largest population among these.

There is **1** place named "patriot" --- Patriot, Indiana, population 209.

And what could be more fitting than spending the day in a place called "America?" There are **5** such places in the USA, with the most populous being America Fork, Utah, with 26,263 residents.



## 4th of July Fun Food Facts

It is estimated that over 155 million hot dogs are consumed on July 4<sup>th</sup>. There is more than a 1 in 4 chance you will have eaten a hot dog on the 4<sup>th</sup>.

There is a better than 50/50 chance that baked beans and/or corn on the cob accompanied that hot dog. Other popular sides include potato salad and potato chips. 76 million Americans celebrate the 4<sup>th</sup> with a barbecue.



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We'd like to wish YOU a safe and happy Fourth of July!

## 5 Highest States for Taxes

State	Income Tax	Sales Tax	Property Tax Per Capita	Inheritance Tax
1. Connecticut	5.00%	6.35%	\$2,381	7.2% to 16% with a 2 million exemption
2. New Jersey	6.37%	7.00%	\$2,625	See Note 1*
3. New York	7.85% (8.97% if income is greater than \$500,001)	4.00%	\$2,009	0.8% to 16%
4. Massachusetts	5.30%	6.25%	\$1,789	0.8% to 16%
5. Maryland	5.50%	6.00%	\$1,171	See Note 2**

\* Note 1- Transfer to a spouse, lineal descendant or charitable organization is tax-free, transfers to children-in-law are taxed at 11% to 16%, and all other transfers are taxed at 15% to 16%

\*\* Note 2- Spouse, linear-descendants and sibling transfers are tax-free; all other transfers are taxed at 10%

## 5 Lowest States for Taxes

State	Income Tax	Sales Tax	Property Tax Per Capita	Inheritance Tax
1. Mississippi	5.00%	7.00 %	\$785	None
2. South Carolina	7.00%	6.00%	\$963	None
3. Tennessee	0.00%	7.00%	\$752	Transfer to a spouse is tax free; all other taxed at 5.5% to 9.5%
4. Alabama	5.00%	4.25%	\$495	None
5. Alaska	0.50%	0.00%	\$1,559	None

Source: <http://money.msn.com/taxes/5-highest-5-lowest-states-for-taxes>

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