

Current Assets

Volume 36, No. 11

Silicon Valley Chapter

May 2012



Clay Butler on Re-Branding to promote a better image

Since 1984, Clay has been providing branding and identity services for aggressive start ups and established companies on the move. Specializing in product launches and rebranding he has helped companies from consumer electronics and car care products, to biotech and gourmet specialty foods, not only survive but thrive in a crowded and competitive market.



Annual Wine Gala Supporting: Silicon Valley ASWA Scholarship Program

Ty has been taking classes and preparing for his exam to become a Sommelier. He will introduce us to the art of wine and all the wonderful aspect to evaluate and savor the unique tastes and smells. Come and enjoy the wine and make a contribution to support our future Accounting and Finance Professionals.

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May Membership Meeting

Date: May 22, 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 and type in "ASWA 103 February 2012" to find the link to the invitation.

Credit Cards are accepted at the meeting

June Membership Meeting

Topic: Social Networking
Speaker: Michael Webb
Date: June 26th, 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 do a lot of thinking about this wonderful group of professionals that we call ASWA Silicon Valley Chapter. The board has been saying, "Our strength is our members." We have a wide variety of skills and work in many areas of the accounting and finance profession. We are here to continue our education, to network and make friends along the way. As we get to know each other we find it easier to uplift and support one other. This organizations goal is to share and advocate for each other.

As a board we have grown close and many questions both technical and career oriented have flown between us. On several occasions a myriad of emails have flown among us as one of our members deals with a situation. I recently had an encounter of my own at work that troubled me and I called on two members who have the expertise and experience I felt could shed light on my circumstances. They shared their expertise with me and gave me tools to help me navigate the problem as well as sound advice on how to proceed to a solution that protects my organization and myself. They pointed me to the regulations and procedures that have been put in place by the many who has walked the path we each walk now.

When you attend meetings be sure you say hello to someone new; I especially struggled with this in the beginning. Talk with a member or guest you have not gotten the chance to know. Find out what type of work they do and where they work. Bring business cards to exchange and remember to write down three things about a person on cards you receive. Please take a moment to make our guests feel welcome and introduce them to Wendy our membership chair.

Our Wine Gala is a great opportunity to ask a friend or colleague to attend. It will give you both an opportunity to learn about wine and branding which is the topic of the evening. Plus you can use your guest as an excuse to network by introducing them to fellow members; you never know who can be an asset you can call on later.

-Sue Stokke, President 2011-2012
Silicon Valley ASWA



Board of Directors 2011-2012

President:

Sue Stokke

suestokkeaswa@aol.com

President-Elect:

Position Open

Secretary:

Susan Lange

st.lange@comcast.net

Treasurer:

Nicole Letellier

nicoletel@sbcglobal.net

Past President:

Lynda Boman

Lynda@bomanaccounting.com

Hospitality / CPE Compliance:

Sabrina Pacheco

scpacheco3@yahoo.com

Newsletter Editor:

Louise McCracken

louisemccracken@att.net

Membership Chair:

Wendy Matthews

wendyjm@prodigy.net

Program Chair:

Julia Becklund

Julia@pcnt.com

Scholarship Chair:

Ty Kaprelian

tkaprelian@becker.com

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.

YAHOO!

LOUISE has 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



CONGRATULATIONS TO OUR 2012 Silicon Valley ASWA SCHOLARSHIP RECIPIENTS

(in random order) * Maxine Rowe * Claudia Garcia *
Laura Whittaker * Cindy Cheng * Tran Le *
Lisha Jiang * Zachary Morris



PUN: Those who invest in chocolate put their money behind bars.

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>



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.

Nominating Committee

Elections for the 2012-2013 Silicon Valley ASWA Board is here! Cast your vote to accept the following Nominations for our new Board.

- ❖ President = Sue Stokke
- ❖ Past President = Lynda Boman
- ❖ President Elect = Julia Becklund
- ❖ Treasurer = Nicole Letellier
- ❖ Newsletter Editor = Louise McCracken
- ❖ Hospitality Chair = Nicole Tran
- ❖ Secretary = Nicole Sheets
- ❖ Program Chair = Tanya Schwartz
- ❖ Membership Chair = Sabrina Pacheco
- ❖ Scholarship = Wendy Matthews

Nominations will be presented to the membership by Past President Lynda Boman at the Membership Meeting. Once the Nominations are announced the Membership will vote. Hope to see you there.



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.

Proposing a new name for

American Society of Women Accountants [ASWA]

Several Focus Groups were held a various ASWA Chapter meetings across the Nation to review and evaluate a new name and “rebranding” for the organization to promote better interest and growth. National President, Monika Miles released an announcement on April 25th via video found at the National web site www.aswa.org. She gave a very informative overview of all the aspects taken in consideration. One of which is very important, our mission statement.

“The mission of ASWA 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.”

As the focus groups discussions were conducted, the current name of the organization was broken down by each word. There, a determination was made WHERE a change is needed that would reflect the current situation of women in accounting and related fields today.

American ♦ Society ♦ Women ♦ Accountants

The result indicated that the word “American” restricted the organization to grow beyond the borders of the United States. As there are a number of Accountants today whose origins are elsewhere, the opportunity to organize Chapters in other Countries would reflect International Accounting practices have become commonplace in today’s Corporations.

“Society” that served a purpose when the organization was first founded in 1938. But the word suggests an exclusive, privileged group that has become unacquainted over the years. Especially for us seasoned members, ASWA is a warm and friendly group opens to all women in the Accounting and Finance profession.

“Women” is obviously an essential part describing our group. As Men continue to dominate the hierarchy of the Accounting and Finance industry, a professional group of women provides the support and encouragement to overcome the obstacles to achieve their fullest potential.

“Accountants” although this organization is comprised with several Accountants, it does not necessarily give the impression that the group also recognizes women are in Finance. Nothing can be further from the truth, but it is essential to encourage Women in Finance to join us.

The National Board of Directors came together and consolidated all of this information. As a result, it was unanimous that “American” and “Society” need to be dropped from the name but keep “Women” and “Accountants.” Additional discussion was conducted with the Board to incorporate “Finance” with something else that bonds the name together that reflects the mission statement of the organization and the industry of today and into the future.

Madam President Monika recognizes that we all have been attracted to this great organization of women in Accounting and Finance. Having to be associated with such a



prestigious group has been very rewarding in many aspects. Thus, we have grown to LOVE the current name. So a change can become quite an intrusive to a familiar place. Thus, asks everyone to take a moment to consider the opportunity to...

Like vs Love

this proposed name for the organization. Between now and October 23rd. This is when the National Board Meeting is held during the National Conference in San Diego. Are you ready? Maestro! Please open the curtain...

Accounting & Financial Women’s Alliance

Connect ♦ Advance ♦ Lead

As you can see, the words “Accounting” and “Women” are kept in the name. “Finance” ensures that all aspects of the Accounting/Finance are welcomed and respected part of the group. “Alliance” was considered as the best fit when one of the National Board Members looked up the word in the dictionary:

“ALLIANCE: an agreement or friendship between two or more parties, made in order to advance common goals and to secure common interests”



Take this suggestion and think about it. Monika does not expect everyone to love it, but “like it” for now and mull it over for the next five months.

The National ASWA web site (www.aswa.org) has prepared a series of answers to anticipated Frequently Asked Questions. Visit the web site, watch the video. Feel free to review these resources as often as you like. Get familiar to the concepts of why a change is proposed and how this change is better for the organization as a whole. Talk to other members of the Chapter your thoughts, views and how you like, do not like, or love this proposed change. Then seriously consider attending the annual event in October...



2012 ASWA Annual Conference (Formerly JNC)

October 22-24, 2012

Sheraton San Diego Hotel & Marina
San Diego, CA

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 “2012 ASWA Annual Conference” to receive a group rate. The deadline to make reservations this rate is September 28, 2012, subject to availability.

The annual Business Meeting will be help on October 23rd were delegates from each Chapter in attendance will be voting on this proposed name change.



PROGRAMS – What You Missed!

April

Discussion Panel



Ingrid Swenson, CFO; Bertram Capital, Corporate Accounting

Clinton Pickering, CPA; Gallina, LLP, Construction Accounting



Thomas Moschetti, Jr., CPA, MST; Lecturer with San Jose State University & University of California, Santa Cruz

Irene Altany, Managing Director, Accounting Principles; Recruiter



Accomplished Professionals in the Accounting & Finance Profession to discuss their experiences of they reach to the top in their chosen professions. We were all inspired by each member of the panel as they shared their experiences.

March



Excel Workshop

Maria Pribyl, Trainer of M.L. Pribyl & Associates kept us on the edge of our seats with various tips on how to use Excel with more efficiency and hungry for more at the end of the meeting.

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.



SAVE THE DATE!

UPCOMING MEMBERSHIP MEETINGS...

May 22nd – Annual Wine Gala

June 26th – Social Media, Installation of New Board

July 24th - Banking

Pencil in ASWA to your Calendar.

We MISS You!

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 entire women in the 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.

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.

COMMITTEE UPDATES

Programs

Chair: Julia Becklund

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



<u>June 26, 2012</u>	6:00 pm	Social Networking Biltmore Hotel
<u>July 24, 2012</u>	6:00 pm	Banking Biltmore Hotel
<u>August 22, 2012</u>	6:00 pm	New Program 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.

Call (408-483-0991) to reserve or cancel. The goal is an accurate count for the hotel. 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

Newsletter

Chair: Louise McCracken



The newsletter is prepared and distributed on a monthly basis. Until we complete the integration of our Yahoo Group feature of sharing files, 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 lousemccracken@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

Another outstanding year has come and gone and the quality and quantity of applicants of our scholarship program gets better and better. Selecting awards becomes quite



challenging as we continue to find creative aspects to

enhance the program to meet the growing needs. Feel free to contact me directly at the meeting or send me a message at 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.

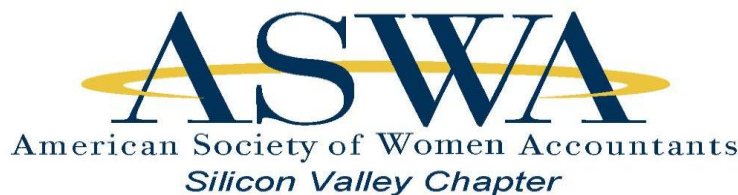
<http://www.aswa.org>

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

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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IF YOU WOULD LIKE TO JOIN THE SILICON VALLEY CHAPTER OF ASWA...

FOLLOW THE LINK TO OUR NATIONAL WEBSITE

HTTP://WWW.ASWA.ORG

OR SEND US AN EMAIL: ASWA103@YAHOO.COM