

## Memorandum

To: Clients, Associates & Friends of Pro@ctive CPA  
From: Mark L. Wyssbrod, Managing Member  
Date: September 25, 2013  
Re: Economic Observations

In this memorandum, you will receive information about the following:

- The fed keeps on buying
- Are men confused or lost? Traditional expectations, modern values
- It's the third generation, not the first!

Please contact me should you have any questions. Keep focused on solutions!

### The Fed Keeps On Buying

The US Federal Reserve signaled it would continue to purchase bonds at the same pace. Is this a surprise? In August I wrote that we have all of the right economic ingredients, but are not seeing the results yet. Perhaps the Fed is seeing the same softness and/or perhaps the recovery has still not trickled down to Main Street from Wall Street.

It has felt as if the Fed prepared us for higher interest rates and less purchasing of bonds since May. As a result, the US dollar strengthened and commodities, such as gold, were crushed. However, when “push came to shove” the Fed was just all talk. Will this lead to confusion in the future with Fed communications? Is the Fed a leader and institution of its word or is it forming a “do what I say, not what I do” attitude in hopes we behave?

### Are men confused or lost? Traditional expectations, modern values

I am involved with a local charity and a leadership program. I began noticing a few years ago these boards were mostly females. The last few meetings I was the only male there! I am impressed with the new leadership and vision, but I also began wondering “where are all the other men and why aren't they involved?”

Please do not misconstrue this observation. I am for equal rights for men and women! But I do believe it is worth noting the societal shift which has occurred or is still occurring.

The Great Recession, Small Business Depression, we have incurred had high unemployment, especially for males. The male unemployment bias was so great that the Great Recession was nicknamed “The Man-cession”. This could be due to the industries affected, such as construction and manufacturing.

I could be reading into this a little too much, but the unemployment seems to have really affected the male psyche. It seems as the phrases many were brought up on, which were engrained in our mind, are not true. For example:

- A man brings home the bacon
  - Not during the great recession and not in an equal world!
- A man is the leader of the household
  - Not any longer as females are becoming the financial, emotional and ethical leaders
- A man follows in his father’s footsteps
  - Not any longer as these jobs are disappearing!
- It’s a man’s world
  - The new leaders, especially in certain social groups, are female dominated

*I believe this might have left many males with the mindset of all of the traditional responsibilities, but modern male expectations.* This might explain one of the reasons men are trying to do everything, but not necessarily being effective at anything. The result has been a significant amount of stress.

I welcome your feedback and observations on this topic.

### It’s the third generation, not the first!

The third generation seems to be the sweet spot for technology! For instance, America Online (AOL) was the first generation of the internet; Yahoo! was the second generation of the internet; and the third generation appears to be FaceBook and social media websites. At the time AOL was huge, but now I do not know anyone who pays to dial into AOL’s proprietary software. Yahoo! has been trying to redefine itself for years. Meanwhile, FaceBook and other social media sites are exploding in popularity and growth.

# Pro@ctive CPA

Interact With Your Accountant

Pro@ctive CPA is the first generation of progressive CPA firms. I have learned when you are early you are generally considered crazy or eccentric. Neither of these descriptions is a great description for you at the time, but generally in hindsight, the intelligence can be perceived. Effectively communicating your message is important when you are first or trying to change the status quo.

An understanding of being a first generation company also includes being aware that it's the third generation companies which seem to be most successful. We are trying to make pro-active changes which will make us more effective and efficient which will also allow us to evolve into a second generation progressive CPA firm.

I welcome your thoughts and input on this evolution.

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