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### Quotes of The Day

"Some men see things as they are and say why. I dream of things that never were and say why not." (John F. Kennedy)

"A man can succeed at almost anything for which he has unlimited enthusiasm."  
(Charles M. Schwab)

### Start-up entrepreneurs are older than you think (Globes)

A "Globes"-Terra Venture Partners survey found that 1,000 start-ups were founded in 2013.

A survey for "Globes" by TerraLab Ventures sought to find the common characteristics of Israeli start-ups through a representative sample of more than 200 companies in a range of fields, and ranging from the pre-seed stage to first financing round. The study found that Israeli entrepreneurs are older than is usually thought: 78% of the respondents said that they were 26-45, and fewer than 5% were aged 18-25. 10% were older than 55.

[\(Full version\)](#)

### Trust Tax Planning

At this time, we strongly advise clients who may be impacted by the new Laws relating to the taxation of trusts and, in particular, foreign-settled trusts with Israel-resident beneficiaries, to meet with us **sooner than later (i.e. NOW)** to discuss and plan – in order to mitigate the tax consequences. The major changes in these Laws are effective as of **January 1, 2014**.

### One Reason We Miss Opportunities and Waste Lots of Time (Dov Gordon of The Gordon Group)

Coaching clients often forward an email and ask me "How do you think I should respond?". 90% of the time my answer is "Pick up the phone and call. You should have done that three messages ago."

Email is used by many as a convenient way to avoid confrontation and other uncomfortable conversations. The cost is missed opportunities, misunderstandings and missed chances to divine your customer's deep wants and aspirations.

### Intelligent Alchemy:

- Use email to share information.
- When you need to deepen a relationship or confront someone, pick up the phone. Even better, meet them face to face. In the short and long run, you'll save a lot of time and earn more gold.

### Marketing Corner

Never let a day pass without engaging in at least one marketing activity. Maintain a 'tickler' file of ideas for later use. Create a new service, technique or product. Return phone calls promptly. Start every day with two 'cold' calls. (From "100+ Marketing Ideas, Joyce L. Bosc. Pres. Boscobel Marketing Communications Inc.)

### Just Calm Down

**By Dr. Rob Young – Accountancy Magazine, February 2010**

Ever feel angry at work or know someone who does? Perhaps it's the computer faults or customer complaints that get you or them annoyed. Or incompetent colleagues or unexpected disappointments that get the nerves frayed. Anger is a natural, evolutionary response to threats.

Studies show that anger makes us more blinkered in our thinking. So, even though we might later agree that we were wrong, in the heat of the moment, we must push our views more strongly. We are also less creative when angry.

All in all, anger makes us less flexible and more narrow-minded, making it rarely productive at work.

### Effective Listening (Richard Carlson)

Take a moment to reflect on your own listening skills at work. Do you truly listen to your colleagues? Do you let them finish their thoughts before you take your turn? Do you sometimes finish sentences for other people? In meetings, are you patient and responsive – or are you impatient and reactive? Do you allow words from other to sink in, or do you assume you know what the person is trying to say, so you jump in? Simply asking yourself these and related questions can be enormously helpful.



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### Firm On The Move

#### New Partner

- **Gidon Broide** becomes partner.

Broide & Co. are proud to welcome Gidon Broide as a partner of our firm.

Gidon is a qualified CPA, both in Israel and the U.S., and has over 15 years' experience with the private business sector, providing audit and tax services, including voluntary disclosure and consulting services for trusts.

#### New Trust Specialist

- **Selwyn Feinblum** joins our personal and Trust Tax Department.

Selwyn, a Certified Public Accountant (qualified in South Africa and Israel), was a partner in a South African firm of Chartered Accountants for 22 years and has, for the past 15 years, been a Director of the Stonehage Group and a senior member of the Stonehage Israel office. During that period, Selwyn had vast exposure to, and experience in, trust administration.

- **Chana Harris** – new intern. We welcome Chana - who recently completed her studies - to the firm.

### Remember to Appreciate the People You Work With

(Richard Carlson)

People need and deserve to feel appreciated. People who feel appreciated are happier, less stressed, and more loyal than those who feel taken for granted. Overall, they are harder workers and are excellent team players. They quit less often, show up on time, get along with others, exhibit abundant creativity, and strive for excellence. Conversely, people who are (or even feel) unappreciated often feel resentful and lose their enthusiasm for their work. They can become apathetic and lazy. They are easily bothered and certainly are no fun to be around or work with. Perhaps most of all, people who feel unappreciated have a tendency to sweat the small stuff.

Even if someone is “just doing her job”, it’s critical that she feels appreciated. My suggestion is to go out of your way to make sure those you work with know that you genuinely appreciate them. Praise often. Dish out compliments. If it’s at all possible and appropriate, send a card, email or handwritten note. Make a phone call or, even better, look the person in the eye and tell them how much you appreciate them. On occasion, if you can do it, and again, when appropriate, send a small gift or token of appreciation. Make your appreciation known. Do all of this often.

### Trust Tax Round-up (Click on Links)

- [Taxation of Trusts in Israel - Brief Memo](#)
- [Does your Trust Have Any Israeli Beneficiaries – Major Tax Changes Affect Foreign Trusts](#)
- [ITA Encourages Tax Arrangements for Foreign Trusts](#)

*We take this opportunity  
to wish all  
clients and associates  
a Chag Pesach  
Kasher V'Sameach!*

