



Looking for a CPA firm with great ideas for your growing business?

We've got 50 year's worth.

If you are seeking a new CPA firm, we're ready to listen to your challenges.

And, to celebrate our 50th anniversary we've published an idea-filled free guide, "50 Ways to Improve Your Bottom Line."

For your copy, e-mail us at: info@thehuntergroup.com or call us today.

Hunter Group CPA, LLC
17-17 Route 208
Fair Lawn, NJ 07410

1 800 235 9381
Fax: 201 261 8588
www.thehuntergroup.com



NJIT

New Jersey's Science & Technology University

The Edge in Knowledge

- Engineering
- Architecture
- Science
- Management
- Computing
- Incubators
- Hiring
- Continuing Education

NEW JERSEY INSTITUTE OF TECHNOLOGY
UNIVERSITY HEIGHTS, NEWARK, NJ 07102-1982

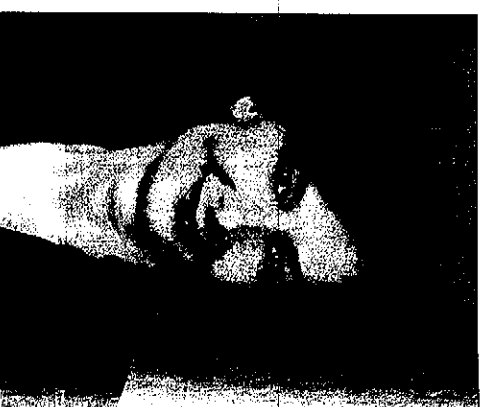
www.njit.edu/research



Michael L. La Motta, partner-in-charge of tax services with Wiss & Company

A Moving Target

College planning, notes Bradley H. Bofford, a partner with Financial Principles in Fairfield, is so complicated "because in many ways it's a moving target." Variables here include the inflation rate of college costs, a parent's own savings rate, the rate of return received on investments, the type of college (public or private) and the location (in-state or out-of-state) that a student decides to attend, and the financial aid for which the student qualifies. These uncertainties notwithstanding, according to Bofford, "it's always better to have the discipline to start planning as early as possible."



Barbara Tahbi, senior tax manager with Eisner LLP



Ted Napoli, a shareholder at WithumSmith+Brown

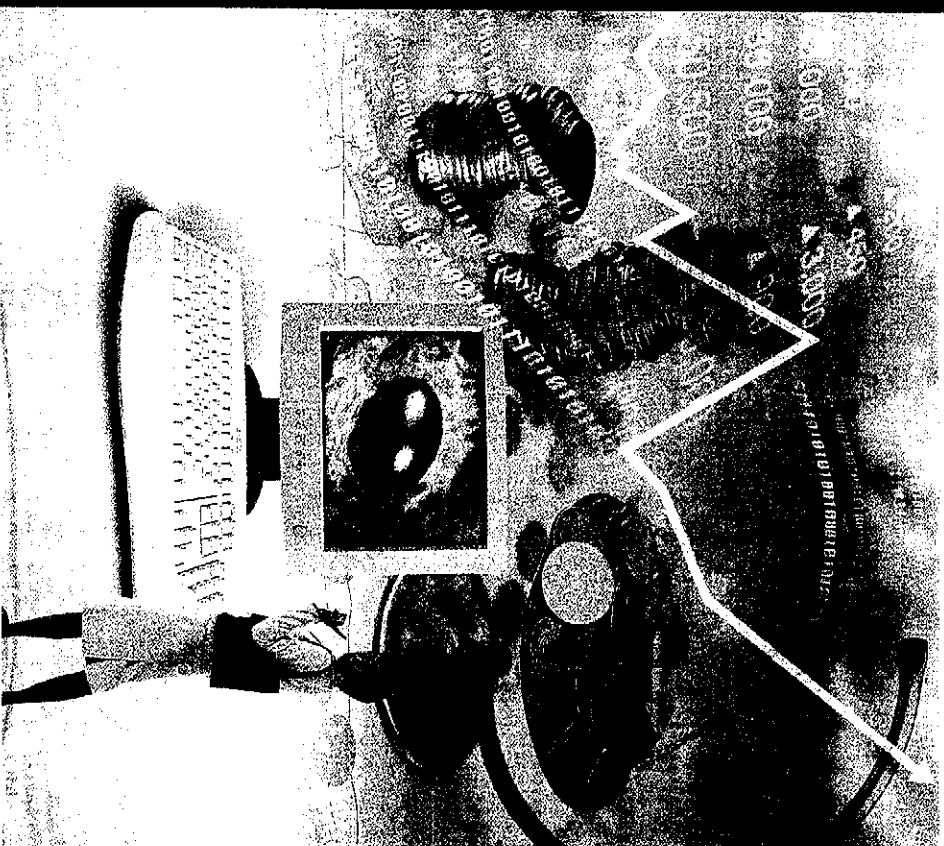
One question that often comes up in this planning process is whether to give priority to college savings for students or retirement savings for their parents. Like most financial consultants, Bofford comes down on the side of retirement. "In conversations with clients," he says, "we advise putting retirement in the forefront. If you have to choose between retirement and education saving, choose retirement. The length of time [that has to be covered] is longer. You can also borrow for college while you can't borrow for retirement."

Barbara Taibi, senior tax manager with Eisner LLP in Florham Park, elaborates on this theme. "It's important that you don't put all your [family] savings into a child's college fund at the



Scott Michael with Eric Financial Advisors

Bederson. What makes us different from other accounting firms?



At Bederson, good just isn't good enough. You'll discover that when you do business with us.

The professionals who work here understand that meeting your expectations is not our goal. Exceeding them is.

The variety of services we offer equals or surpasses many large firms, and the quality of our people and their dedication to your business does, too.

So, work with Bederson. You'll like the difference.

Please contact Ed Bond or Mark Mazza

- Accounting and Auditing
 - Arbitration
 - Bankruptcy
 - Business Consulting
 - Estate Planning
 - Forensic Services
 - Healthcare Consulting
- Insurance Claims
 - Litigation Services
 - Mediation
 - Tax Compliance & Services
 - Testimony
 - Valuations



405 Northfield Ave., W. Orange, NJ 07052 • 973-736-3333
www.bederson.com

expense of your own retirement money. There are many other sources to pay for a child's college, such as loans.

"A child has a lifetime to pay off school loans," she continues, "but a parent may only have a 10- to 15-year window to save for retirement after spending all their savings on a child's college. There are more options for a child, fewer for a parent. Once a 401(k) is gone, it's gone. You shouldn't eat up all

these accounts for college."

One option available for accumulating assets for a child's education is the Coverdell Education Savings Account. It's an important savings vehicle for many parents, but as Taibi explains, it comes with limitations. "You can't put more than \$2,000 a year into a Coverdell," she says, "and there's a cap on total contributions. There's an income limitation as well. You can't



Bradley H. Borford, a partner with Financial Principles

EISNER

Experience the Eisner Difference



Get the Attention and Advice You Deserve.

Eisner's success as an accounting and advisory services firm is based on close client/partner relationships. By continuously keeping the lines of communication open with our clients, we are able to bring creativity and insight to the table on a timely basis.

We provide a full complement of services, including:

- Accounting and Auditing
- Public Company/SEC Services
- Corporate Governance and Risk Management Services
- Tax Advisory Services
- Wealth Management
- Financial Services
- Employee Benefits
- Litigation Support
- Bankruptcy and Insolvency
- Business Services to Entrepreneurs and Family Offices
- Services to Not-for-Profits
- Services to Real Estate Entities
- Services to Sports, Media, and Entertainment Companies

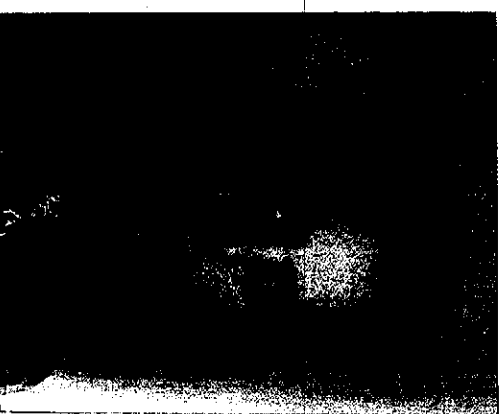
Eisner LLP
Accountants and Advisors
www.eisnerllp.com
Independent Member
of Baker Tilly International

100 Campus Drive
Florham Park, NJ 07932
Tel 973.593.7000
Fax 973.593.7070

Contact: Eli Hoffman
ehoffman@eisnerllp.com

What's In A Name?

When preparing an education investment plan, it's important that assets are in the right person's name — i.e., legally owned by that person. Assets in a parent's name matter relatively little when it comes to qualifying for college financial aid. The parent's income is far more critical. A student's assets, however, are given far greater weight.



Steven P. Bortnick, a partner with Benderson & Co.