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**The Boston Business Journal Recognizes David R. Natan**

DAVID R. NATAN PROFILED IN THE BOSTON BUSINESS JOURNAL

Waltham, MA - February 4, 2011 - Newburg & Company, LLP is pleased to announce that partner David R. Natan was chosen by the Boston Business Journal as part of their "Accounting: A Who's Who for 2011". David was amongst 47 individuals to receive this honor and is one of the youngest in the group. This inaugural list was put together by the Boston Business Journal to recognize the area's influential accounting professionals as well get their opinions about various issues in their field. Some highlights from David's feature:

"The most important issue facing the accounting profession: The ability to spread full-time professional staff workload throughout the year, rather than within a compressed three to four-month window. Our firm prides itself on proactive planning throughout the year for our clients and a diversified compliance and consulting practice that spawns projects at all points during year. Balancing our initiative to maintain a low extension-filing rate for the benefit of our clients makes filling "off-season" time periods a challenge.

Advice you would give someone entering the profession today: Public accounting is a very rewarding profession where you continually see new and diverse issues. As trusted advisers, it is extremely rewarding to have the ability to positively affect businesses that drive our economy. If you want to advance in this profession it requires a strong work ethic, integrity, and an excitement to continually solve problems or enhance opportunities for your clients."

David was also featured in the BBJ's article "Recessionary tale: Accountants reflect on a downturn" which weighs in on how accounting professionals feel the recession has changed the profession. David's thoughts:

"We find that the role of a CPA becomes even more critical during recessionary times. In working with closely held business clients that are under stress, we often find our role expanding to provide a variety of "value added" services. We tend to be the sanity check or "quarterback" for many of their accounting and financial decisions. Close attention to cash flow planning, budgeting, forecasting, key industry benchmarks and how to position themselves for coming out of a recession are some of the more common focuses. In addition, we find from a tax-planning perspective, reduced profits or losses, offer planning opportunities such as ROTH conversions and other income acceleration opportunities to take advantage of the lower tax brackets."

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Newburg & Company, LLP  
890 Winter Street Suite 208  
Waltham, MA 02451

Phone: (781) 884-4100  
Fax: (781) 884-4150  
<http://www.newburg.com>

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