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MANHEIM TOWNSHIP



RINGING THE BELLS FOR THE SALVATION ARMY

The Rotary Club of Lancaster

For decades, MT Residents and other members have supported the Salvation Army's Mission to raise funds to support their neighbors in need.

PHOTOGRAPH BY JEFF HEFTY - 204 PHOTOGRAPHY

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Beyond the Balance Sheet: Building Confidence with Your Financial Maven®

Meet *Samantha M. Besnoff*



For more than three decades, Samantha M. Besnoff has turned her passion for accounting into a career centered on education, empowerment, and community connection. As a Certified Public Accountant, Independent Life Insurance Agent, and Podcast Influencer, she brings both technical expertise and genuine care to everything she does through her woman-owned business, Your Financial Maven®. Samantha's path to entrepreneurship began early. Her interest in numbers took root in high school and grew stronger during her years at the University of Pittsburgh, where she earned a Bachelor of Science in Business/Accounting in 1994. She began her career as an auditor for the Pennsylvania Department of Auditor General-Bureau of School Audits. She later held accounting and tax roles across public, private, nonprofit, corporate, and government sectors - including positions with Armstrong World Industries and the Lancaster Jewish Community Center, where she served as Executive Director. She earned her CPA certification in 2002 and her



Independent Life Insurance Agent certification in 2013.

That same year, Samantha launched the Mittman Besnoff Agency, blending her maiden and married names to reflect both family and professional identity. Her small practice initially focused on tax, accounting, and life-insurance services for individuals, small businesses, and nonprofit organizations. Over time, her growing interest in financial literacy and client education inspired her to expand. In 2022, she rebranded as Your Financial Maven® LLC, positioning the practice around financial education and empowerment, for small businesses and women that help clients and non-clients understand and manage their money with confidence.

The following year, Samantha's reach expanded nationally through her Your Financial Maven Podcast®. Selected as part of the inaugural iHeart Podcast Academy in partnership with



iHeart Media, she was one of ten women chosen nationwide to launch new shows promoting professional and financial insight. The podcast debuted in April 2023 and has since become an independent production, featuring more than 50 episodes across major platforms such as Apple Podcasts, Spotify, YouTube, and iHeartRadio. Each episode offers approachable conversations about



money management, entrepreneurship, and financial well-being.

Today, Your Financial Maven® focuses on entrepreneurs and small-business owners, in particular women-owned, providing comprehensive accounting, tax preparation, and financial education services. Samantha also integrates life-insurance guidance with accounting support to help clients make informed, future-focused decisions. Working primarily in a virtual environment allows her to serve clients nationwide while maintaining a personal connection with local residents here in Manheim Township.

Samantha's professional dedication continues to be recognized. In 2023, she was named one of the Women to Watch by the Pennsylvania Institute of CPAs. She received nominations in the Women in Podcasting Awards for 2024 and 2025. In September of 2025, her podcast received a W3 Gold Award given by the Academy of Interactive and Visual Arts. She also pursues ongoing education through master-level certificate programs, earning credentials in Nonprofit Management from Gratz College, Women in Entrepreneurship from Cornell University, and Leadership



& Ethics from Lebanon Valley College. In 2023, she completed the Nasdaq Entrepreneurship Milestone Program, adding to a list of distinctions that also includes certifications as a Xero Certified Accountant and QuickBooks Online ProAdvisor.

Beyond her business, Samantha remains deeply engaged in the community. She serves as Finance Vice President on the board of the Occupational Development Center of Lancaster, which supports adults with disabilities through employment opportunities. She is also active within Congregation Shaarai Shomayim and has long contributed to the Junior League of Lancaster, where she now serves on the Sustainer Advisory Board.

Though her sons are now grown, family remains at the center of Samantha's life. She and her husband, Larry, are proud parents of Tyler and Aaron both Manheim Township graduates, just like their dad, who have embarked on their own adult paths. When they get together, they enjoy game nights, movie outings, and beach trips to Margate, New Jersey. At home in Lancaster, Samantha and Larry share life with their lively eight-pound shihpoo, Sasha, and

can often be found cheering for their Pitt sports teams, Phillies and Eagles.

For readers who want a steady financial partner, Your Financial Maven® is designed to make money matters less intimidating and more actionable. Business owners can expect straight-forward accounting, tax work, and ongoing interpretation of results; individuals can expect practical tools and encouragement to make sound choices. Local roots, national reach, and a clear educational mission make Samantha a valuable resource for anyone ready to know their money and use it well.

Connect with Your Financial Maven®
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