



# *Current Assets*

**Volume 36, No. 09**

**Silicon Valley Chapter**

**March 2012**



**Maria Pribyl**  
**Trainer**  
**M.L. Pribyl and Associates**

Maria has been in the training business since 1991 in the capacity of a Computer Trainer, Training Coordinator, Curriculum Developer and Web Designer. She credits her success to her five years' membership in Toastmasters International, culminating in the Distinguished Toastmaster designation.

M. L. Pribyl and Associates specializes in Computer Systems Training and Custom Website Design. As an accomplished computer training instructor, she provides high quality customer service with focus on personal interaction and product quality, in order to provide services which will meet or exceed requirements.

Testimonials from former participants indicate how Maria keeps them engaged with the topic as she expresses her passion for excellence. Sharing her vast knowledge, she is patient to ensure that everyone leaves her course with a better skill set.

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### **March Membership Meeting**

**Topic:** *Excel Workshop*

**Speaker:** *Maria Pribyl*

**Date:** *March 27, 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 February 2012" to find the link to the invitation.*

*Credit Cards are accepted at the meeting*

### **April Membership Meeting**

**Topic:** *Scholarship Awards*

**Speaker:** *Accounting Careers in Silicon Valley, Mixed Panel*

**Date:** *April 24, 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**

Did everyone remember to “spring forward”? The first week can be tough on your internal clock, but I do love this time of the year. Maybe because I'm a spring baby, but I really think it is the additional sunlight in the evening. I love the added light to the end of my day. The extra length to my day allows me to get some of those projects done at night after work and out of my weekend schedule.

We are creatures of habit and even that unseen concept of time does play into our lives. I'm still waking up a hour before my alarms goes off, but it is dark and when I look at my clock I still feel tired. I'm not sure if I was tired before I see the time but once my eyes land on the red glow of the clock I am. And then there is that one clock in the house that didn't get adjusted. You're busy doing life and you find yourself checking the time, but it is off. Now you question yourself, “Is that time real and the other clock wrong or vise versa?”

I know many of you are in the habit of attending our monthly membership meetings and I always look forward to seeing everyone. I'm so pleased that many of you have been inviting guests to our monthly meetings. The level of energy in the room is palpable. I love seeing the new faces and knowing that we are drawing on new industries and expertise which is such a valuable asset to being a member of ASWA. Countless times I have been able to seek the advice and opinions from our members who work in a field of accounting or finance that is different from my own. Or they are someone who has more years of experience in my own field and can offer sage advice on a particular situation.

I have a spring forward challenge for everyone. Keep inviting guests and every guest who attends during March, April, May and June will give you an entry into the boards “Spring Forward Drive.” We will have a drawing at the June meeting just before the installation of the new board. The winner of the drawing will receive a free future membership meeting dinner and a special gift from the board. I hope everyone will have fun with this challenge and I hope that we even see some new members from our Chapter's efforts.

Almost every accounting and finance person has the opportunity to use Excel. I personally use it every day at work. The more I learn about the program, the more I realize Excel could be doing so much more for me. So, get on the phone or email and ask all your accounting friends, co-workers and acquaintances to join us. We have a fabulous, knowledgeable speaker from TechMentor presenting at the March meeting. Unlike Excel classes we've had in the past this will not be hands on. This will allow the speaker to cover more topics, both high level and entry and we will have more time to ask specific questions. So, spring into action and participate in our “Spring Forward Drive” by bringing a guest. I look forward to seeing all of you and meeting your guests!!

Sue Stokke, President 2011-2012  
Silicon Valley ASWA

**Board of Directors  
2011-2012**

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**President:**  
*Sue Stokke*  
suestokkeaswa@aol.com

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**President-Elect:**  
*Position Open*

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**Secretary:**  
*Susan Lange*  
st.lange@comcast.net

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**Treasurer:**  
*Nicole Letellier*  
nicoletel@sbcglobal.net

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**Past President:**  
*Lynda Boman*  
Lynda@bomanaccounting.com

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**Hospitality / CPE Compliance:**  
*Sabrina Pacheco*  
scpacheco3@yahoo.com

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**Newsletter Editor:**  
*Louise McCracken*  
louisemccracken@att.net

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**Membership Chair:**  
*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).



## What ASWA's Future Should Sound Like

ASWA is considering change. The organization has had ongoing discussions about how to contemporize ASWA's image to resonate with the current and next generations of professionals in accounting and related fields. Watch ASWA's new video that provides an update on the feedback collected from 16 focus groups composed of ASWA members, and find out about the growing support of a name change.

**PUN:** Golf is a lot like taxes – you drive hard to get to the green and end up in the hole.



## 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 office 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>

## SCHOLARSHIP APPLICATIONS...

**Yippee! We have received over 10 scholarship applications! The most submissions ever in the history of Silicon Valley ASWA.**

**THANK YOU Ty for doing such an outstanding job in getting aspiring Accountants interested with our support in the program.**

## UPDATE FROM LAST MONTH'S, MEETING...

Tom Chandler of TechMentors had a delightful experience with Silicon Valley ASWA. Here are his comments:

"It was a pleasure to meet with you and the other members of the ASWA. The dinner was fabulous and the networking opportunities were great.

The thing I enjoyed most about sharing Microsoft Outlook Tips and Tricks with your group was the interaction. Everyone, including those who currently don't use Outlook, were engaged, participated, and asked great questions. Such participation really brings energy to a presenter, so thank you very much.

Please feel free to share the link for the slides, <http://www.TheTechMentors.com/Tips/Outlook>, with your members and their friends and clients."



American Society of Women Accountants

## 2012 ASWA Annual Conference (Formerly JNC)

**October 22-24, 2012**

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

Registration is Open! Visit the web site at

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.



**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)

## From "Envision ASWA Future"

**Upcoming Webinar:**

***Business Etiquette – The New Rules in a Digital Age***

April 26, 2012, 2:00PM – 3:00PM ET

Is it OK to "friend" your boss? Can an email mistake jeopardize your career? There are many gray areas when it comes to communicating in the digital age. This presentation provides guidelines on digital protocols in the workplace, including LinkedIn, Facebook and Twitter, as well as traditional communication tools such as email. Find out what executives say about etiquette in the workplace, and learn how to tend to your network in just five minutes a day.

**Space is limited.** Reserve your webinar seat now at:

<https://www3.gotomeeting.com/register/137160590>



## **SAVE THE DATE!**

### **UPCOMING MEMBERSHIP MEETINGS...**

**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!**

## **Nominating Committee**

The 2012-2013 Silicon Valley ASWA Board of Directors is shaping up pretty well. Many THANKS to the following people who have accepted the following positions.

- ❖ President = Sue Stokkee
- ❖ Past President = Lynda Bowman
- ❖ President Elect = Julia Becklund
- ❖ Treasurer = Nicole Letellier
- ❖ Newsletter Editor = Louise McCracken
- ❖ Hospitality Chair = Nicole Tran

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

- ❖ Secretary
- ❖ Program Chair
- ❖ Membership Chair

Nominations will be presented to the membership by Past President Lynda Boman at the next membership meeting.

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

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.

**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!

## February



### Microsoft OUTLOOK Workshop

Tom Chandler of

TechMentors provided a full range of insightful aspects with Outlook that gave us the tools to utilize the program to the fullest.

## 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



WORKFORCE  
DEVELOPMENT

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 Association for Accountants and Financial Professionals in Business

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.

## LOOKING FOR SPONSORS...



The Silicon Valley Chapter has been successful in providing outstanding support to its members in the

Accounting Profession and aspiring Accountant through the Scholarship program. As the Board recognizes the growing needs of the community, we are reaching out and looking for Corporate Sponsors to gain more strength and support in our continued efforts. See what you can do to share your experience with the people you know so they can become involved with supporting our programs. Feel free to approach any of our Board Members for more details.

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## Notes from the Editor...

We have a great meeting planned for this month covering the latest and greatest developments of Microsoft's program, Excel. This spreadsheet has become a valuable tool for so many in the Accounting and Finance profession.

Living in Silicon Valley, we have all experienced how the creative genius tends to re-invent technology about every five years. Do you remember when watching movies at home became commonplace with the introduction of VHS tapes and VCR tape players and recorders. In a blink we were recording our favorite television programs on an internal drive called Tivo.

DVD's replaced VHS and CD's replaced vinyl records and cassette tapes. Now we are into Blu-Ray which appears to be the emerging technology to replace DVD. Cell phones are turning into smart phones which are quickly becoming a glorified hand-held desktop computer.

Laptops are the next best piece of office equipment as the chunky desk is replaced with cubicles and workstations where work surfaces adjust in height so you can stand or sit while working. Agronomics is developed as it becomes important to maintain a healthier environment to maintain the optimum level of production with Employees.

Environmental awareness embraces technology as more companies strive to become paperless with their business activities. As Computer equipment and accessories continue to develop, another blink and we will notice that

keyboards will disappear and be replaced with laser concepts. What will we approach tomorrow, next week, next month or next year? Only the imagination can phantom the possibilities.

Programs we utilize on a daily basis are enhanced and improved with every step technology which can make the most seasoned Professional struggle to keep up with rest of the emerging workforce of the next generation. Tech Mentors is a service that specializes in training people to develop and enhance their existing skills to keep up with the never ending improvements.

Tom was absolutely wonderful showing us so many wonderful features of Outlook that truly enhanced our awareness. For those of us who had the delightful experience with Tom, we are all looking forward to Maria's presentation on Excel later this month so increase our knowledge with the program.

Don't miss this opportunity; we are looking forward to see you.

Louise McCracken. Newsletter Editor 2011-2012

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## ADDITIONAL BENEFITS FOR SILICON VALLEY MEMBERS...

- \* Members are enriched attending Membership Meetings
  - \* Opportunity to Network
  - \* Gain access to the Expertise of the Membership
  - \* CPE credit for credential renewals
- \* Exposure to skilled Professionals who are looking for Employment
- \* Introductions to Potential Employers and Recruiters
  - \* An occasion to showcase yourself



## SPRING FORWARD MEMBERSHIP DRIVE

Attention Silicon Valley Members! BRING A GUEST to the next meeting for March, April, May and June to receive an entry for a drawing to win a free dinner at the next ASWA Meeting. Go through your contact list, rolodex and address book and get re-connected with the people you know! This organization provide resources and support to all levels of Accounting... Bookkeepers, Corporate Accounting, Finance, Public Accounting, Management & Educators and Recruiters. Drawing to be held at the June Membership Meeting before the installation of the new SV ASWA Board.

# COMMITTEE UPDATES

## Programs

Chair: Julia Becklund

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



<u>March 27, 2012</u>	6:00 pm	Microsoft Excel Workshop Biltmore Hotel
<u>April 24, 2012</u>	6:00 pm	Scholarship Awards Biltmore Hotel
<u>May 22, 2012</u>	6:00 pm	Annual Wine Gala Biltmore Hotel
<u>June 26, 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)***