

Businesswoman considers herself a 'risk taker'

By **JUDITH W. WINNE**
Courier-Post Staff

PROFILE

NAME

Jean Cordasco-Masapollo, 39, Washington Township.

OCCUPATION

Founder and president of Cordasco Milner Financial Group, Inc., a full service CPA firm specializing in accounting services, tax preparation, tax planning, Quickbooks consulting, insurance and financial planning.

GETTING STARTED

Cordasco-Masapollo, who has an accounting degree from Fairleigh Dickinson, began her business in 1993 in her one-bedroom Moorestown apartment. She had no clients when she started. Now, she has 600 clients and offices in Marlton, Washington Township and Lawrenceville. In 2001, she added a partner, Alexandra Milner, to help with a growing business. Cordasco-Masapollo calls herself a "risk taker" — "I think anybody who starts their own business is a risk taker."

TYPICAL DAY

The day begins at 6 a.m., when Cordasco-Masapollo gets 1-year-old daughter Stephanie

ready for day care. Then, mom heads to the office to meet with clients, return telephone calls and solve problems. "My clients depend on me to help them solve tax problems, deal with financial issues and help their business to run smoothly and profitably."

HER PASSION

"I'd say my passion is people. "I love meeting with the people, sitting down with them . . . I love figuring out the tax laws because the tax laws have become very complicated and every year they change."

BEST PART

"Having a daughter changed everything in our lives. I usually work 10 to 4, then my husband (Steve Masapollo) and I take turns picking up the baby. After 4 p.m. is my time to wind down and spend family time with Steve and Stephanie. It is truly the best time of my day."

TOUGHEST PART

"The toughest part is tax season, which starts in February and ends April 15th, because it's so time-intensive — and now that I have a child,

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even tougher."

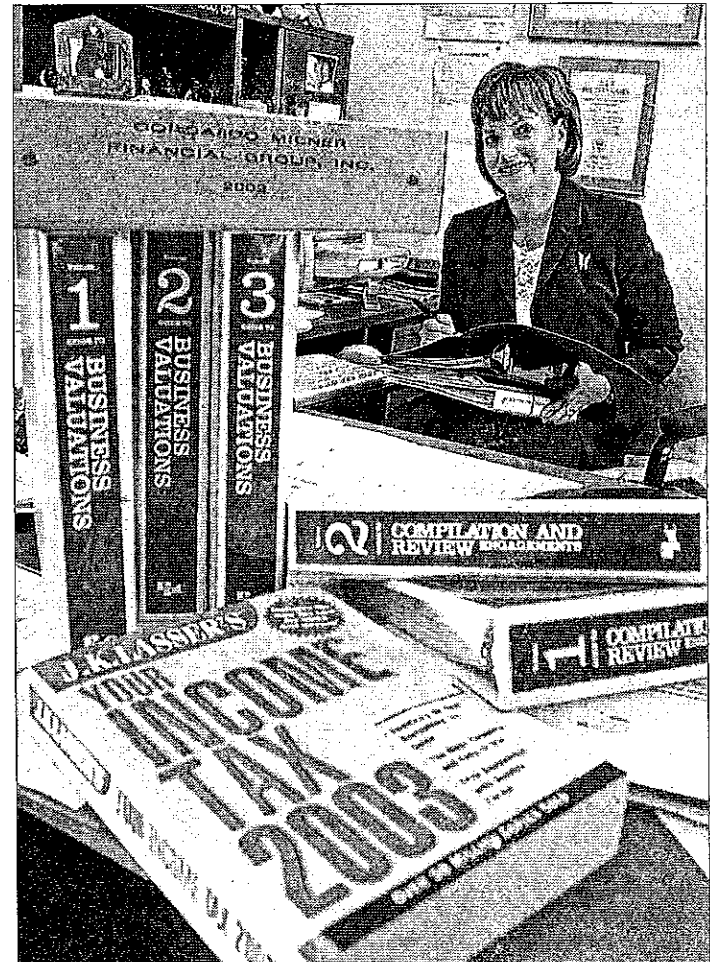
GOALS

"To keep doing what I'm doing and enjoying what I do. I love people and helping them solve problems, become successes and plan for their futures."

MOTTO

"It's important to have a positive attitude and keep forging ahead."

Reach Judith W. Winne at (856) 486-2441 or jwinne@courierpostonline.com



RON KARAFIN/Courier-Post

Jean Cordasco-Masapollo of Washington Township leads a financial group with three offices, including one in Marlton.