

MARKETING & COMMUNICATIONS REPORT

2nd Quarter 2015



PD Events

HBK Sponsored Events

Youngstown

- YSU Ring Dinner
- Hospice Mardi Gras
- AHA Heart Ball

Lawrenceville

- Princeton Chamber Business Gala
- Midjersey Chamber State of the County Luncheon
- Networking Lunch with Fusion Employer Services
- Networking Breakfast with Customers Bank
- Networking Breakfast with Rothamel Bratton (law firm)
- Business Getting Results (BGR) Breakfast (Dec, Jan and Feb)
- Burlington County Chamber Installation Dinner
- 1031 Exchange Seminar w/Burlington County Chamber and Stark & Stark

Stuart

- Stuart/Martin County Chamber Lunch



Advertisements

Publication	Office	Entity
Business Journal	Youngstown	HBK ; HBKS
Women Wine and Shoes Event	Naples	HBK ; HBKS
CBIA	Naples	HBK
Northwestern PA Film Society	Erie	HBKS
Lake Erie Ballet	Erie	HBKS
Estate Planning Special Supplement (30th Ed)	Naples	HBK ; HBKS
Slice of the Valley	Youngstown	HBK
Molly's House Polo charity event	Naples	HBKS
Alliance chamber	Alliance	HBK
SWFBT Ad	Fort Myers	HBK ; HBKS
Meadville Chamber Ad	Meadville	HBK ; HBKS ; HBKE
Burlington Chamber AD	Lawrenceville	HBK
Busines Journal Ad	Youngstown	HBK ; HBKS ; HBKE ; HBKS
The Herald - Outlook Ad	Hermitage	HBK
The Mahoning Valley Pizza Cook-Off	Youngstown	HBK
NTMA Ad (Blue collar BASH)	Meadville	HBK
Vision Meadville Tribune Ad	Meadville	HBK, HBKE
Night at the Races Ad	Lawrenceville	HBK
OLSH Ad	Pittsburgh	HBK, HBKS
YSU CityScape Ad	Youngstown	HBK
SWFBT Ad	Naples	HBK, HBKS
Ethics Symposium Ad	Hermitage	HBK
Rotary Riffle Ad	Meadville	HBK

Advertisements



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Congratulations

Pete & First National Bank

Thank you for your commitment
to the revitalization to Downtown


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814-336-1512 | hbkcpa.com | 15942
Conneaut Lake Rd | Meadville, PA 16335

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PROUD TO SUPPORT
The New Jersey Agricultural Society
Night at the Races



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The Sorce Family at
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Proud to Support
*The Mahoning Valley
Pizza Cook-Off*
For Potential Development

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Canfield, Ohio 44406



The Wright House
235 West 6th Street
Erie, PA 16507
814-459-1116

Zuck Rd Office Park
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Of Northwestern Pennsylvania

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The time to secure
your future is here.
Let us help.

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**Proudly serving the Meadville
Community for over 30 years**

HBK®
CPAs & Consultants

- Accounting & Auditing
- Business Valuation
- Information Technology
- Business Advisory
- Tax Services
- Human Resources

HBK®
Energy

- Identify/secure investment opportunities
- Utility Due Diligence
- Financial Assessments of oil/gas/mineral rights
- Market Intelligence Reports

Chris Allegretti, CPA
CEO/Managing Principal

Joe Ledford, CPA/ABV, CPA
Principal

Steve Jackson, CPA
Principal

Donnie Young, CPA
Principal

Offices in PA, NJ, FL & OH
888-629-7763 | hbkcpa.com | 15942 Conneaut Lake Road | Meadville, PA

The greatest gift is a portion of thyself. — Ralph Waldo Emerson

Congratulations, Paul and Nancy. We salute you.

HBK® CPAs & Consultants **HBKS®** Wealth Advisors

7000 STONEWOOD DRIVE, SUITE 300 | WEXFORD, PENNSYLVANIA 15090 | (724) 934-8200
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Congratulations

New Officers

WISHING YOU MUCH SUCCESS IN 2015

HBK® CPAs & Consultants

Proudly Serving the
Burlington County Region

609-883-9000 | hbkcpa.com | 2564 Brunswick Pike | Lawrenceville, NJ 08648

HBK®
CPAs & Consultants

119 E. State Street | Alliance
330-821-2150 | hbkcpa.com

Proud to Support

THE MAHONING COUNTY
MEDICAL SOCIETY ALLIANCE

HBK®
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6603 Summit Drive | Canfield, Ohio 44484

HBKS®
Wealth Advisors

Proud to Support

Molly's House

POLO CHARITY EVENT

Ryan Furtwangler, CFP®
Senior Financial Advisor/
President - Molly's House

772-287-4110
1000 SE Monterey
Commons Blvd.
Suite 101
Stuart, FL 34996

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Nicholas R. Odille, CPA, MBA
Senior Manager

HBK®

PROUD TO SUPPORT
SLICE OF THE VALLEY
FIRST ANNUAL PIZZA CHALLENGE

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HBK®
CPAs & Consultants

PROUDLY SERVING
The Mercer County
Community

Martin M. Gargano, CPA
William Hoodin, CPA, PFS
Dominic Mastropietro, III, CPA, MBA
Susan M. Cyphert, CPA

724-981-7550 | hbkcpa.com | 3110 Highland
Road, Suite 101 | Hermitage, PA 16148



You have a vision.
We can help you get there.

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WORKING TOGETHER SETS US APART

239-482-5522 | 8010 Summerlin Lakes Drive | Fort Myers, Florida 33907
239-263-2111 | 3838 Tamiami Trail N., Suite 200 | Naples, Florida 34103
hbkcpa.com

Newsletters

Publication	Date Sent	Number Sent
2014 Year End Tax Planning for Individuals	12/2/2014	10,305
Manufacturing News and Update	12/5/2014	1,762
Business Valuation Brief	12/10/2014	10,292
Tax Increase Prevention Act of 2014	12/18/2014	10,345
Employer Reimb for HC Costs	12/29/2014	10,278
Elder Care Invite	1/7/2015	1,076
Speaking Shale	1/13/2015	210
TPR 3115 Explanation Letter	1/21/2015	10,251
Business Valuation Brief	2/6/2015	10,240
Firm Wide Newsletter	2/19/2015	12,290

Top Newsletter Articles (By Opens)

- An Important IRS Update on Identity Theft from Tax Return Information
- Avoid Borrowing from your 401k Plan
- HBK Energy Shale Industry Update for Ohio & Pennsylvania Stakeholders
- S Corps and Partnerships: Beware of Failure-to-File Penalties

Blogs/News

Blogs

- An Important IRS Update on Identity Theft from Tax Return Information - *Jim Rosa*
- 2015 in Ohio: A Mishmash of Taxes, Fees and Energy - *Steve Franckhauser*
- HBK YOUNGSTOWN REFLECTS on a GROUNDBREAKING 2014 - *Dave Blasko*
- Tax Increase Prevention Act of 2014 - *Nick Demetrios*
- FASB Issues ASU on Pushdown Accounting - *Phillip Wilson*
- Your Business Valuation Brief - *Kelly Bianco*
- Test Your Fraud IQ - *Tom Davis*



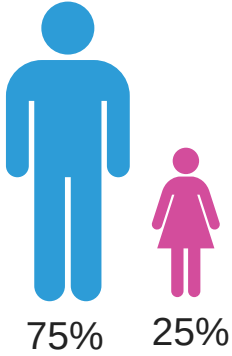
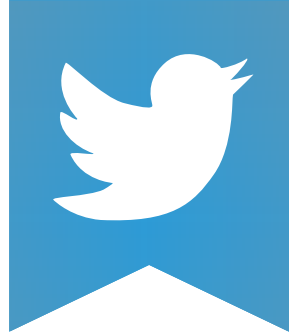
News

- Significant Changes Result from Final Regulations Governing Repairs and Capitalization
- Attention Employers: Potential New Healthcare Reimbursement Penalties
- Elder Care Seminar - Pittsburgh
- 15th Annual Payroll Tax Seminar
- 2014 Year End Tax Planning for Individuals

Twitter

@hbkcpa

623 Followers (↑43)



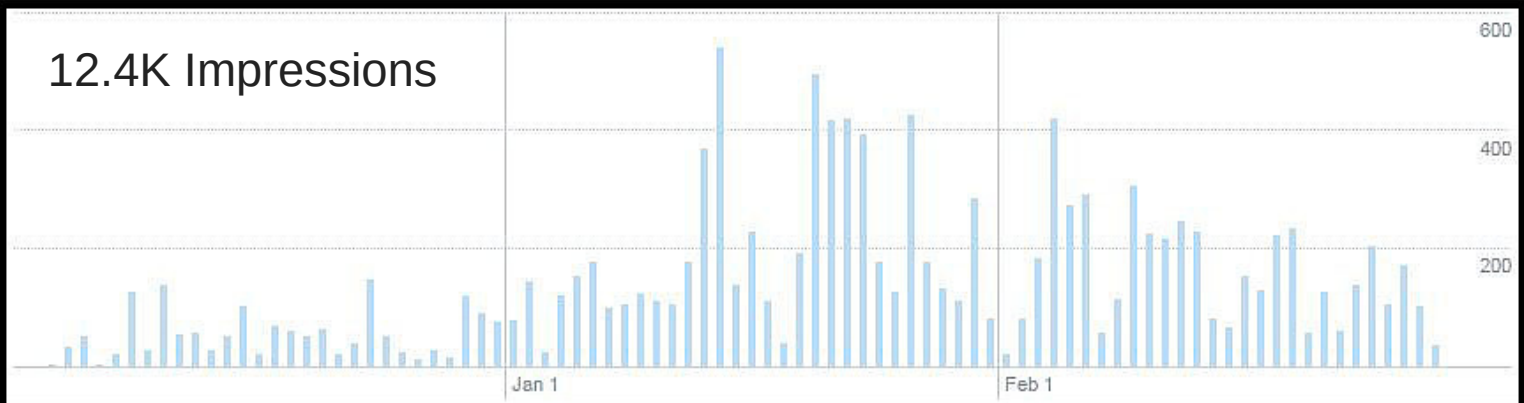
Top Cities

- New York City, NY
- Youngstown, OH
- Cleveland/Akron Area, OH
- Philadelphia, PA
- Pittsburgh, PA

Top Interests

- Business and Finance
- Business news
- Financial news
- Tax Planning
- Business and News

12.4K Impressions



-TOP TWEETS -

By Impressions

HBK CPAs/Consultants @hbkcpa · Jan 23
Good luck to our own Stephen Wloch this weekend as he does the Polar Bear Plunge to support the [@SOOhio!](#)

HBK CPAs/Consultants @hbkcpa · Dec 8
IESBA Offers Web-based Ethics Code for Accountants [lnkd.in/eshGStS](#)

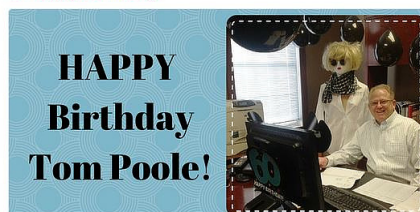
HBK CPAs/Consultants @hbkcpa · Dec 12
Great Leaders Develop People
[lnkd.in/eWQXAUX](#)

By Engagement

HBK CPAs/Consultants @hbkcpa · Jan 12
Just a few of the members of the HBK Youngstown team ready to cheer on OSU! Here we go [@OhioStAthletics!](#) [#GoBucks](#)



HBK CPAs/Consultants @hbkcpa · Feb 12
Someone is 60... Happy Birthday Tom!
[#HappyBirthday](#)



HBK CPAs/Consultants @hbkcpa · Dec 30
Take a look at our HBK Energy Twitter page!
[twitter.com/HBKEnergy](#)



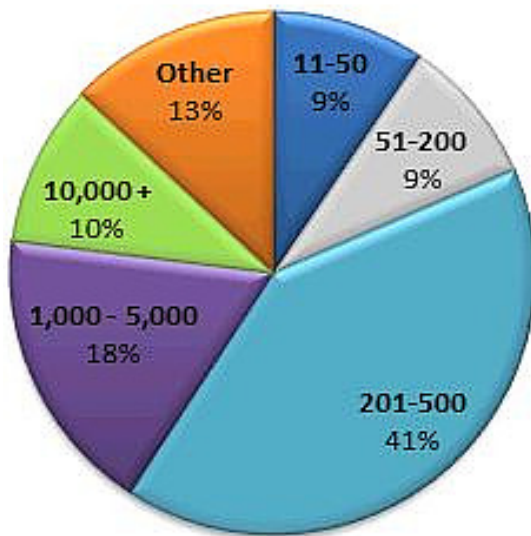
LinkedIn

900 Followers (↑55)



76 % Non - Employee
24 % - Employee

Company Size



Seniority



How HBK Compares

Cohen & Company	4758	↑ 532
Clark, Schaefer, Hackett & Co	3778	↑ 380
Res & Associates, Inc.	2340	↑ 1260
Skoda Minotti	1282	↑ 116
HBK CPAs & Consultants	900	↑ 55



Top Posts

HBK CPAs & Consultants HBK Youngstown's Dave Blasko reflects on a momentous 2014; looks for growth in 2015. <https://lnkd.in/eKNHdV>

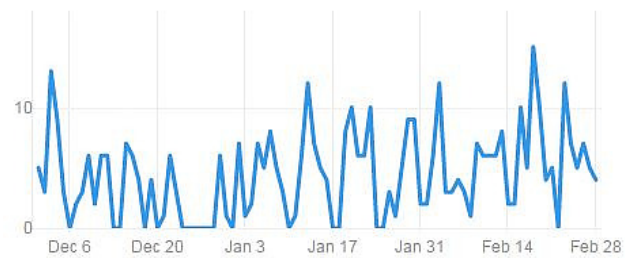


HBK YOUNGSTOWN REFLECTS on a GROUNDBREAKING 2014
hbkcpa.com · Youngstown, OH – HBK CPAs & Consultants of Youngstown is looking to 2015 with anticipation for expanded business growth, increased client service initiatives and an even bigger commitment to community support. "In 2014, we were proud to...

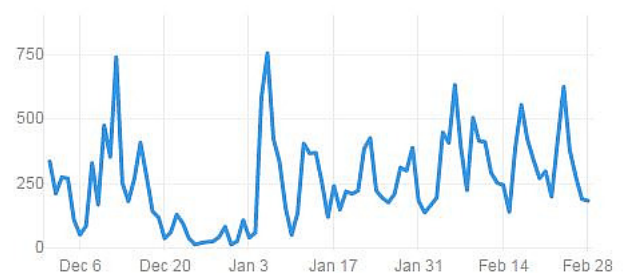
HBK CPAs & Consultants HBK CPAs & Consultants Youngstown would like to thank everyone who attended our 2nd Annual Non-Profit Seminar at the firm's headquarters last week. It was a pleasure to be able to provide updates to our clients and colleagues in the non-profit field

HBK CPAs & Consultants HBK CPAs & Consultants offered Annual Payroll Seminars today in our Youngstown, OH and Erie/Meadville, PA locations. We'd like to send a huge THANK YOU to all hundreds of clients and colleagues who took time from their busy schedules to spend... more

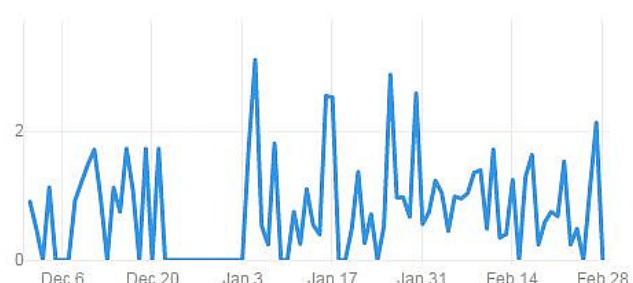
Page Views



Impressions



Engagement %



Team Members

KEY

(A) Alliance

(Ew) Erie Wright House

(Ez) Erie Zuck Road

(Fm) Fort Myers

(H) Hermitage

(L) Lawrenceville

(M) Meadville

(N) Naples

(P) Pittsburgh

(Sa) Sarasota

(St) Stuart

(Yo) Youngstown

NEW HIRES

ADMIN ASSISTANTS

- Terri Youngern (St)
- Sharon Battershall (L)
- Frances Fedele (Yo)
- Evette Major (M)
- Alyse Baker (P)
- Alexandra George (Ez)

ASSOCIATES

- Michael Jennings (St)
- Gary DiTullio (Yo)
- Jonathan Neidhart (Yo)
- Robert Tchatal (St)
- Michael Radich (P)

IT ASSOCIATE

- Michael O'Dell (Yo)

SENIOR MANAGER

- Jeremy Hartzell (P)

CMO

- Michael Baldovski (P)

INTERNS

- Michael Gregory (Ez)
- Larissa Lutz (M)
- Kaitlyn Cook (A)
- Tori Schuller (Yo)
- Taylor Amato (Yo)
- Kory Brady (Yo)
- Jacqueline Podolsky (Yo)
- Emily Najmy (Sa)
- Dominic Patella (Yo)
- Breann Machingo (Yo)
- Lee Wishing IV (H)

- Marc Anthony Rosario (L)
- Justynne Friend (Ez)
- James Steber (Ez)
- David Borisenko (Ez)
- John Diaz (L)
- Danielle Traina (L)
- Daniel Wallin (L)
- Mariah Jensen (P)
- Melissa Bograd (P)
- Renee Kolbeck (N)
- Eric Bautista (Sa)

- Michael Rice (N)
- Cara Nicole Kobow (M)
- Alex McCann (M)
- Annia Zambrano (N)
- Michelange Jean-Baptiste (FM)
- Stephen Michels (FM)
- Michael Rice (N)
- Annia Zambrano (N)
- Alexandra Martin (Ez)
- Rick Prindle (Ez)

REHIRES

ADMIN ASSISTANTS

- April Staples (N)
- Marcia Hammerle (P)
- Linda L Seiver (M)
- Stephanie Bowe

ASSOCIATES

- Gary DiTullio (Yo)
- Angela Beckett (P)
- Rodney Francis (P)

SENIOR MANAGERS

- Jane Monter (A)
- Shannon Martin (M)

INTERNS

- Nicole DeCenso (Yo)
- Dina Casciano (Yo)
- Anna Broker (Yo)
- Preston Ewing (Al)

PARAPROFESSIONAL

- Beverly Chalupka (H)

EXITS

ADMIN ASSISTANTS

- Laura Rasor (Yo)
- Terri Youngern (S)
- Sharon Battershall (L)

PARAPROFESSIONAL

- Edna Wesley (S)

PRINCIPAL

- Mark Giallonardo (N)

SENIOR MANAGERS

- Greg Stansbury (P)
- Kevin Deardorff (N)

SENIOR

- Paulina Perez (N)