



# Current Assets



**Tom Chandler**  
**Owner / Trainer**  
**TechMentors**

*Tom became involved in the training business as he identified the need for the general workforce to keep up with the ever evolving developments of Silicon Valley. TechMentors was created to assist individuals and companies to get the most from technology.*

*Providing a wide range of services from introduction to advances courses in many aspects of today's office programs. From computer consulting, one-on-one training & mentoring, computer classes to, "lunch and learns," Custom training materials, Word / Excel office automation, effective PowerPoint presentations, database design and web design, hosting and development, Tom is willing to provide information and answer any questions.*

*Former participants appreciate the opportunity to learn quickly and become more efficient with the programs they utilize at the office on a daily basis. Time saving tips and tricks are common with every course so they can be easily applied to projects. From full course in-house training workshops, to videos, training manuals or one-page reference guides, TechMentors is able to facilitate the needs for a small, start-up company to a large, established Cooperation.*

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## February Membership Meeting

**Topic:** Outlook Workshop  
**Speaker:** Tom Chandler  
**Date:** February 28, 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\_02.February.2012" to find the link to the invitation.*

*Credit Cards are accepted at the meeting*

## March Membership Meeting

**Topic:** Excel Workshop  
**Speaker:** Maria Pribyl  
**Date:** March 27, 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**

I know that many of you are heading into the craziness that is tax season, budgeting or regular crazy of accounting.

For me, I'm recuperating from elective surgery that has put me out more than I expected. Not that the doctor lied to me but that I lied to myself and thought I would breeze through recovery.

So, I'm working, my real job, short hours from home, squeezing in ASWA, light duty as Granma and spending a lot of time off my bottom. That means more time in my head; arrgh, more time thinking.

Why didn't I get that project done before my surgery?

What do I really want to do with this situation?

When am I going to find time to do x?

Where is such and such that I think I need desperately now? How am I going to get everything done when I can only sit for a short period of time?

Take a deep breath and slow down. I need to view this time as a gift, to set priorities that work towards my life's purpose. This is all part of being mindful.

For everyone else, take a deep breath and slow down. Set your priorities and work your plan. This is all part of being in accounting.

Sue Stokke, President 2011-2012  
Silicon Valley ASWA



**Board of Directors  
2011-2012**

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*Sue Stokke*  
suestokkeaswa@aol.com

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st.lange@comcast.net

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*Louise McCracken*  
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*Wendy Matthews*  
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).



**PUN:** When the government designs a new penny the number of government workers that have to approve the design is ten per cent.

### 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)  
A poll is available to determine what areas of EXCEL we need to cover at the designated meetings scheduled for March. Keep in touch with ASWA! We want to keep in touch with you

## SCHOLARSHIP APPLICATIONS...

To Ty Kaprelian

Due March 15<sup>th</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.



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.



## Strategies for Maintaining a Collaborative Work Culture

By Amy Hill, District Marketing Manager, RHI

The challenges of the most recent recession have brought, in retrospect, some benefits to businesses. For one, those experiences have led to a tighter-knit workforce for many firms.

Out of necessity, downsized teams pooled their knowledge, skills and experience to solve problems, stay on track with objectives and maintain morale. We called it “doing more with less,” but quite often, employees achieved more than they thought possible.

As new business opportunities emerge, employers will be wise to keep building on this team spirit and mindset. After all, if your employees surpassed expectations during a time of uncertainty, imagine what they can achieve in a time of growth.

Following are some strategies for supporting a collaborative work culture:

### **Communicate a clear vision**

To be effective, any team needs to be able to center its attention and energy on a common goal. Whether it’s “Win the business of ABC Company” or “Increase account billings by 20 percent by the fourth quarter,” make sure teams fully understand the vision the firm is working toward at any given time and what they can do to help realize it.

### **Support autonomy, not isolation**

Most workers today prefer a hands-off management approach because it makes them feel trusted, competent and capable. However, allowing your employees to work autonomously also means ensuring they don’t become so focused on their individual responsibilities that they end up isolated in “silos.” Encourage staff to share ideas and opinions with each other openly and often. Also, make brainstorming and problem solving activities a team effort whenever possible.

### **Encourage mentoring**

Mentoring, which is a common retention tool, can also help to enhance everyday collaboration in the workforce. It can break down

barriers between seasoned employees who “know the ropes” and workers who need to learn them. In addition to setting up formal mentoring arrangements, encourage all staff members to share knowledge with each other informally, as well, and to provide support when colleagues need a helping hand. However, be sure to emphasize that the goal of such interactions is to provide or receive guidance — and not to micromanage others or ask them to do your work for you.

### **Support employee technology preferences**

Social networking applications, web-based file sharing services, and tablet computers are just some examples of consumer technologies that many professionals rely on to enhance their on-the-job productivity. However, use of these technologies may not align with corporate IT policies. To help support workforce collaboration, many managers find they must actively champion the technology preferences of their teams — and convince IT departments to permit the use of these tools in the business.

### **Highlight team achievements**

When employees collaborate successfully to create a tangible outcome for the business — for instance, finding a way to trim 10 percent off the budget for a high-profile project, or meeting a critical deadline several days ahead of schedule — waste no time in congratulating the entire team. Acknowledging and praising a specific achievement helps to underscore for others how effective collaboration can lead to positive results for the business. Everyone will plainly see that management truly values teamwork.

The teamwork that blossomed among employees during the most recent recession should not be squandered — or considered unnecessary now that business conditions are improving and bringing in additional staff is again a possibility. A collaborative culture should continue to be nurtured as a source of a competitive advantage.

*Accountemps, a Robert Half Company, is the world’s first and largest temporary staffing service specializing in the placement of accounting, finance and bookkeeping professionals. The firm has more than 350 offices worldwide and offers online job search services at [www.accountemps.com](http://www.accountemps.com)*



## SAVE THE DATE!

### UPCOMING MEMBERSHIP MEETINGS...

February 28<sup>th</sup> – Outlook Workshop

March 27<sup>th</sup> – Excel Workshop

April 24<sup>th</sup> – Scholarship Awards

May 22<sup>nd</sup> – Annual Wine Gala

June 26<sup>th</sup> – Installation of New Board

Pencil in ASWA to your Calendar.

We MISS You!



## POLLS

There are two polls featured on the Yahoo Group to determine the areas of concentration for the Outlook and Excel Workshops scheduled for March. Sign in TODAY and participate in this poll so we cover the topics of most 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 workshops possible.

## 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.

### Did you know???

*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.*

## 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 Professionals who are looking for Employment
- \* Introductions to Potential Employers and Recruiters
  - \* An occasion to showcase yourself

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.

# PROGRAMS – What You Missed!

## January



### Tax Updates

Sheba Delaney provided us with tax updates for both personal and business taxes. We were able to leave the meeting well informed for tax season.

## 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 an 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. Read 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?

# COMMITTEE UPDATES

## Programs

Chair: Julia Becklund

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



<u>February 28, 2012</u>	6:00 pm	Microsoft Outlook Workshop Biltmore Hotel
<u>March 27, 2012</u>	6:00 pm	Microsoft Excel Workshop Biltmore Hotel
<u>April 26, 2012</u>	6:00 pm	Scholarship Awards Biltmore Hotel
<u>May 22, 2012</u>	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 (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.

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### MEMBERSHIP BENEFITS

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

- 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.
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American Society of Women Accountants  
*Silicon Valley Chapter*

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