

News You Can Use

A Member Service of the American Association of Daily Money Managers

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DAILY MONEY MANAGEMENT IN THE NEWS

Steps to help aging relatives handle finances (*Houston Chronicle online*, Feb. 6, '09). "If you don't want to take over aging relatives personal finances altogether, family members can take steps to start helping:-Help simplify matters by setting up direct deposits for income like Social Security and pensions, and automatic bill payment for recurring expenses.- Minimize the number of accounts they have to keep track of.- Set up a regular meeting with your relative to review what he or she has done. - Hire a **daily money manager** or contact AARP to find out if your relative qualifies for free volunteer help.- Arrange for duplicate bank and bill statements so you can track income and spending."

MEMBERS IN THE NEWS

Family Finance: Elders may need help with finances (*Associated Press*, Feb. 6, '09). "The signs are often subtle, but they may indicate that aging relatives are no longer able to handle their personal finances. Family members who sense this may want to step in and take over, but that could set up an emotional confrontation. It could also make older relative fear losing their independence. There are options to provide help, but they all start with having a conversation that can be difficult. . . . Family members who do not live near elderly relatives or encounter resistance may consider bringing in a bookkeeping service or a daily money manager. **Roberta Gosier, president of the American Association of Daily Money Managers**, explained a daily money manager will meet with the person and help them get their financial affairs in order. Typically, visits take place a couple of times a month, she said, and most of the time they get permission from the client and don't need a power or attorney or other legal arrangement. . . . Her organization has created a certification program intended to qualify credentials and standards of practice." [Elders may need help with finances](#)

NEWS YOU CAN USE

PR 101: Your Most Important Audience – Employees (*Franchise Times*, Jan. 09). "In tough times, many executives do the opposite of what their stakeholders need them to do. Instead of opening up and sharing information, they clam up. . . . Before uncertainty and fear make their way into your business, take time to communicate with one of your most important audiences - your employees. . . . The down economy inevitably pushes consumers to view many products and services as commodities, focusing solely on price. Customer service is your point of competitive differentiation. . . . You may feel the weight of the world on your shoulders, but why are you going it alone? You hired your employees for good reasons It makes perfect sense to make them part of the process. . . . The unknown is often scarier than the truth. In these tough times, sending messages with your employees' best interests in mind inspires loyalty. Make sure they understand how valuable they are to you. Telling, and showing, your employees you care about them and their futures with the company makes them less likely to jump ship and more likely to do whatever it takes to help." [PR 101](#)

Can the world live with a frugal American consumer? (*Business Week*, Jan. 29, '09).

"Management IQ" column writer Diane Brady notes, "For all the criticism of Americans and their profligate spending in recent years, it's clear that their appetite kept a lot of people in business. . . . The impact of the sharp drop in spending has proven devastating to manufacturers. . . . Americans have accounted for nearly a quarter of global consumption in recent years, about three times the level of spending by consumers in China and India combined. Now, the U.S. consumer engine is slowing at a record pace. . . . The question is how long Americans will stick to their tighter ways. Will frugality become the "new normal" among Americans, as some people fear?" [Can the world live with a frugal American consumer?](#)

Protecting Your Personal Assets (*Business Week*, Feb. 17, '09). In her "Smart Money" column, Karen Klein writes, "First off, be aware that entrepreneurs typically put some assets on the line—and if the business fails, they don't recover everything. But there are ways to minimize your risk, starting with forming a legal business entity that provides liability protection. . . . While choosing the proper form of incorporation is an important step in protecting your personal assets, you'll also want to call your insurance agent—something many startup entrepreneurs neglect to do. . . . Even if you take the steps we've outlined here, it's likely that you'll be asked . . . to personally guarantee some contracts for your startup. . . . If you do have to sign a personal guarantee to lease an office or get a loan, negotiate for limitations on the amount you'll guarantee and for how long. . . . Lastly, common sense can help you limit risk, suggests Clifford R. Ennico, a small-business legal expert in Fairfield, Conn. 'When dealing with new clients and customers, trust your gut instincts,' he says. 'If the people seem irrational, off-balance, or difficult in any way, tell them you're too busy to work with them and refer them to someone else—preferably your worst enemy.'" [Protecting Your Personal Assets](#)

5 Ways to Cut Elder-Care Costs (*Smart Money*, Feb. 13, '09). "The so-called sandwich generation -- those caring for their children *and* their aging parents -- are being squeezed more than ever these days. . . . On average, these informal caregivers who take care of an elderly friend or relative spend \$5,500 a year just on the day-to-day expenses like food and doctor visits, according to a 2007 study by the National Alliance for Caregiving and Evercare. . . . Should that elderly parent need to be put in a full-time facility, the costs rise exponentially. . . . To help you better manage the costs of caring for an elderly loved one, follow these tips. . . . Negotiate . . . Offer to share a room . . . Hire a geriatric-care manager . . . Adult day care . . . Hire a part-time caretaker . . . " [5 Ways to Cut Elder-Care Costs](#).

In Your Business, Do You Hunt or Explore? (*Entrepreneur*, Jan. 9, '09). "Health & Wealthy columnist Kristin Wehner Keffeler writes, "The roles of hunter and explorer are both valuable and are, in fact, mutually supportive. . . . Hunting is a tactic that uses a plan to achieve a specific outcome. It's task-focused with "success" defined by the accomplishment of that outcome. Exploring, on the other hand, is an endeavor of curiosity where the "beginner's mind" is an asset and the journey is more important than the destination. It's possibility-focused with "success" defined by uncovering something new. Think about your health, your business and your life in 2008. What hunts did you participate in? Where did you execute on a clearly defined plan? How did you fare? Is it time to take a step back and get a broader view of the landscape? . . . As the new year unfolds, try donning your explorer's cap. View the upcoming year with the curiosity and excitement of an adventurer embarking on new terrain." [Do You Hunt or Explore?](#)