Is Direct Mail DEAD?

Despite the recent financial woes of the US Post Office, direct mail is not only alive and well, but growing. Human beings are social creatures and even though we are more connected than ever before, there is something to be said for striving to connect through more than a computer screen or TV; direct mail is a great media for providing that connection.

Would it surprise you to know that more than 12 billion pieces of mail are delivered each year? That’s nearly 39 pieces of mail per household per week. Sure, that’s a staggering number, but when you consider that the average household receives nearly 200 pieces of direct mail per month, it drops to just a couple of times a week. Something good to eat—which is why I love my Resolution Day. Whether you’ve read the emails, and you’ve seen the fliers, now it’s time to take action! Supercharging your profits! It all begins. It’s nice to know that with all these changes taking place around us, and even more to look forward to in 2015, there’s a few things we can always rely on to remain steady—our family, our friends, and our dedication to our members. This year, as we gather around for what will hopefully be a delicious steak dinner on New Year’s Eve, we’ll toast to the new year and all the new challenges and changes that come with it.

- Michael Rozbruch

New Year, New Changes & Old Traditions

New Year’s Day is just around the corner, and with it, yet another opportunity to make some resolutions that change your life for the better. Of course, some of you will likely drop those resolutions by January 17th (officially dubbed “National Ditch Your Resolution Day”), while others will dedicate themselves to their resolutions all year long.

Personally, I love the word “resolutions”—after all, it’s part of my business! And as 2015 draws near, I’m focusing on a few resolutions of my own. For one, I resolve to take 2015 by storm! It all starts with our conference in Orlando on January 7th— you’ve seen the flyers, you’ve read the emails, and now it’s time to take action! The entire Roz Marketing team will be there and we want to meet everybody... and we mean everybody! If you’re a Roz Marketing member, and you plan on attending the conference, make sure you stop by our table and introduce yourself.

On top of that, I resolve to find new ways to provide even more beneficial information and support to my clients. Part of that means shooting some training videos and creating an online video training course. It’s my goal to be the very best provider of information and education when it comes to marketing within the tax resolution niche. To accomplish that goal, I need to learn everything I can possibly learn, not only about tax resolution, but also the business I’m delivering that service through.

For our members, we have a few resolutions of our own. For one, we resolve to find new ways to provide more information and helpful content to our members through our newsletter, our blog, and our Facebook page. We also resolve to make our member community a better place to be, and we want to meet everybody... and we mean everybody! If you’re a Roz Marketing member, and you plan on attending the conference, make sure you stop by our table and introduce yourself.

There have been a lot of changes and transitions over the past 12 months, but as the new year approaches, we know there’s at least one thing that will always stay the same: the way we ring it in. Every year for the past ten or so years, on December 31st, Rosyln and I meet with the same group of friends for a nice dinner and some bubbly as the countdown begins. Of course, the number one resolution that I make each and every year is to always be grateful for each and every day. After all, every day that I wake up in the morning is a day worth celebrating! And that’s a resolution that I hope lasts long past January 17th.

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2014 was one heck of a year—it’s been a roller coaster, to say the least. We started our business, moved into a new office, and implemented some new systems. On the personal side, one daughter graduated and moved north to attend grad school, while the other packed her bags and moved from Venice beach to Hollywood. She actually lives closer to us now, and we see her whenever she needs her laundry done or something good to eat—which is a couple of times a week.

- Michael Rozbruch

Old Traditions

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- Michael Rozbruch

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- Michael Rozbruch

Food for Thought

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Roz Strategies has been sending out our newsletter since we officially launched our business in June 2014. Over that time Michael and I have tweaked the newsletter to now include monthly columns like the IRS Terror Tale and the Member Spotlight where we share the success stories of our members. As Director of Operations, (and Michael’s wife), I’m always in the background looking at the big picture and finding ways to make the membership and products he offers the best they can be. At the very beginning of our launch, and before Sue and Becky came on board, I was the one answering the phone calls and emails. But as we’ve grown and continue to grow I haven’t had a chance to connect with our members personally—but I always ask Becky and Sue about the members so I can feel connected, albeit from a distance.

FOOD FOR THOUGHT

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Michael talks about our many adventures personally and business-wise every month in the cover story, so you know a little about me: we are married close to 30 years and have two grown daughters. Being a mom I always have advice to give to not only my daughters or Michael, but friends and even my daughters’ friends. When our daughters moved out of the house several years ago, that didn’t stop me from sharing my advice. Instead I emailed or texted it with the header, “Food for Thought” so they knew right up front what my line of communication was about. Since Danielle and Erica are in their twenties and young ladies, my food for thought is more about giving them another perspective on a challenge they face or a decision they have to make. I give them the disclaimer, “Just hear what I have to say, but I will stand by your decision.” The same holds true for any “advice” I give to anyone, which is really more not advice but a different way of looking at things. Like Michael has been passing on a different way to grow your business, I have another way of how to perceive a situation and how to handle it that’s different than the norm. I don’t know too many people that would tell their spouses to start a new business in their late 50’s, but I knew this business was something Michael wanted to do for several years. So I told him to, “Go for it.” Just like I told him years ago when he wanted to leave the corporate world and start his own tax resolution business.

I just would like to end this column with one thought, it’s the New Year, have you thought of what you want this year to be for you? What are your hopes and dreams for the coming year? What are you waiting for—Go for it!

-Kelley Kozbruch

IRS Terror Tale of the Month

Like father like son the saying goes, but in the Pflueger family maybe that’s not such a good thing. Father, James Pflueger, and son, Charles Alan Pflueger, own one of the biggest car dealerships in Honolulu, Hawaii, Pacific Honda (formerly Pflueger Honda), and while they might know how to wheel and deal on selling a car, cheating the IRS on their cut is just bad business.

Back in 2010 both James Pflueger and Alan Pflueger were indicted on charges of, “conspiracy to defraud the United States for the purpose of obstructing the Internal Revenue Service in its collection of taxes.” On October 11, 2014 Alan Pflueger, was sentenced to head to federal prison this January for 15 months, as well as pay a $40,000 fine, $26,000 in unpaid taxes and perform 200 hours of community service for owing the IRS up to $1 million in back taxes.

This wasn’t the first time either of the Plunger’s was in trouble with the IRS. Their IRS problems have as many twists and turns as an autocross race track—interestingly enough both father and son are race car drivers. Back in 2005 Alan pled guilty to filing a false income tax return. His father, James Pflueger, was also implicated in the case, as well as another private fund hiding scandal. It seems James sold property in Los Angeles, California and placed the estimated $14 million profits in a bank account in Switzerland, failing to disclose the bank account to the IRS.

In the most recent scandal, while Pflueger junior appears to be suffering real consequences, James escaped substantial repercussions, again, this time placing the blame for any apparent transgressions on his financial consultant, Dennis Duban (who is facing significant charges as well).

While Alan Pflueger soon heads off to jail he says, “It feels good to take responsibility for the mistakes that I’ve made and I’m looking forward to doing good things.” He’ll have some time to contemplate which road to take once he’s out of prison.