

TIP DU JOUR

Hiring accountant takes preparation

If you own a business, hiring an accountant might be a wise move. But choosing one can have its challenges, says Tony Lee, publisher of online Web site StartupJournal.com.

Lee offers this advice when trying to choose an accountant.

■ Determine what services you'll need (tax preparation, filing monthly local and state taxes, payroll).

■ Ask who you'll be working with. Hiring a big firm doesn't necessarily mean you'll be working with the most experienced people.

■ Inquire about fees. Hourly rates can range from \$150 to \$300 an hour for a larger firm, and between \$75 and \$100 an hour for a smaller one.

■ Find a firm with your general philosophy and approach. They should be as aggressive as you are about tax strategies.

■ Obtain recommendations and work with someone you trust.

Contact: www.startupjournal.com

PEOPLE

Archer & Greiner adds partner

The law firm of Archer & Greiner, announces that Lloyd H. Tubman joined the firm's land use



TUBMAN

practice. She joins the law firm as a partner in the firm's Flemington office.

Tubman concentrates her practice in zoning approvals and in federal and state environmental compliance, with broad development planning and regulatory enforcement, as well as particular wetlands, water quality, flood hazard area and utility experience.

Hill International promotions

Hill International Inc., the Marlton-based construction consulting firm, promoted Renny Borhan to senior



BORHAN

vice president in charge of the London and Abu Dhabi offices for Hill's Construction Claims Group. In this new position, Borhan will manage all claims consulting and dispute resolution services. Borhan previously was senior vice president in charge of corporate business development.



The company also promoted Manolis Kotsifis to vice president in charge of business development efforts for its Middle East subsidiary. Kotsifis previously was a director of business development.

SAVE THE DATE



Business group plans power lunch

The Gloucester County Business Association hosts a power luncheon on Thursday at 11:30 a.m. at Adelphia Restaurant in Deptford. The topic is "Cost Effective & Tax Efficient Programs Designed to Help you Save Money." A panel of speakers will present ideas and tips to help you save money.

Cost: \$10 for members, \$15 for guests.

RSVP: (856) 384-8182.

Work & Save

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Contest promises \$25,000 for next great office gadget

By CYNTHIA R. NELSON
Courier-Post Staff

Imagine sitting at your desk without a stapler, Post-it notes or even a paper clip. Ordinary people created these office products to make their work life easier.

Do you have an idea for an easy office product?

A recent survey by Staples shows that 44 percent of 1,000 office workers surveyed stated they have had an idea for a new product but did not know how to bring that idea to market.

To help budding inventors, the company created the Staples Invention Quest, a contest to find the next great office products.

Besides giving inventors the gratification of seeing their ideas hit the shelves in 1,600 office superstores, Staples promises to share the profits.

The contest has a grand prize of \$25,000. Last year's winner was a California man who created Word-Lock, a combination lock that allows users to select their combinations using letters rather than the traditional set of numbers.

Medford Lakes resident Terry Wilson is hoping for a piece of the prize. Wilson, a professional artist and Web developer, is entering her invention — the TightPod, a fabric covering for laptops, iPods and other electronic gadgets. "I have a little Apple PowerBook and because I like to travel light, I'm fond of putting it in places like my pocketbook or inside a tote bag," said Wilson, admitting she doesn't like to carry a briefcase just to hold the computer. "But I wanted to put something around it to protect it from getting scratched or having it open up."

"I rummaged through my lingerie drawer looking for a pair of tights but it wasn't quite right," Wilson said. Eventually she settled on patterned Spandex fabric, similar to what bathing suits are made from, which she fashioned into a sleeve for the computer. "It's simple with a closure at the top but it's fine."



AVI STEINHARDT/Courier-Post
Terry Wilson of Medford Lakes wraps a laptop in her invention, the TightPod. Wilson travels light but wanted to protect the computer from getting scratched or opening.

KEY POINTS

According to the Staples survey of 1,000 working Americans, the following statistics hold true:

- The most frequently stolen item from peoples' desks is a pen (59 percent).
- 28 percent of respondents say the calculator is the greatest office product invention of all time.
- Sticky notes came in second capturing 21 percent of the vote.

Wilson admits she never really thought her basic cover would be something other people might want, but "it's attracted attention every time I pull it out," she said.

"People wanted to know where I got it."

Acquaintances encouraged her to enter the TightPod in the Staples contest. "It's a great opportunity

because I don't know how you could go forth to market ideas to the stores," she said. Certainly the cash award and recognition are incentives but Wilson added, "What's more appealing is the possibility of Staples developing and commercializing the product."

Regardless of whether she wins, Wilson said she plans to further develop her TightPod.

Visit www.staples.com for more information.

COLUMN PREVIEW

Secret state incentives to lure firms could backfire

Question: Should states be able to keep their offers to attract business secret?

An article in *CFO* magazine says what is happening in Georgia could have nationwide impact. Many states are doing their best to make attractive offers to have companies come and locate their businesses with-

William Price
By The Way



in their borders.

The problem in keeping what they offer secret is the

backlash that can come from others when the particulars are made known. Georgia has proposed a state law that would keep incentives, such as state grants and tax credits, se-

cret. The article goes on to say that passage of such a law is unlikely, but the point is that such a law has been put forward in the first place. If all states had such a law the result could be chaos.

William Price writes Wednesdays about business.

ABOUT US

The 'Work & Save' page of the Courier-Post strives to provide readers valuable, concise information to help them at home and at work. Our aim is to give you tidbits of information to help you work smarter, be more productive, reduce debt and keep more money in your pocket.

Reporter **Cynthia R. Nelson** compiles Work & Save with assistance from staff and Gannett News Service reports.

For more tips and detailed information, go online to courierpostonline.com/news/workandsave.



TALK TO US

If you have a favorite dollar-stretching tip, saving strategy or productivity advice, contact us. Got a new job? A promotion? Let us know.

Send us your news and suggestions.

Contact Nelson at (856) 486-2460 or via e-mail at cynelson@courierpostonline.com or by mail at Work & Save, Courier-Post Business News Department, P.O. Box 5300, Cherry Hill, NJ 08034. Please include a daytime phone number.

SURVEY SAYS

Poll: Workers feel stress

Life is gaining on work as a source of worker stress. Researchers at ComPsych Corp. in Chicago released a StressPulse survey that found 69 percent of workers polled by the company in January and February said they felt "high levels of stress, with extreme fatigue/feeling out of control."

The percentage was up 2 percentage points from the comparable total for the second half of 2004.

What stresses you?

The survey asked people what they attributed their stress to.

People issues	34%
Workload	40%
Work/personal life	21%



Courier-Post, Gannett News Service

HONORS & AWARDS

S.J. man honored by Dale Carnegie

Gus Horiates, manager for three years at Adelphia Restaurant in Deptford, was honored recently when he received the Highest Award of Achievement based on a vote of his Dale Carnegie class members.



Horiates was one of 31 people to go through a 12-week professional training course with Dale Carnegie Training of Southern New Jersey.

MONEY SENSE

Easing the pain of college costs

Going to college is not cheap, so it's important not to skimp on anything that will help underwrite the cost, says Brian Greenberg, a Marlton accountant and certified college planner.

Greenberg

says families often make mistakes during this time: not filing or filing incomplete applications.

"Too many parents fail to apply because they believe they will not receive any aid," he said. But failure to file prevents awarding not only need-based aid but also eliminates federal loans.



GREENBERG

His advice? Complete the Free Application for Federal Student Aid, because if you don't, you won't know what support you can obtain.

The FAFSA is available at www.fafsa.ed.gov.

OF NOTE

Jewish network hosts art event

The Cherry Hill Jewish Business Network sponsors an event on Thursday in honor of Israel Independence Day. "Art and Networking" will be held from 6 to 8 p.m. at the Rutgers-Camden Center for the Arts, Stedman Gallery at 3rd & Pearl streets.

A buffet from Macca-beam Restaurant will be served. Cost is \$25. Call (877) 526-4286.

CHECKLIST

How to avoid phone scams

If you're tempted to give money to a telemarketer, e.g., for a charity, consider



these things before you do:

■ Request that the solicitor send you written information.

■ Contact the charity directly to verify that the telemarketer actually represents them.

■ Never give them your credit card number.

■ Never give cash.

■ Check out the charity at www.state.nj.us/lps/ca/charfrm.htm, which is the N.J. Division of Consumer Affairs' Directory of Registered Charities.

Information courtesy of checklists.com.

EXPANSION

Metrologic grows

Blackwood-based Metrologic Instruments, Inc. opened a newly structured Service and Repair Center in Suzhou, China.

The repair center is part of the MTLG Auto ID Instruments (Shanghai) Co., Ltd, Metrologic's local sales company.

OF NOTE

Hospitals beef up investments

A study by leading IT research firm Info-Tech Research Group finds that over 60 percent of small to medium sized hospitals will increase their IT security investment in 2005, with 13 percent dramatically increasing this investment.

This isn't surprising given a report issued in April by the American Health Information Management Association that said as of January, less than a quarter of all hospitals and health systems were fully compliant with the Health Insurance Portability and Accountability Act security regulations.



The report indicated that most of the hospitals would invest in security software and hardware. Other investment plans include beefing up storage and telephony.

Additionally, over half of all hospitals with more than 500 employees are planning to implement voice over Internet telephony technology.

ALPHABET SOUP AAMS

AAMS stands for Accredited Asset Management Specialist. It is a designation awarded by the College of Financial Planning for persons in the asset management field.

The college formed the program as a way to respond to the growing emphasis on building lasting client relationships. To earn the designation, students must complete a self-study course and pass an examination on asset management topics that includes real-life examples, figures, and tables translating investment concepts into everyday work experience. They must also adhere to a strict code of ethics.

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