

# Current Assets

Volume 35, No. 11

Silicon Valley Chapter

June 2011

## MINDY HARADA

Mindy Harada is the Director of Payroll Tax at Armanino McKenna LLP Certified Public Accounts and Consultants firm based in San Ramon, California. She is an employment tax specialist and has over 17 years of employment tax experience including with a Big 4 firm, and employment as a Tax Auditor IV with the Employment Development Department, State of California. She spent two years as a Hearing Specialist before the California Unemployment Insurance Appeals Board, representing the EDD during the administrative appeals process. She has presented before the California Society of CPAs and has also spoken at several California Payroll Conferences as well as Conferences in the Pacific Northwest and many other locations throughout the country. MS. Harada holds a B.S. in Business Administration, with a Concentration in Accounting from San Jose State University, San Jose, CA. Ms. Harada is a Certified Payroll Professional.

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## June Membership Meeting

- Topic:** *Annual Board Installation/  
Payroll Taxes - Getting Them  
Right*
- Speaker:** *Mindy Harada,  
Armanino McKenna LLP*
- Date:** *6:00 PM Tuesday,  
June 28, 2011*
- Place:** *Biltmore Hotel, Santa Clara, CA*
- Cost:** *Members \$35, Guests \$45*

*Please respond to the Socializr invitation or call the chapter voicemail (408-235-0828) on the Friday before the meeting by noon to reserve or cancel.*

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

***Credit Cards Are Accepted On Site***

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## July Membership Meeting

- Topic:** *QuickBooks*
- Speaker:** *TBD*
- Date:** *6:00 PM Tuesday,  
July 26, 2011*
- Place:** *Biltmore Hotel, Santa Clara, CA*
- Cost:** *Members \$35, Guests \$45*



Silicon Valley ASWA #103  
2010 – 2011  
Discovery and Mentoring  
President's Message:

This message begins with a time-honored tradition.... Where has the year gone? This issue closes out another year at ASWA so we look back and forward at the same time.

This past year, we have seen many changes within our local group as ASWA continues to strengthen its voice on a national level. This past year, we continued our tradition of having one joint meeting with our local IMA (Institute of Management Accountants) chapter which is always lively and informative. We had a joint holiday meeting with the two other Bay Area chapters, San Francisco and East Bay where we were fortunate to learn more about Boys and Girls Club of Oakland ([www.bgcoakland.org](http://www.bgcoakland.org)) while enjoying the company of all three chapter's members and great food catered by PSRT ([www.psrt.com](http://www.psrt.com)). Silicon Valley chapter had the privilege to host many outstanding speakers for our CPE, from staying sane in a crazy market, an exceptional overview of health care reform, to tax updates and Excel Masters.

Our June 28 meeting will see this CPE excellence continue as Mindy Harada from Armanino McKenna LLP as we cover Payroll Taxes, a very broad and complicated topic.

Through a year which has seen few encouraging upticks in the economy, we have continued to raise funds for our annual scholarships and in April, gave \$5,000 in scholarships to local students. This would not be possible without the hard work of our scholarship chair, Ty Kaprelian, and Wendy Matthews who is a chapter past-president, past scholarship chair and current ASWA member, committee member and so much more.

Our chapter also owes a great deal to local CPA firm Abbott, Stringham and Lynch. In addition to being regular sponsors of our scholarship events, ASL has a long history of support for the Silicon Valley chapter through staff holding board positions to exceptional speakers on a wide range of topics.

I would like to take this opportunity to thank the 2010-2011 board for their diligent service to ASWA. None of this would happen without a hard-working board. Lynda Boman, who in addition to her board roles has also hosted our board meetings for many years deserves special thanks, as does Ilse Beck who has attended many board meetings as a member as well as acting as temporary secretary when needed.

Another firm with long and ongoing ties to this chapter is Labhart Miles Consulting Group. Monika is so committed to ASWA that she has been on the national board for several years, and is just beginning her term as National President! We are pleased that Monika has agreed to install next year's Silicon Valley chapter board on June 28.

Please join us June 28 to learn more about Payroll Taxes, and see our new board installed with incoming President Sue Stokke at the helm.

Lili Clay, President  
2010-2011  
Silicon Valley Chapter

Board of Directors  
2010-2011

**President:**

*Lili Clay*  
[liliclayASWA@gmail.com](mailto:liliclayASWA@gmail.com)

**President-Elect:**

*Sue Stokke*  
[suestokkeaswa@aol.com](mailto:suestokkeaswa@aol.com)

**Secretary:**

*Susan Lange*  
[st.lange@comcast.net](mailto:st.lange@comcast.net)

**Treasurer:**

*Trisha Moore*  
[tw\\_taxes@yahoo.com](mailto:tw_taxes@yahoo.com)

**Immediate Past President:**

*Lynda Boman*  
[lynda@bomanaccounting.com](mailto:lynda@bomanaccounting.com)

**Hospitality Chair:**

*Julia Becklund*  
[julia@pcnt.com](mailto:julia@pcnt.com)

**Bulletin:**

*Anu Joshi*  
[ajoshi@aslcpa.com](mailto:ajoshi@aslcpa.com)

**Membership Chair:**

*Raouia Makhoul*  
[raouia.makhoul@accountemps.com](mailto:raouia.makhoul@accountemps.com)

**Program Chair:**

*Position Open*

**CPE Compliance:**

*Christina Esquivel*  
[cleservices@comcast.net](mailto:cleservices@comcast.net)

**Scholarship Chairs:**

*Ty Kaprelian*  
[tkaprelian@becker.com](mailto:tkaprelian@becker.com)

**Website:**

*Anu Joshi*  
[ajoshi@aslcpa.com](mailto:ajoshi@aslcpa.com)



## A Serious Approach to Social Media

*Allowing employees to use social media at work can create benefits for the firm, especially if rules and expectations are set up front.*

The use of social media is rapidly transforming the way we communicate and conduct business. While some firms have been quick to embrace the “Web 2.0” way of working, many others are taking more of a wait-and-see approach. Often, their caution is linked to uncertainty about what impact social media might have on workforce productivity.

A [recent survey](#) by Accountemps revealed that more than half of chief financial officers (CFOs) worry that their employees will waste time if allowed to use social media while on the job. Eighteen percent cited unprofessional behavior as a top concern. However, when asked about benefits, three in 10 CFOs said social media would allow their teams to provide better customer service. Enhancing the firm’s reputation, expanding contact networks, and securing new business were also seen as potential rewards.

If your firm is thinking seriously about making social media an everyday business tool for your employees, here are some tips that will likely help you both preserve workforce productivity and realize positive returns:

### **Let your employees know you trust them**

There may be some risk of lost productivity in allowing your team to use social media during the workday, but you still need to trust that your staff will keep their priorities straight.

When “opening the gates” to social media at your firm, make it clear that you expect performance standards to be maintained – if not improved. Communicate “big picture” business objectives to your staff by letting them know why the firm wants to make better use of social media. For example, you want to improve customer service, recruit new talent, or improve collaboration among employees.

Also, resist the temptation to over-monitor your employees: Many will resent your implication that they can't responsibly use social media – and their time at work.

### **Develop a social media policy**

Leading companies have written acceptable-use policies that outline what employees can and cannot do when using company equipment, such as PCs and mobile phones. Many businesses today have adapted their policies to include specific rules about Internet and social media use.

Work with your HR, legal and IT teams to develop a policy that is appropriate for your firm and an approach for communicating expectations to your staff. You may want to include the policy in your employee handbook, post it on your intranet, and even have a formal meeting to educate your team about the guidelines and invite them to offer feedback.

### **Lead by example**

As a manager, you can play a key role in setting the standard for social media use at your firm. Whether it's blogging about accounting and finance issues on the corporate website, "tweeting" company news on Twitter, or interacting with potential recruits on Facebook, using Web 2.0 technologies in a variety of ways will underscore to your staff that management takes "getting social" seriously.

Once you've started using social media throughout the firm, encourage employees to communicate how they're benefitting from its use. And in the middle of the workday, if you notice an employee laughing at a YouTube video of a cat playing the piano, keep in mind that he or she is essentially taking the modern equivalent of a "donut break." Allowing your workers to be distracted occasionally by the fun aspects of social media will likely enhance their productivity – not hurt it.

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

# ASWA MEMBERSHIP LEVELS

ASWA is a membership organization which serves those in the finance and accounting fields. When a potential member joins or an existing member renews, there are four classes of membership: regular, associate, affiliate, retired.

## **Regular Members**

Regular members are those who have been actively engaged in accounting for two or more years, hold a valid CPA certificate, its equivalent, or other accounting or financial certifications with similar education or experience requirements, often holding a bachelor's degree with a major in accounting. These are typically staff accountants or higher in an organization.

## **Student/Associate Members**

Often simply referred to as student members, but this leaves a huge segment of the eligible field unmentioned. This category is for regularly enrolled students in post-secondary educational institutions, majoring in accounting or a related field, or actively engaged in accounting *less than two years' experience*. So recent college graduates, interns and beginning staff accounts with less than two year's post-degree experience would all qualify for this category which not only has greatly reduced dues on the national and chapter levels, but also has the \$25.00 national application fee waived.

## **Affiliate Members**

These members are not actively engaged in accounting, but do have a substantial interest in accounting. These members are often in support professions: accounting and finance staffing, test preparation and staff of companies who provide CPE among others.

## **Retired Members**

Qualifications of existing regular or associate members for this category are that the member be: 1) age sixty-five as of June 1 *and* a member for five consecutive years; *or* retired from all gainful employment due to disability as of June 1; *or* age fifty-five as of June 1 *and* retired from all gainful employment *and* a regular or associate member for ten consecutive years. Retired members also enjoy greatly reduced dues on a national level and currently pay no dues at the chapter level.

If you are joining or renewing your membership, search online at [www.aswa.org](http://www.aswa.org) for full details for each membership category.

# PROGRAMS – What You Missed!

## May

### ANNUAL WINE GALA

Along with some fabulous wine tasting, we had our speaker Bobbi Decker give us some valuable insights on how to achieve your highest potential in today's crazed world.

## April

### ANNUAL SCHOLARSHIP NIGHT

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

## March

### EXCEL TIPS AND TRICKS

Larry Mosley gave us some valuable Excel Tips and Tricks

## February

### ON MILLIONAIRE TIME: INSIDER SECRETS TO GETTING MORE DONE IN LESS TIME

Sandi Smith Levya, [www.SandiSmith.com](http://www.SandiSmith.com), gave great tips on valuing your time in order to know how to spend it.

## January

### TAX UPDATES

Kim Rye from Abbott, Stringham and Lynch provided us with an update of all tax laws affecting individuals and businesses.

## December

### HOLIDAY PARTY

The Holiday Party was at the Robert Half Offices in Oakland. There was a White Elephant Gift Exchange which was quite fun with a lot of good gifts.

## November

### ANNUAL SCHOLARSHIP SILENT AUCTION FUNDRAISER AND PRESENTATION ON MENTORING

ArLyne Diamond provided valuable "diamonds" on how to be a mentor and what to expect out of a successful mentoring relationship.

## October

### INTERNATIONAL FINANCIAL REPORTING STANDARDS

Deepa Bhat and Carol Wagner from Abbott, Stringham and Lynch provided an introduction to the International Financial Reporting Standards, the benefits and challenges associated with conversion to IFRS, key differences between IFRS and U.S. Generally Accepted Accounting Principles, global adoption of IFRS and convergence between IFRS and U.S. GAAP.

## September

### HEALTH CARE REFORM

This overview of Healthcare Legislation by Rae Lee Olson reviewed all major provisions of the law that will affect employers, implementation, timing and major tax/funding sources and provided an understanding of the key concepts of the law as well as what the changed employer healthcare landscape will look like in 2014.

## August

### 21st CENTURY ULTIMATE MANAGEMENT RENDEZVOUS

A discussion consisting of outstanding speakers and panelists on how to lead effectively in the 21<sup>st</sup> century. This was a joint event with the IMA Peninsula Palo Alto Chapter and the ASWA Silicon Valley Chapter.

## July

### HOW TO STAY SANE IN A CRAZY MARKET

Opening with an inspiring story about his mother who was also his mentor, Don gave us some very valuable advice on how to avoid "mob mentality", among other things, when investing in today's market. His presentation was sprinkled with great visuals, statistics and thoughts from some of the greatest investment gurus.

## Membership!

If you would like to join the Silicon Valley Chapter of ASWA, we have attached a membership application to the end of the newsletter. Please feel free to complete or forward a copy to someone you think would benefit from joining our Chapter.

Or link to the National website here – [www.ASWA.org](http://www.ASWA.org)

## Announcements

One of the main benefits of being an ASWA member is the opportunity to network and gain access to the expertise of its members. Are you a member who specializes in a particular area? Are you a member who is pondering on the intricacies of a particular transaction and would like to gain access to an expert?

Are you looking to hire? Are you looking for a job? Do you have an announcement to make with regards to an achievement? Here is an opportunity for you to showcase yourself!

ASWA Silicon Valley would like to take this opportunity to invite all its members to send in their profiles, expertise, questions and job openings and we will publish it in the upcoming newsletters! Please note that this service is for members only. Send in your information to Anu Joshi at [ajoshi@aslcpa.com](mailto:ajoshi@aslcpa.com).

**We are also looking for volunteers for 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!**

**By now, all members should have received an invitation to share their profile. If you have not received or would like a new copy, please email Anu Joshi at [ajoshi@aslcpa.com](mailto:ajoshi@aslcpa.com) We look forward to meeting more of you soon!**

*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.*

## CALENDAR OF EVENTS

|                             |   |
|-----------------------------|---|
| Tuesday, July 26, 2011      | QuickBooks<br>Speaker: TBD<br>Biltmore Hotel, 6:00 p.m.                 |
| Tuesday, August 16, 2011    | Entrepreneurship<br>Joint Meeting with IMA<br>Biltmore Hotel, 6:00 p.m. |
| Tuesday, September 27, 2011 | TBD<br>Biltmore Hotel, 6:00 p.m.  |

If you have ideas for future speakers and meeting topics, tell one of the officers.

## 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. Ask a board member or check the website for specific dates and details.

◆ Members and interested parties receive the bulletin by e-mail. If we don't have your e-mail address, please send it to Anu Joshi at [ajoshi@aslcpa.com](mailto:ajoshi@aslcpa.com), along with any news or bulletin suggestions.

***Reservation and cancellation policy:*** Reservations or cancellations are requested by noon on 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 (408-235-0828) 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 that are no-shows will be billed if not cancelled by 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 before hand to avoid incurring the cost of the meal. ***WE ACCEPT CREDIT CARD PAYMENT AT THE DOOR!***





American Society of Women Accountants  
 Silicon Valley Chapter #103  
 P.O. Box 1301, Santa Clara, CA 95052-1301  
 Voicemail 408-235-0828  
[www.aswasiliconvalley.org](http://www.aswasiliconvalley.org)

New Member

Reapplying

Member # \_\_\_\_\_

Please check your preferred mailing address:

Residence Address

Business Address

Last Name

First Name

Firm Name

Address

Firm Address

City

State

ZIP

City

State

ZIP

Phone

FAX

Phone

FAX

E-mail

E-mail

|   |   |             |
|---|---|-------------|
| <b>ANNUAL NATIONAL DUES</b><br>(Choose one) | <b>Regular – (\$108)</b> Hold a CPA certificate <b>or</b> two or more years’ experience in accounting <b>or</b> hold a Bachelor’s degree in accounting or related field<br><br><b>Affiliate – (\$108)</b> Not actively engaged in accounting <b>or</b> have a substantial interest in accounting<br><br><b>Student/Associate – (\$34)</b> Regularly enrolled student or fewer than two years’ experience in accounting  | \$          |
| <b>ANNUAL CHAPTER DUES</b><br>(Choose one)  | <b>ASWA SILICON VALLEY CHAPTER #103</b><br><br><b>Member/Affiliate (\$42)</b> Hold a CPA certificate <b>or</b> two or more years’ experience in accounting or hold a Bachelor’s degree in accounting or related field<br><br><b>Associate/Student – (\$22)</b> Regularly enrolled (full-time) student in post-secondary educational institutions, majoring in accounting or a related field <b>or</b> actively engaged in accounting or hold a bachelor’s degree with a major in accounting or its equivalent with less than two years’ experience<br><br><b>Retired – (\$0)</b> Age 65 as of June 1 and a regular or associate member for five years <b>or</b> retired from all gainful employment due to disability as of June 1 <b>or</b> age 55 as of June 1 and retired from all gainful employment and a regular or associate member for 10 years | \$          |
| <b>MEMBERSHIP APPLICATION FEE</b>           | <b>Fee for all NEW and REAPPLYING Regular and Affiliate Memberships</b>   | <b>\$25</b> |
|   | <b>TOTAL (National + Chapter Dues)</b>  | <b>\$</b>   |

**METHOD OF PAYMENT**

VISA  MasterCard  American Express

My check made payable to ASWA is enclosed

(Please submit this completed application with check directly to Silicon Valley Chapter, PO Box 1301, Santa Clara, CA 95052-1301)

Card Number \_\_\_\_\_ Security Code \_\_\_\_\_ Exp. Date \_\_\_\_\_

Name as it appears on Card \_\_\_\_\_ Signature \_\_\_\_\_

ASWA dues are deductible as a business expense, but not as a charitable contribution for federal tax purposes.

National Dues of \$104 include \$42 for a year's subscription to *The Compass*. Chapter Dues are Member/Affiliate \$42, Student \$22, Retired \$0 and include Current Assets Newsletter and free job postings on Silicon Valley's website.

**CHAPTER INFORMATION:** (Please verify your local chapter in the space below..)

CHAPTER NAME SILICON VALLEY CHAPTER NO. 103 DATE \_\_\_\_\_

CHAPTER REPRESENTATIVE'S SIGNATURE \_\_\_\_\_ MEMBER ID \_\_\_\_\_

**DEMOGRAPHICS**

**Marital Status**  Single  Married  Divorced  Widowed

Ethnic Origin \_\_\_\_\_

Does your employer pay your membership dues?  Yes  No

Age  Under 25  25-34  35-44  45-54  55-64  65+

Salary Range  Under 50K  50-75K  76-100K  101-150K  150K +

**Job Classification:**

Audit  Budget Planning  Consulting  Cost Accounting  Financial Analysis  
 General Accounting  Management Accounting  Retired  Sole Proprietor  
 Tax  Other \_\_\_\_\_

**Business Setting:**

|  |   |  |
|--|---|--|
| <input type="checkbox"/> Agribusiness                  | <input type="checkbox"/> International Business     | <input type="checkbox"/> Retail/Wholesale              |
| <input type="checkbox"/> Automotive                    | <input type="checkbox"/> Investments                | <input type="checkbox"/> Tax – Corporate/Personal      |
| <input type="checkbox"/> Banking/Lending               | <input type="checkbox"/> Law                        | <input type="checkbox"/> Tax – Sales & Use             |
| <input type="checkbox"/> Construction/Development      | <input type="checkbox"/> Manufacturing              | <input type="checkbox"/> Technology/Software/Computers |
| <input type="checkbox"/> Education                     | <input type="checkbox"/> Non-Profit/Associations    | <input type="checkbox"/> Transportation                |
| <input type="checkbox"/> Financial Planning            | <input type="checkbox"/> Oil & Gas                  | <input type="checkbox"/> Utilities                     |
| <input type="checkbox"/> Government                    | <input type="checkbox"/> Public Accounting/Auditing | <input type="checkbox"/> Other _____                   |
| <input type="checkbox"/> Health Care/Medical/Hospitals | <input type="checkbox"/> Real Estate/Brokerage      |  |
| <input type="checkbox"/> Human Resources/Staffing      | <input type="checkbox"/> Religion                   |  |
| <input type="checkbox"/> Insurance                     | <input type="checkbox"/> Restaurant/Food Service    |  |

Business size:  Under 100 employees  100 – 1,000 employees  1,001+ employees  
 I am unemployed

Years of experience:  0-2  3-5  6-10  11-20  20+

Highest Degree:  PhD  JD  MBA  MA/MS  BA/BS  Associates  
 Other \_\_\_\_\_

Professional Affiliates:  AICPA  AWSCPA  IMA  NSA  State Accounting Society  
 Other \_\_\_\_\_

Designation:  CPA  CFP  Other \_\_\_\_\_

Job Title:  Accountant – Staff  CFO  Owner/Partner  
 Accountant – Senior  Manager – Office  President/CEO  
 Controller  Manager – Accounting  Other \_\_\_\_\_

**SIGNATURE**

APPLICANT'S SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

\*By signing this application, I certify that all information given herein is true and accurate to the best of my knowledge.

Thank you for joining ASWA  
For a list of member benefits, please visit [www.aswa.org](http://www.aswa.org).  
Or see any Board Member  
(Revised 3/11)