

New Horizons

Club Calendar

Feb 8 – Social Media Discussion
 Presenter: Cynthia

Feb 15 - Worksite Wellness Programs
 Presenter: Irene Shetron
ishetron@chesco.org
 Phone: 610 344 6441

Feb 22 – Iliana Krop Wilensik
 Director of Springbrook Farms

Today's Program

Classification Talk - Mark Shuffelbottom

GWCSR Club Programs

January 18, 2012

-Submitted by Celia C. Esplugas

Bronwy Martin, Chair of The Permanent Fund, presented on the nature and function of this Fund.



First, she explained that donations help support Rotary Foundation programs that advance our mission of "doing good in the world." Donors have certain benefits, such as tax benefits and reduced capital gains tax on gifts of appreciated property. Second, Ms Martin stated that there are no age or income limitations to become a benefactor or bequest society member. And the donor does not have to contribute any money while alive. Finally, she outlined the easiest way to make a charitable gift: to write a short paragraph with the amount of the gift in the will, naming the Rotary Foundation as beneficiary.

To conclude, Ms Martin pointed out that by making The Permanent Fund a part of your legacy, you will contribute to addressing the world's greatest needs.

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January 25, 2012

On January 25, 2012, Rosemarie Dempsey, Helen Semus and Edward Fronczkowski addressed a very timely and needed topic: financial services. Their presentations follow.



Protection Products

-Submitted by Rosemarie Dempsey
 Protection Products are insurance products. Life Insurance, Disability Insurance and Long Term Care Insurance are three insurance products considered the backbone of or the floor underneath all of your investments and assets. There are two kinds of **Life Insurance** : Term and Perm. Term Life Insurance lasts for a certain time period. There are basically two parts to Term Insurance, the number of years you are covered and the death benefit amount. The only way anyone gets any money from the policy is if the insured passes away. Permanent Insurance or Whole Life lasts your whole life. You can constantly benefit from a Permanent policy throughout your whole life. There are three aspects to a permanent policy:

Death Benefit, Dividends, and Cash Value.

Disability Insurance: This is insurance on your pay check. If you become disabled and cannot work Disability Insurance can replace your paycheck until you recover. I talked about the GAP in Disability Insurance offered through your employer.

Long Term Care Insurance can protect your Estate and can be used for in-home care, assisted living and full nursing home care.

Who Is Helen J. Semus?

-Submitted by Helen Semus
 Helen Semus is an Edward Jones financial advisor in Glenmoore, Pa. Her branch office is located at 2928 Conestoga Road Glenmoore, PA. "I entered the financial-services industry because I like helping people achieve their long-term financial goals," Semus said. "Building relationships with my clients and in my community is key." Edward Jones financial advisors meet face to face with clients to build strong relationships. "And we do so by offering excellent client service through our convenient branch locations in the communities where our clients live and work," Semus. Edward Jones provides financial services for individual investors in the United States and, through its affiliate, in Canada. Every aspect of the firm's business, from the types of investment options offered to the location of branch offices, is designed to cater to individual investors in the communities in which they live and work. The firm's 12,000-plus financial advisors work directly with nearly 7 million clients to understand their personal goals -- from college savings to retirement -- and create long-term investment

solutions that emphasize a well-balanced portfolio and a buy-and-hold strategy. Edward Jones embraces the importance of building long-term, face-to-face relationships with clients, helping them to understand and make sense of the investment options available today. Edward Jones, which ranked No. 5 on *FORTUNE* magazine's "100 Best Companies to Work For" in 2012, is headquartered in St. Louis. The Edward Jones website is located at www.edwardjones.com, and its recruiting website is www.careers.edwardjones.com. Member SIPC.

IRS Changes the Way Capital Gain Transactions are Reported

Submitted by Edward Fronczkowski

Previously when you sold shares of stock or a mutual fund your investment advisor was required to provide information to the Internal Revenue Service (IRS) regarding the sales price of the investments you sold. Often your advisor would provide you with information on cost basis to assist with your tax preparation, but that information was not shared with the IRS. New reporting rules that come into play starting with 2011 tax year require investment advisors to begin reporting the cost basis of investment products to investors and to the IRS. The new rules are effective beginning January 1, 2011 for stocks, January 1, 2012 for mutual funds and January 1, 2013 for financial instruments such as debt securities and options.

There are three ways to calculate the cost basis

- First In First Out (FIFO) - Under this method securities are sold in the order they were purchased.
- Average Cost- The cost of all shares is divided by the number of shares to calculate the average cost per share.
- Specific Identification- The seller makes a decision as to which particular shares are sold. This method allows the taxpayer to create the best possible tax outcome.

Unless instructed otherwise your investment advisor will use FIFO for determining which lot of corporate stocks you sold and the Average Cost method for mutual funds and dividend reinvestment plans. Since these methods may not be the most advantageous, you will need to let your advisor know which method you want to use. You must notify your advisor before the date of settlement, which is usually three days after the trade date. You need to work closely with your investment advisor and tax advisor because the decisions you make will have an impact on your tax planning.

On January 18, 2012, Robbe offered a brief workshop on how to ask for donations for Charter night. She distributed a handout including manners to approach donors and focus of the meeting, among other relevant matters.

Announcements:

- Dawn reminded members to pay their dues.
- Our Pancake Breakfast is scheduled for October 13, 2012.
- Pam is selling tickets for The Chesco Pops winter concerts.
- Members of West Chester University Rotaract attended our January 28 meeting. They are looking forward to collaborating with us.
- The minimum ticket price for Charter night will be \$85. Members will receive more information about this event via e-mail.

Member News **Rotarian Jorge Wolfsohn,** **Serving the Community**

-Submitted by Celia C. Esplugas

Jorge E. Wolfsohn, M.D, ear, nose and throat specialist, has had a long and fruitful association with Rotary Río Paraná, Argentina. He was President of this club from 2005 to 2007 and a member of the Committee for Public Relations of Rotary International, District 4880. Through Rotary, among other institutions, Dr. Wolfsohn has shared his main research topic, Acoustic

Social Trauma, with the community in pursuit of his goal: to educate youngsters with hearing problems due to loud noises and music. Dr. Wolfsohn states that this acoustic violence, which is a problem affecting young people from all socioeconomic levels, frequently leads to aggressive behavior. Although this behavior used to stay within reasonable limits (for example, playful manners and jokes), it has gradually become more problematic, ending sometimes in alcoholism, drug addiction, and other social pathologies.

Founder and director of the ACE Program (Audición [Hearing], Communication, Education), Dr. Wolfsohn has offered numerous lectures and workshops under the sponsorship of Rotary Río Paraná, Rotary International-District 4880, and the National Argentine Gendarmerie.

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www.programaACE.org



March 24, 2012

Charter Night

Venue: Radley Run Country Club

May 19-20, 2012

Sausage Booth

Chester County Hospital
May Festival

October 13, 2012

Pancake Breakfast

January 22, 29

February 4, 2012

The Chesco Pops Winter Concerts

For more information visit their website at www.chescopops.org

February 25, 2012

Latin Dance Party!

A dance lesson and general dancing.

From 7:30 to 11:30 pm.

Admission \$15

For information call Brian at 302-798-6330 or Take the Lead at 302-234-0909

WCHE Radio —1520 AM

Cynthia Ericson

This Week In Business

Live on Tuesdays from 3–4 pm

1/31/12 Rosemary Dempsey

2/7/12 BEST OF SHOW

2/14/12 Katie Walker/Chamber of Commerce (full hour)

2/21/12 Alice Weygandt/

Stargazers Vineyard

2/28/12 BEST OF SHOW

This Week In Service

Airs on Fridays from 4–5 pm

1/31/12 Dempsey & J.Gorman, Dee Rogevich/W.I.M

2/7/12 BEST OF SHOW

2/28/12 BEST OF SHOW

Go to www.wche1520.com and click on the microphone to listen live.

To recommend a guest for the show, please contact Cynthia at Cynthia@ericsonsms.com

**Janet Colliton and Phil McFadden
50 plus Planning Ahead**

Remember to tune in Wednesdays at 4:30 PM on 1520 WCHE.

Fellow Rotarians *Janet Colliton* of Colliton Law Associates and *Phil McFadden* of Home Instead Senior Care, take a lighthearted look at issues affecting seniors and their families today. The show will feature guests and call-ins.

Rotary on the Internet

Sunrise Website:

www.rotary7450.org/WestChesterSun

District Website:

www.rotary7450.org To access "Members Only" information please type "User ID: 7450 Password: action!"

Newsletter Submissions

Please submit news items, edited and ready for publication (Word DOC preferred) in *New Horizons* to Gwenn Knapp mottasia@gmail.com or to Celia Esplugas cesplugas@wcupa.edu