



# *Current Assets*

**Volume 36, No. 07**

**Silicon Valley Chapter**

**January 2012**



**Tax Updates**  
**by Sheba Dalaney, CPA**

A veteran with over twenty years of public accounting service, Sheba is an experienced audit principal who manages a wide variety of clients ranging from manufacturing and construction to technology and professional service firms. Her practice at Abbott, Stringham & Lynch includes audit, tax, and general business and accounting services of small to medium-sized businesses, as well as, non-profit organizations.

Sheba takes a keen interest in each client, respecting the uniqueness of her broad-based clientele. She works with each client individually, creating a strong, seamless business relationship earned by trust and performance. Her personable approach has enabled Sheba to continually develop very successful and long-lasting client relationships.

A principal in the Audit and Accounting Department at Abbott, Stringham & Lynch, Sheba is a technical expert in the areas of accounting software, tax-exempt status applications, cafeteria plans, payroll, sales taxes, and internal auditing issues. This department is the backbone of the firm, where clients are provided a full range of valuable accounting services including audits and reviews, financial statement preparation and computerized accounting system setups.

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## January Membership Meeting

**Topic:** *Tax Updates*

**Speaker:** *Sheba Dalaney*

**Date:** *January 24, 2012*

**Doors Open:** *6:00 pm*

**Location:** *Biltmore Hotel, Santa Clara, CA*

**Cost:** *Members \$35, Guests \$45*

*Please respond to the Socializr invitation or call Sue Stokke's cell phone by Noon (408-483-0991) on the Friday before the meeting to reserve or cancel.*

*Or simply log on to [www.socializr.com](http://www.socializr.com) and type in "ASWA 103 October 2011" to find the link to the invitation.*

*Credit Cards are accepted at the meeting*

## February Membership Meeting

**Topic:** *Outlook Workshop*

**Speaker:** *TBA*

**Date:** *February 28, 2012*

**Time:** *6:00 pm*

**Place:** *Biltmore Hotel, Santa Clara*

**Cost:** *Members \$35, Guests \$45*



**Silicon Valley ASWA #103**  
**2011 – 2012**  
**President's Message, Sue Stokke**

As I start the year 2012, I think about the year that has ended and the things I want to improve on moving into a brand new, fresh year. Isn't that how we get to our New Year's Resolutions? We decide what we want to change and then we say I'm going to do X, Y and Z.

I eat too much and I don't exercise enough. I can spend too much and bring too much into my home without scaling back on what I already have. I leave things to the last minute and then have to play the catch up game. I tend to work on what is in front of me at the risk of those longer-term projects. So...I'm going to watch what I eat, exercise 5 times a week, make a budget and stick to it, stop leaving things to the last minute and prioritize my work. Whew!! I might be able to do that for one week.

I could do what successful businesses do. After a comprehensive analysis they would develop a business plan and plot the steps needed to reach the desired outcomes. The development plan would include the steps and tasks needed to reach to goals and overcome the threats and obstacles. That plan would be implemented by various people/departments in the company. Many New Year's Resolutions are personal plans that act the same way. Unfortunately, not many of us make it even into February with our resolutions. We make them too complicated or cumbersome for one person to accomplish.

The one thing I want to do, which a business would do, is to look at what I've done right in the past year. I've made small strides in my personal eating and exercise plan. I have curtailed many of my purchases by asking myself, "Is this a need or a want?" (I still get wants but far fewer.) I have made certain areas of my life the "No Last Minute Zone" with success. I have made some drastic needed changes in my personal and professional life that have been met with recognition and reward.

Now, fueled with the successes I have accomplished, I can look at those things I want to change and see where there is a common thread. My successes come from times when I am mindful of what I do and the choices I make. This can now be my theme for 2012. I will aim to be more mindful in my daily life.

So what is your one theme for the year? Start thinking about your successes last year and the things you want to change or improve in this year. Make a list and study it until you unearth your one thing that will have the most impact in your 2012. Maybe for you it is to be more aggressive, or less. Maybe it's to slow down or speed up, speak up or keep quiet. Try something on for a couple of weeks. You can always adjust your plan just as any good business plan allows. Treat this as part of our Discover U year.

Happy New Year everyone!

**Board of Directors**  
**2011-2012**

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suestokkeaswa@aol.com

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*Position Open*

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wendyjm@prodigy.net

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**Program Chair:**

*Julia Becklund*  
Julia@pcnt.com

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**Scholarship Chair:**

*Ty Kaprelian*  
tkaprelian@becker.com

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**Website:**

*Outsourced*

## Be a "Snoop"!

The Editor of the Newsletter is looking for "Snoops" or Reporters to take photos and conduct interviews.

This can be a one-time-hit wonderful experience, or hop on board to the frequent flyer program, THE CHOICE IS YOURS!

For details see Louise McCracken at the Membership Meetings or email her at [louisemccracken@att.net](mailto:louisemccracken@att.net).



## Chapter Information

*The Silicon Valley Chapter of ASWA generally meets the fourth Tuesday of each month at the Biltmore Hotel in Santa Clara. Guests are always welcome!*

*Board of Directors' Meetings are held at 6:30 pm on the second Tuesday monthly, except December and April, at the offices of Sue Stokke, Arts Council Silicon Valley, at 4 North 2nd Street, Suite 500, in San Jose.*

**Want to know more about Business Events and Resources throughout the Bay Area?**

Connect with  **WorkIt** and get weekly information on a variety of venues. Subscribe at...

<http://www.workit.com>

# YAHOO!

**LOUISE** created a YAHOO GROUP to organize and simplify communication for the Chapter. Follow this link and click the "Join" button.

[http://groups.yahoo.com/group/ASWA\\_SVC103](http://groups.yahoo.com/group/ASWA_SVC103)

Polls are available to determine what areas of EXCEL and OUTLOOK we need to cover at the designated meetings scheduled for February and March.

Keep in touch with ASWA! We want to keep in touch with you

## SCHOLARSHIP APPLICATIONS...

To Ty Kaprelian  
Due March 1<sup>st</sup>, 2012

Founded in 1938, ASWA provides women in accounting and finance the leadership, education and networking opportunities needed to achieve their career goals. Over seventy years later, ASWA is still the only organization that solely represents the interest of women in the entire accounting and finance community. The organization's mission is to enable women in all accounting and related fields to achieve their full personal, professional and economic potential and to contribute to the future development of their profession.



**Pun:** Priests make sure they use the correct syn-tax.

# ASWA

American Society of Women Accountants

**2012 ASWA Annual Conference  
(Formerly JNC)**

**October 22-24, 2012**

**Sheraton San Diego Hotel & Marina  
San Diego, CA**

The American Society of Women Accountants offers several events throughout the year on the national, regional and local levels. The 2012 ASWA Annual Conference offers the opportunity to earn up to 24 hours of continuing professional education at an affordable price. The Annual Conference provides a program that offers a myriad of opportunities to help you meet your continuing education goals, whether technical or "soft-skills" focused, as well as an opportunity to network with other women of similar backgrounds.

The 2012 Annual Conference for Women in Accounting will be held in San Diego, CA October 22-24 at the Sheraton San Diego Hotel & Marina. To make your hotel reservation at the special group rate of \$175 per night, call 1-800-325-3535. When calling, please be sure to identify yourself as part of the "2011 ASWA Annual Conference" to receive the group rate. The deadline to make reservations at the group rate is September 28, 2012, subject to availability.



**SAVE THE DATE!**  
**UPCOMING MEMBERSHIP MEETINGS...**  
**For 2012**

**January 24<sup>th</sup> – Tax Updates**  
**February 28<sup>th</sup> – Outlook Workshop**  
**March 27<sup>th</sup> – Excel Workshop**  
**April 24<sup>th</sup> – Scholarship Awards**  
**May 27<sup>th</sup> – Annual Wine Gala**  
**June 26<sup>th</sup> – Installation of New Board**  
**Pencil in ASWA to your Calendar.**  
**We MISS You!**

Bringing guests to our Membership Meetings is encouraged by non-members as well as by members. Our electronic invitation system is a simple way to inform us ahead of time. We are all interested in meeting fresh faces and expanding our network. Our Chapter is famous for our warmth and hospitality. So bring a friend, colleague or business associate.

*The mission of the American Society of Women Accountants is to enable women in all accounting and related fields to achieve their full personal, professional and economic potential, and to contribute to the future development of their professions.*

**Nominating Committee**

We are looking for outgoing and dynamic people to serve on the Board of Directors.

- ❖ President Elect
- ❖ CPE Compliance Chair
- ❖ Website Chair
- ❖ Program Chair
- ❖ Secretary
- ❖ Treasurer
- ❖ Newsletter Editor
- ❖ Hospitality Chair
- ❖ Membership Chair

Nominations will be presented to the membership by Past President Lynda Boman at the March 27<sup>th</sup> membership meeting.

Elections will be held before the Scholarship Awards at the April 26<sup>th</sup> membership meeting.

Please submit your nomination no later than...

**January 24<sup>th</sup> 2012**

to Lynda Boman. We are looking forward to some fresh faces and new ideas to make this a great Chapter.

**POLLS**

There are two polls featured on the Yahoo Group to determine the areas of concentration for the Outlook and Excel Workshops scheduled for February and March.



Sign in TODAY and participate in this poll so we cover the item of interest. ? Not a Member of our Yahoo Group ?

Join today!

[http://finance.groups.yahoo.com/group/ASWA\\_SVC103](http://finance.groups.yahoo.com/group/ASWA_SVC103)

- Sign into the account
- Click on "POLLS" at left hand menu bar
- Select the Excel or Outlook Poll

Please participate with both polls so we can provide the most enriched and informative workshop possible.

**ADDITIONAL BENEFITS FOR SILICON VALLEY MEMBERS...**

- \* Members are enriched attending Membership Meetings
  - \* Opportunity to Network
  - \* Gain access to the Expertise of the Membership
  - \* Exposure to skilled Professional who are looking for Employment
- \* Introductions to Potential Employers and Recruiters
  - \* An occasion to show case yourself

*Did you know???*

# PROGRAMS – What You Missed!

## December



### **Holiday Party with San Francisco & East Bay ASWA Chapters**

It was so much fun mingling with fresh faces and dynamic personalities. The white elephant gift exchange was very entertaining. Next year we need more gag gifts!

## November

### **LEADERSHIP SKILLS**



Renee Mello provided us with a wonderful and inspiring presentation. In summary, we were informed that “A dream is a picture and

blueprint of a person’s purpose and potential.” Addressing the obstacles that can become discouraging as they can distort encouraging factors at a fantasy level in place of building the dream. With a well rounded network of support and encouragement, a dream can become reality.

## October

### **GIVING & RECEIVING CORRECTIVE FEEDBACK**



Janie

Trainer is a Career Advisor for Nova nonprofit, federally-funded employment and training agency that provides customer-focused workforce development services.

As an engaging speaker, Jamie involved us in her presentation by having us read examples from her handout. She addressed the problem of corrective feedback from both points of view – giving & receiving. Starting a Difficult Conversation presents it challenges as timing is essential to make sure everyone is calm. Stating the facts, feelings, impact and needs provides the best information possible and alternative avenues in

behavior as well. Requesting a response or feedback during the conversation not only reassures the listener that you are interested with their point of view. Make expressions like “Wow, you seem frustrated” and paraphrasing the response clears any misconceptions or confusions.

## September

### **BRANDING – The Power of 4 Letters**



Are you a  
Extrovert or  
Introvert?  
Are you

Sensing or Intuitive? Thinking or feeling? Many who attended the meeting did the Meyers-Briggs personality type survey and shared the results. Ty did an outstanding job explaining the power of the letters to help us better understand ourselves and our behavior patterns.

*Reference Material Suggested:*  
Strengths Finder 2.0 by Tom Roth

## August

### **ENTREPRENEURSHIP**



The program at our August Joint meeting with the local IMA chapter was a panel of four entrepreneurs providing good information. Do YOU own the company or does the company own you? Walking into a business with confidence is good, but be prepared to be humbled and open to learning from every experience.

Recovering from the bust of the economy has brought focus to core values and purpose to the business philosophy. Thus, quality service is delivered to Customers and Clients. Dr. Russell Ackoff’s “Five Assumptions” where Data-Information-Knowledge-Understanding-Wisdom is practiced to prepare yourself for running a business. “Soft Skills” are just as important as the technology skills in running a business.

Reference material suggested “So, You Want to Start a Business?: 8 Steps to Take Before Making the Leap” by Edward D. Hess

## July

### **QUICKBOOKS – Tips & Traps**



” It was great to see some colleagues I hadn’t seen in several years, and I was delighted to see most of the members present use QuickBooks today. That was not the case several years ago with this chapter. Members pointed out issues they were having with QuickBooks, some easy to fix, some I still consider to be bugs, or disadvantages of the product. Great time, good food, good friends. Thanks so much for having me.”  
-Pat Carson

## June

### **PAYROLL TAXES – GETTING IT RIGHT**

Due to circumstances beyond her control, Mindy Harada was not able to join us. However, a round table discussion brought enlightened member insight involving outside contractors and employees and multi-state situations.

## May

### **ANNUAL WINE GALA**



“Mind in Business”

Bobbi Decker was enthusiastic and energetic in her presentation. It is amazing how the only beverage she consumes is water or wine. How do you like that?

## April

### **ANNUAL SCHOLARSHIP NIGHT**

Is it okay to text or answer emails during a presentation? If you did not know the answer to this question, our April meeting would have been the place to be to get the answer! Nicole Jagoe from Robert Half gave a great presentation on Business Etiquette. She talked about setting policies in the workplace and gave great suggestions on what is acceptable communication.

# COMMITTEE UPDATES

## Programs

Chair: Julia Becklund

There is an excellent line-up of programs for the Silicon Valley Chapter this year



January 24, 2012

6:00 pm

Tax Update  
Biltmore Hotel

February 28, 2012

6:00 pm

Microsoft Outlook Workshop  
Biltmore Hotel

March 27, 2012

6:00 pm

Microsoft Excel Workshop  
Biltmore Hotel

April 26, 2012

6:00 pm

Scholarship Awards  
Biltmore Hotel

May 22, 2012

6:00 pm

Annual Wine Gala  
Biltmore Hotel

## Hospitality / CPE Compliance

Chair: Sabrina Pacheco

*Reservation and cancellation policy:*



Reservations or cancellations are requested by noon on the Friday preceding each meeting. Remember that vegetarian meals must be reserved and will not be offered to walk-ins or those who

reserve after the preceding Friday. Call the chapter voicemail number (408-483-0991) to reserve or cancel. The goal is an accurate count for the hotel. Unreserved guests and members take potluck, which may include a meal chosen by the hotel as a substitute, and will be served last. Unreserved members (not guests) incur a surcharge of \$5.00.

Reserved members or guests who are no-shows will be billed if not cancelled by noon the preceding Friday. We do want you to come to the meetings and reservations are helpful but if you have to cancel let us know beforehand to avoid incurring the cost of the meal.

**WE ACCEPT CREDIT CARD PAYMENT AT THE DOOR!**

Volunteers are always welcome at our monthly membership meetings. Lend a helping hand to make our monthly events and meetings even more interesting while building a great network and forming new relationships.

CPE credit is available for participating in any of our qualified programs. See Sabrina for more details in person at the meeting or email her at [scpacheco3@yahoo.com](mailto:scpacheco3@yahoo.com)



## Newsletter

Chair: Louise McCracken



The newsletter is prepared and distributed on a monthly basis. Members and interested parties receive the publication via

PDF file attachment by e-mail. If this Chapter does not have your e-mail address, please contact Louise McCracken at [louisemccracken@att.net](mailto:louisemccracken@att.net).

We encourage our membership to submit articles of interest for our monthly newsletter. Please make your submission under the following criteria...

- Prepared as a Microsoft Word document
- Photos in JPEG format
  - captions are okay, no imbedded text, please
- 600 words or less



## Scholarship

Chair: Ty Kaprelian

Reaching out and talking to prospective scholarship applicants is a pleasure and delight. Our annual events have been very successful in supporting this program. This accomplishment is reliant upon the teamwork and participation of everyone in the Chapter.



Feel free to contact me directly at the meeting or send me a message at [tkaprelian@becker.com](mailto:tkaprelian@becker.com).

# COMMITTEE UPDATES (Continued)

## Membership

Chair: Wendy Matthews

### QUALIFICATIONS:



All Levels of Accounting  
Bookkeepers  
Corporate Accounting  
Finance  
Public Accounting  
Management & Educators  
Recruiters

If you would like to join the Silicon Valley Chapter of ASWA, follow the link to our National website.

<http://www.aswa.org>

Please feel free to complete the application or forward a copy to someone you think would benefit from joining our Chapter.

- Forum for CPE
- Scholarships
- Leadership opportunities in supportive arena
- Subscription to *Accountability* e-newsletter
- National and regional conferences at a discounted rate
- Access to Career Center
- Access to ASWA's LinkedIn, Facebook and Twitter groups and National online membership directory
- Discounted membership to the Institute for Management Accountants (IMA)
- Discounted products and services through affiliation agreements
  - CPA review courses, CCH tax & accounting books, Long Term Care Insurance and Bank of America credit card.

### MEMBERSHIP BENEFITS

- Prestigious status of professional affiliation
- National contacts for networking and professional information



**IF YOU WOULD LIKE TO JOIN THE SILICON VALLEY CHAPTER OF ASWA...  
FOLLOW THE LINK TO OUR NATIONAL WEBSITE**

**[HTTP://WWW.ASWA.ORG](http://www.aswa.org)**

**OR SENT US AN EMAIL: [ASWA103@YAHOO.COM](mailto:ASWA103@YAHOO.COM)**

## Question of the Month...

### FEBRUARY

**??? WHAT WAS YOUR MOST MEMORABLE MOMENT ON VALENTINES DAY???**

- Did your loved one surprise you with something you did not anticipate?
- Is there a childhood memory that is still fresh in your mind?
- Was there an occasion where YOU surprised a loved one?
- Is there something you have been planning to make a special moment with your Honey?
- Have you ever had a dream of that perfect moment?

Share with us your experiences or ideas.

If you have a question you would like to present, let LOUISE know! Contact her at [louisemccracken@att.net](mailto:louisemccracken@att.net)