

Current Assets

Volume 36, No. 12

Silicon Valley Chapter

June 2012



Michael Webb

Social Networking

Using Linked-In

You won't want to miss our June 26th speaker – The Employment Expert, Michael C. Webb.

Michael will show us how to navigate the waters of social media and help us build our personal brand to help us stay employed in any economy.

Are you going to be LinkedIn or Left Out?

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June Membership Meeting

Date: Tuesday, June 26, 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 (408-483-0991) by Noon on the Friday before the meeting to reserve or cancel.

Or simply log on to www.socializr.com and type in "ASWA 103 June 2012" to find the link to the invitation.

Credit Cards are accepted at the meeting

July Membership Meeting

Topic: Banking

Speaker: Paul Duren

Date: Tuesday, July 24th, 2012

Time: 6:00 pm

Place: Biltmore Hotel

Santa Clara, CA

Cost: Members \$35, Guests \$45



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

I have come to the end of the first year of my Chapter Presidency and my position as Director of Finance. Being a leader and manager are both difficult and rewarding. I have learned a tremendous amount in both roles. When I first joined this board I had no idea of the types of lessons that would come my way. Of course, each past president has had their own lessons with both struggles and triumphs. With a new board taking on their new roles I'm excited to see what things we will accomplish and overcome.

In past year the theme "Brand You" has given members and guests a chance to reflect on their own brand. We learned from Women Entrepreneurs about the challenges and skills needed to succeed in business. We discovered our own four letters and what they tell us about our own distinct personality traits and how knowing our strengths and weaknesses can help us navigate how we interact with the world around us. We also had a communication presentation about how to give and receive constructive feedback. We received advice on how to live our life's dreams, overcoming obstacles and building a network of support. Last month at the Wine Gala we discovered branding is not just a logo, name or tag line but more about the emotions behind a name, how to build toward an emotional response and how to distinguish ourselves in the right niche. All this as well as the technical learning we've had this past year round us out as strong employees, managers and business owners.

Our June meeting will be the installation of the new board. We will also have a speaker on social media which has become a big addition to our networking toolbox. I hope to see many of you there to learn and meet your new board members.

I'd also like to invite each of you to our strategic planning session which is open to all members of the chapter. This meeting will be on Saturday July 14 from 9 AM – 2 or 3 PM, cost will be \$20. At strategic planning a theme for the year is discussed and twelve months of meetings we feel will be beneficial to our members and guests are planned. We line up speakers to present at each meeting; you may have the perfect contact for one of those meetings. The committee for November's silent auction/ non-auction will be created. Next year we celebrate our chapter's 35th year and we want the May Wine Gala to be extra special. We will need a team of volunteers to make it a success; I already have a couple of volunteers but more are needed. These are ways to serve your chapter without committing to a year on the board.

I'm looking forward to another year of discovery, growth and new opportunities.

-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.

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>



LOOKING FOR SPONSORS...

The Silicon Valley Chapter has been successful in providing outstanding support to its members in the Accounting Profession and aspiring Accountants 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.

New Board of Directors

Installation of the new 2012-2013 Silicon Valley ASWA Board is here!

- ❖ 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 = Tawnya Schwartz
- ❖ Membership Chair = Sabrina Pacheco
- ❖ Scholarship = Wendy Matthews

Congratulations on the New Board. We are looking forward the new year promoting networking, friendship and good will to everyone.

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

Proposing a New Name for American Society of Women Accountants [ASWA]



Madam President Monika Miles recognizes that we all have been attracted to this great organization of women in Accounting and Finance. Being associated with such a prestigious group has been very rewarding. We have grown to LOVE the current name, so a change can become quite an intrusive to a familiar place. Monika 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 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

The National ASWA website (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 with 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 about your thoughts, views, and how you like, do not like, or love this proposed change. Then seriously consider attending the Annual Conference of Women in Accounting (formerly JNC) 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 at this rate is September 28, 2012, subject to availability.

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



Network with Purpose – and You Won't Get Worked Up

Attending a professional networking event can be like going to a party at a stranger's house. You scan the crowd, searching for friendly faces, hoping you know at least one other person. When you realize you have to work the event solo, you suddenly feel shy and jittery — especially if “working the room” doesn't come naturally to you.

Take a deep breath and dry those sweaty palms. First, remember that other professionals at the event are feeling exactly the way you do. Second, you should have an action plan. Focusing on event-specific goals will help you to check your nervousness at the door. Here are some strategies to help you navigate your next professional networking event successfully:

Plan ahead

Before the event, make a list of “targets” — the people you know you want to meet. Most conferences and other meet-and-greet events use social media now to publish a list of attendees, which can be helpful in your preparation. Many events also use hashtags on Twitter so attendees can connect before and during the event.

Organize some brief notes on what you know about a targeted contact that could be relevant to your discussion. For example, perhaps you read a person's blog or viewed their webinar. This type of information gives you an advantage not only because you can break the ice with a new contact more easily, but also because they'll realize you sincerely want to meet them. (Another tip: Checking out someone's LinkedIn profile before the event can be useful because it may include a photo, which will help you identify that person.)

Turn your list of targets into an “event card,” which you can use to make notes about the people you meet and what you discuss. This can be a list in a notebook — or on your smartphone. Don't take notes during a conversation, though. The other person may feel uncomfortable if they sense they're being interviewed.

Help contacts connect with you

You need to show your targets why they should know you. This means you should rehearse your introductions and tailor them for each key target. For instance:

- **Example 1:** “Hi, I'm Ann. I'm an accountant with XYZ firm. Our firm does some work for your company. I've seen you copied on some of our correspondence, and I wanted to introduce myself since we've never actually met in person.
- **Example 2:** “Hi, I'm Ann. I'm an accountant at XYZ firm. I believe you know my manager, Sue Smith. I noticed you two are connected on LinkedIn. How do you know Sue?”

- **Example 3:** “Hi, I'm Ann. I'm an accountant at XYZ firm. I saw you speak at last year's ASWA Annual Conference. I really enjoyed your presentation. Will you be speaking at the next event?”

Remember that there's a fine line between coming across as “all business” and being seen as a real, approachable human being. While it's important to be prepared when you meet someone new who could be important to you professionally, don't over-rehearse. You want conversations to flow naturally following your introduction. Just smile, be casual, and talk to that person as you would if you were building a relationship with a new friend.

Don't wait too long to follow up

A day or two after the networking event, review your event card and the business cards you collected, and begin your follow-up emails. A brief email to say “hello” and remind a new contact about the conversation you had should suffice. Don't call a contact unless you were encouraged to do so, or you both hit it off so well you know a phone call would be welcome.

If you don't hear back from a contact after two attempts, more than likely that person is not interested in keeping in touch. Don't take it personally. Not every connection you make is going to lead to a meaningful business connection. Focus your energy instead on those relationships you sense are going to be the most fruitful. If you approached the event strategically, you'll no doubt have more than enough interesting new contacts to add to your professional network.

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 locations worldwide and offers online job search services at www.accountemps.com



SPRING FORWARD MEMBERSHIP DRIVE

Attention Silicon Valley Members! BRING A GUEST to the next meeting 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 provides resources and support to all levels of Accounting... Bookkeepers, Corporate Accounting, Finance, Public Accounting, Non-Profit, Management, Educators, and Recruiters. Drawing to be held at the June Membership Meeting before the installation of the new Silicon Valley ASWA Board.

PROGRAMS – What You Missed!

May



Re-Branding

In light of the new proposed name for the organization, Clay Butler concentrated his presentation on his experience with re-branding and promoting a better image. His talents on how to develop and provide a fresh representation of an organization got the creative juices flowing!

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 discussed their experiences as they reached 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 about 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...

June 26th – Social Media, Installation of New Board

July 14th – 2012-2013 Strategic Planning Meeting

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 women in the entire accounting and finance community. The organization's



American Society of Women Accountants

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.



COMMITTEE UPDATES

Programs

Chair: Julia Becklund

June 26, 2012

6:00 pm

Social Networking
Biltmore Hotel

July 24, 2012

6:00 pm

Banking
Biltmore Hotel

August 22, 2012

6:00 pm

TBA
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.

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 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

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.

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.



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



SAVE THE DATE!

Strategic Planning Meeting

Saturday, July 14th

For 2012 – 2013

A **MUST** attend for the New Silicon Valley ASWA Board of Directors

Open to the General Membership who are curious about the activities of this great Chapter for the upcoming year.

9:00am to 2:00pm

Location: TBA by President Sue Stokke