

Current Assets

Volume 37, No. 1

Silicon Valley Chapter

July 2012



BANKING

Paul Duren
Senior Vice President
Bridge Bank

Paul will inform us with the changes that have been made with the Banking Industry since the extraordinary decline of the economy in 2008.

With almost 30 years of banking experience from operations to lending and 18 years at one large institution, He consults with dozens of companies annually on how to get the most out of their banking relationship and their bank. I have written several articles on financing options for middle market businesses and regularly presents on the topic for professional organizations.

In addition to developing many relationships with clients and prospects, he has many partners who help extend the amount of resources that he brings to helping a client achieve their desired objective. A team approach is used to help everyone win.

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July Membership Meeting

Date: July 24th, 2012

Topic: Banking

Doors Open: 6:00 pm

Location: Biltmore Hotel, Santa Clara, CA

Cost: Members \$35, Guests \$45

**Please respond to the Chapter Web Site at
<http://www.aswasiliconvalley.org>
To view information, register and pay
through**



**Credit Cards are also accepted at the door
at the Registration Table**

August Membership Meeting Joint Meeting with IMA

[INSTITUTE OF MANAGEMENT ACCOUNTANTS]

Topic: Entrepreneurship

Speaker: Panel

Date: August 21st, 2012

NOTE: 3rd Tuesday of the Month

Time: 6:00 pm

Place: Biltmore Hotel
Santa Clara, CA

Cost: Members \$35, Guests \$45



**Silicon Valley ASWA #103
2012 – 2013**

President's Message

This past year we have been thinking about our personal brands, "Brand You" and you should have some great ideas about who you are and what you want to project to the world.

June's speaker, Michael Webb, talked about methods for branding yourself on LinkedIn. After his presentation I looked at my LinkedIn and realized that the only time I used it was after I heard a speaker that inspired me and a few groups I follow. But now, in retrospect, I should have been building my connections to all the people in my field, ones I do business with, speakers that come to our ASWA meetings and other meetings I attend. I should have been expanding on my profile and the things that make me an expert in what I do. The possibilities are endless. Now that the haze is lifting I'm seeing the light of this new generation of information and seeing the uses for it. I vow to check my LinkedIn daily, okay maybe weekly, habits come slowly. For those who are job searching, employers and placement firms are using LinkedIn as part of the evaluation they do on prospective hires. For those of you who are not searching the future is unknown and it is best to be prepared.

In the upcoming year I want to explore with you how to share your brand with the world. This all started when I read the book *Brag! The Art of Tooting Your Own Horn Without Blowing It* by Peggy Klaus, a book I highly recommend. There are ten chapters in the book so each month we can take one more step toward developing what Peggy calls your "Bragologue."

Lesson One: Forget everything your mother taught you about not being a bragger, that people will notice when you do a good job, that you should not talk about yourself and upstage your brother, boyfriend, husband. Let's start looking for the solution to being able to talk about ourselves and our accomplishments in a way that is not arrogant but rather inviting. You need to feel comfortable, natural and uniquely you so that your personality also shines through. We will learn *what* to say about ourselves and *how* to say it with style and grace.

Peggy says that bragging is an art. It involves taking the temperature of your audience. Only speak with sincerity, use a storytelling fashion. Keep your stories fresh but always be well prepared. Learn the mastery of turning negatives into positives. Be funny if you are funny. But most importantly be you.

In the upcoming year we can explore bragging together, learn and have some fun with it. We will also have plenty of speakers to help us on this journey as well as speakers to keep us knowledgeable and informed in our work. Join me in my bragging journey.

-Sue Stokke, President 2012-2013

**Board of Directors
2021-2013**

President:

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suestokkeaswa@aol.com

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Julia@pcnt.com

Secretary:

Nicole Sheets
nlsheets@sbcglobal.net

Treasurer:

Nicole Letellier
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Lynda@bomanaccounting.com

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Scholarship Chair:

Wendy Matthews
wendyjm@prodigy.net

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.



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]

Hopefully by now you have seen our video about unveiling a new name for ASWA, "Accounting and Financial Women's Alliance". The YouTube video has received over 500 views, so many of our members HAVE seen it. With the roll-out of the video, we also included a link to some questions or "FAQs". They are on our homepage, www.aswa.org.

The feedback generated with respect to the proposed name change so far is overwhelmingly positive. So, what are next steps? Many of the steps continue to be with you, the members and chapter leaders.. We will be sharing additional information, answering questions and clarifying concerns about the potential name change. Results of a "Straw-Poll" conducted this past month is non-binding and will be reviewed by the ASWA leadership team and a decision will be made as to whether to propose the name change as a bylaws amendment to be voted on at the Annual Business Meeting in San Diego on October 23rd. We will communicate that to the membership by the end of August.

This road to the proposed name change has certainly been quite a journey. There have been many twists and

turns along the way, but I am very proud of what we ultimately came up with and have presented to our members. Sometimes the hardest thing for me in leadership is knowing that you cannot please everyone. Some people are likely to be unhappy with this proposal and/or this suggested name. But the flip-side is that so many of you have already sent emails and posted on social media that the name IS great and you do love it and are fully in support of moving our organization forward by considering this name change. So, I thank you all for continuing to keep an open mind. Please continue to keep the questions flowing, and let's continue the conversation.

– Past National ASWA President, Monika Miles

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.

W e l c o m e To our NEW National President! Cheryl Heitz

"Changing the Recipe"

Hello ASWA members!
I'm looking forward to a great year for our organization and I hope you are too. I've really enjoyed getting to know many of you over the years through ASWA and I look forward to meeting new ASWA friends this year. In that vein, I thought it would be fun to share a little bit about me so that we can start to get to know each other. One of my great passions outside of ASWA is food. I enjoy different kinds of food, trying new recipes, cooking for my family, and watching the food network channel. Cooking for ceremonies, or big events, always presents challenges... Read more in the National Newsletter, "Accountability" at www.aswa.org



Silicon Valley ASWA is a 501(c)6 not-for-profit organization. Join our group on  for updates

Small Firm = Big Opportunities

Five benefits of working for a small business you should be emphasizing to candidates

It happened again: Just when you thought you were about to seal the deal on a great hire, the candidate decided to take a job offer from a larger firm. What gives? You know your small business has a lot to offer, but you just can't seem to convince top talent of that.

Competing for candidates with the big guys can be tough, especially when it comes to compensation packages, perks and sometimes, brand name cache. But you may have more "woo power" with potential hires than you think. Here are five positive benefits of the small business work experience that you should be emphasizing to interviewees:

1. We can offer you more job flexibility — and autonomy. At small firms, job structures are usually less formal than they are at larger organizations. Candidates need to handle basic responsibilities according to their job descriptions, of course. But let them know they'll also be encouraged to explore other work that interests them — and can benefit the firm. Also explain how they'll have more opportunities to spearhead initiatives and work on solo projects.

2. You will have direct access to our senior management team. Small businesses have less bureaucracy and fewer layers of management than big firms. Company leadership not only knows every employee by name, but likely interacts regularly with almost every person on staff. This is a big selling point for many professionals: Instead of taking years to get on senior management's radar, relationship-building can begin on the very first day of work.

3. You will have more opportunities to make a difference. There's no room to hide in a small firm, and for ambitious professionals, that's a good thing. Talented employees want to know they can share ideas freely and will be taken seriously. They also want to understand how their specific contributions make an impact on the business, as a whole. In a large organization, it can be harder for

individuals to have a voice and know whether what they're doing provides value.

4. We will help you connect with professional development opportunities faster. Even if you pay competitively, a bigger firm will likely pay at least a bit more — especially if they want to make sure no one else hires a candidate they're serious about. But money isn't everything. If your firm takes steps to develop talented workers as soon as they show potential or initiative, then say so during interviews. You might have an edge on larger employers that may have more complex and lengthier processes to follow before investing in this much-sought-after benefit. Let candidates know that your firm can move very quickly to provide employees with professional development opportunities.

5. We will support your need for work/life balance. Many companies, large and small, make this pledge to potential hires, but not all follow through on their promise. Not surprisingly, lack of work/life balance is a key reason many professionals decide to leave an employer. If your firm promotes flexible scheduling and telecommuting so staff can better juggle their professional and personal responsibilities, make it known to candidates. Better yet, back it up with testimonials from current employees. While big firms can offer many things that small firms can't, the reverse is true as well. In fact, many talented professionals who work in the small business environment find the experience to be unmatched. So the next time you interview a promising candidate, help them to see the "big picture" of your small firm — and how they'll enhance the landscape.

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

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>

PROGRAMS – What You Missed!

June



Social Networking

Using **LinkedIn**. Michael Webb gave us some valuable insight on how to develop and promote our own “brand” to stand out in the crowd to enhance our business relationships and professional endeavors.

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 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.



Fundraising

- for our -

Scholarship Program

OUR GOAL FOR 2013 IS TO RAISE \$5,000.00!

As applicants are growing each year, the Board has decided to raise the bar and support FIVE aspiring future Accountants with their pursuits in Higher Education. To meet this challenge, efforts from everyone throughout the Chapter Membership is highly valued.

Sponsorships from Business Entities is welcome as this is a qualified 501(c)3 not-for-profit program where all contributions are tax deductible.

Wendy Matthews will be providing updates with the success of our efforts to achieve this goal. A committee is currently being organized to initiate new and more innovative fundraising programs. See what you can do to help.



PUN: If the mint makes 25 cent pieces it should expect quarterly profits.



SAVE THE DATE! UPCOMING MEMBERSHIP MEETINGS ...

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July 24th - Banking
August 21nd – Joint meeting with IMA
September 25th – Long Term Financial Care for Women
October 30th – Cloud Computing
November 13th – Health Care Reform
December – Holiday Party

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January 22nd – Tax Update
February 26th – Public Speaking
March 26th – Dale Carnegie Program

April 23rd – Scholarship Awards
May 28th - Networking
June 25th - Ethics

**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



American Society of Women Accountants
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.

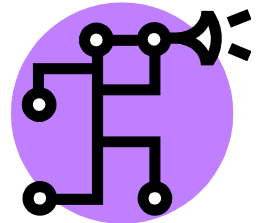


This Year's Theme = BRAG!
Come on now, stand-up and shout it out!
ASWA is a wonderful group!

Have you ever asked yourself, "Why haven't I done this before?" Too many of

us missed out on several years with the support and encouragement of being part of a professional organization. Isn't it time to change that?

President Sue Stokke is encouraging everyone to share the information about ASWA to promote, support and encourage growth for all Women in the Accounting and Finance Industry. It is time to reach out and "brag" about our delightful chapter so others can have the same experience that is enjoyed throughout the membership. Don't you agree? She has found some valuable insight in a book written by Peggy Klaus, "BRAG! The Art of Tooting Your own Horn without blowing it."



I am sure everyone has experienced at least once in their lifetime of how telling people about a delightful experience or accomplishment can become burdensome and uncomfortable to others. There is a delicate balance between having people feel out of place or rejoice along aside with you. The Board has been discussing some creative formulas to attract attention and get people curious about our group. See what you can do to join the fun and develop your "bragologue."

COMMITTEE UPDATES

Programs

Chair: Tawnya Schwartz

There is an excellent line-up of programs for the Silicon Valley Chapter this year most of them qualify for CPE! Check out the line-up as we have engaged some dynamic and outstanding speakers.

<u>July 24, 2012</u>	Banking
6:00 pm	Biltmore Hotel
<u>August 21, 2012</u>	Joint Meeting with IMA (Institute of Management Accountants)
6:00 pm	Biltmore Hotel
<u>September 25, 2012</u>	Long Term Financial Care for Women
6:00 pm	Biltmore Hotel
<u>October 30, 2012</u>	Cloud Computing
6:00 pm	Biltmore Hotel
<u>November 23, 2012</u>	Health Care Reform
6:00 pm	Biltmore Hotel
<u>December 2012</u>	HOLIDAY PARTY
6:00 pm	with San Francisco and East Bay Chapters T B A



Hospitality / CPE Compliance

Chair: Nicole Tran

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 Nicole for more details in person at the meeting or email her at ASWA103@Yahoo.com



Newsletter

Chair: Louise McCracken



The newsletter is prepared and distributed on a monthly basis. Visit our

web site at www.aswasiliconvalley.org. 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: Wendy Matthews

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 wendyjm@prodigy.net.

COMMITTEE UPDATES (Continued)

Membership

Chair: Sabrina Pacheco



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.



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