

Current Assets

Volume 37, No. 2

Silicon Valley Chapter

August 2012



BEYOND THE NUMBERS...

THE INCREASING VALUE OF SOFT SKILLS FOR ACCOUNTING AND FINANCE PROFESSIONALS

If you missed the August 20th webinar, here is your chance to become informed and aware of this growing trend that has become very important to Business' of today.

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Got Smart Phone? Scan below to go to our web site



August Membership Meeting

Date: August 28th, 2012

Topic: Beyond the Numbers...

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

September Membership Meeting

Topic: Long Term Financial Care
For Women

Speaker: Tawnya Schawrtz

Date: September

Time: 6:00 pm

Place: Biltmore Hotel
Santa Clara, CA

Cost: Members \$35, Guests \$45



Silicon Valley ASWA #103 President's Message

Have you been able to take in some of the Olympic Games from London? Boy talk about people who have some bragging rights, the athletics of the Olympic Games sure do. These unique individuals have the world singing their praises. Unfortunately most of us do not have a world audience observing our accomplishments. Even our bosses, friends and co-workers who will recognize our performance in life with complimentary terms to our face do not necessarily go to those making job decisions singing our praises. Why? Because they need to sing their own praises. You may have been the one who finds the million dollar error, but your boss will go to his boss and talk about how he knew that accounts were off and put together a team and directed the analysis needed. The result is a million dollar savings. Of course my example is an exaggeration but you get the picture. So, let's look at the myths that exist with regards to bragging about ourselves.

Myth 1: A JOB WELL DONE SPEAKS FOR ITSELF. You see from the above example; that may not be true. Don't be afraid to let people know who are and what you are accomplishing. Stand out in the eyes of not only your boss, but their boss, and their boss right up to the top. Don't stop there plant seeds for your future to those outside your industry, recruiters, associates, personal friends and acquaintances. The art of bragging requires you show up prepared with stories about yourself so that your face time with others puts you in the light you want.

Myth 2: BRAGGING IS SOMETHING YOU DO DURING PERFORMANCE REVIEWS. The bragging we want to learn is subtle and works seamlessly into your social and business interactions. You do it right and your performance review has a better chance of being positive.

Myth 3: HUMILITY GETS YOU NOTICED. Children are taught humility early on because they do not possess the skills necessary to talk about their accomplishments with grace; they just want to toot their horns. We are on a journey to reconcile the virtue of humility with the need to self-promote, personalize your message and get excited!

Myth 4: I DON'T HAVE TO BRAG; PEOPLE WILL DO IT FOR ME. Let this be one tool in your strategy, but there is no substitute for you!

Myth 5: MORE IS BETTER. The art of bragging will require you to learn to take the temperature of your audience and learn to recognize enough.

Myth 6: GOOD GIRLS DON'T BRAG. Many of our parents told us we could be and do anything, but... we were also told not to celebrate our own glory. It is time to step into the limelight and present a fuller picture of ourselves. Present yourself with conviction and confidence. Use direct eye contact, a sense of humor and conversational speaking style. Be enthusiastic and worthy of the recognition you deserve.

Myth 7: BRAG IS A FOUR-LETTER WORD. Learning to brag is not about being something you aren't or pulling the wool over someone's eyes, but rather putting forth the best authentic parts of you with pride and passion. Tell your story, showcase your strengths; build a bridge to better opportunities.

To take this journey with me you may need to start with a clean slate and drop the myths you hold, but I think we can learn to feel comfortable and sincere sharing our feats as we took our own horns with blowing it.

-Sue Stokke, President 2012-2013

Board of Directors 2021-2013

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suestokkeaswa@aol.com

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Julia@pcnt.com

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scpacheco3@yahoo.com

Program Chair:
Tawnya Schwartz
Tawnya.Schwartz@mssb.com

Scholarship Chair:
Wendy Matthews
wendyjm@prodigy.net

Website:
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Don't miss exclusive ASWA and chapter news on social media. Connect today.

As part of a strategic initiative to improve ASWA's brand presence, the Board of Directors unanimously agrees we should change our organization's name to:

Accounting & Financial Women's Alliance

Connect • Advance • Lead

As expected, there is emotion around a potential name change for ASWA. We are hopeful that with more communication and information, most of our members will ultimately agree that rebranding our organization is the best move for us going forward.

Results of the Straw Poll

With 66 of 80 chapters reporting, 67% would vote in favor of a name change if chapter delegates were to vote today. That would be enough to carry a bylaw amendment. And in any public election, it is seen as a landslide victory. However, we do not view it as such. We want to see more than 2/3 of our members in favor of the proposed name change.

We Need Your Help

We will spend the next few months reaching out to chapters to continue to address your concerns. Our goal is to get closer to 85% or 90% of our chapters in favor of change. I believe that once our members truly understand that this is but one step in a multiple-step, multiple-year process to make our organization remarkable, they will get on board.



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. Contributing is easy from sponsoring a table with any of our monthly membership meetings to participating with any of our fundraising events. Feel free to approach any of our Board Members for more details.

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>

National President's Corner

ASWA Update: Expert Advice on Marketing & Rebranding

By Cheryl Heitz, ASWA National President



I mentioned in my July article just how much ASWA has helped me connect, advance and lead. In my ongoing effort to connect with ASWA members, I thought it might be helpful to share a little bit more about myself in this issue too. I began my employment at Northern Arizona University (NAU) in 2006 and have since been promoted to an Assistant Vice President of University Advancement. This division focuses on external communication of the university including the NAU Foundation which does the fundraising for student scholarships and programs, public affairs, university marketing, printing services, and KNAU which is the local public radio station...

Read more on "Accountability" found on the National ASWA web site = www.awsa.org

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

Star Performance

Conducting a Video Interview with Style

Given the expense of flying in remotely located candidates for in-person interviews, more companies are conducting video interviews using Skype and similar technology. Internet-based videoconferencing tools allow employers to reach out to candidates virtually anywhere in the world easily and cost-effectively. While use of the technology is becoming increasingly commonplace in business, for many hiring managers, this is still unfamiliar territory.

Setting the stage for a positive video interview experience for both you and the candidate requires some planning and practice. Here are some tips for delivering a star performance:

Don't let go of best "offline" practices

Videoconferencing services like Skype allow you to schedule a meeting from almost anywhere — your home computer, your cubicle, even from a smartphone or tablet computer. However, no matter where you conduct an interview, don't let your surroundings interfere with maintaining a professional atmosphere. For instance, if you're working from home, dress as you would if you were conducting a formal, face-to-face interview with a candidate — after all, that's what you're doing, albeit virtually.

Also, if you're doing the video interview from your employer's office, remember that your webcam is the candidate's window into the company. Take care to select a location that is tidy, quiet and free of distractions. To ensure privacy, you may want to consider reserving a conference room. Let your colleagues know you'll be interviewing a potential hire and must not be disturbed — just as you would if you were meeting the candidate in person.

Treat your small screen like the big screen

When preparing to conduct a video interview, approach the process like a film or TV director and think about how to make the experience more "natural." For example, ensure there is ample natural light at your location and that it's directed onto your face, rather than from behind you, reducing shadows and glare.

Also, avoid leaning into the webcam because it can create visual distortion for your audience. However, look directly into the webcam, and not at the screen, when speaking to the candidate. In a face-to-face interview, maintaining eye contact is essential to making a positive connection with a potential hire — and it's no different in a video interview.

Account for technical difficulties and time delays

Videoconferencing is a convenient but imperfect technology. Its effectiveness depends on the speed of your

broadband or DSL connections and how much network traffic is being carried on both your company's and candidate's systems at the time.

Even under the best of conditions, delays and "choppiness" in video and voice are common; work around these issues by speaking slowly and trying not to move around too much. Allow for a second or two of "dead air" to pass after a candidate finishes speaking before you deliver your next question or comment (think of TV news anchors conducting interviews via satellite). This will help to avoid awkward and confusing overlaps in the conversation.

If you've never conducted an interview via videoconference, don't risk making a poor impression by jumping into the process cold turkey. Practicing with a colleague can help you to build confidence and polish your skills before your debut. And always be prepared to rise above technical problems: Keep the candidate's contact information handy just in case you have to grab an old-school tool, the phone, to complete your conversation.

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

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 and 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.

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.

PROGRAMS – What You Missed!

July



Banking

As we all witnessed banking institutions collapsing, we were advised of a common term in the Banking Industry, “Too big to fail but too small to survive.” As regulation will continue to changing banking, institutions will continue to provide more tools as it is a people business and relationships are important.

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.



Do not miss the FUN at the Annual Conference in October

◆ First Time Attendee Orientation:

60 minute informal meet and greet session is a great way to learn about the best practices to maximize your time at Conference for the following three days.

◆ Fun Night Prime Rib Dinner Cruise:

Do not miss this opportunity to enjoy the San Diego bay breezes and the suburb seascapes. Join fellow conference attendees on the Flagship for two-and-a-half hours of fine dining, music entertainment and amazing nighttime views.



SAVE THE DATE! UPCOMING MEMBERSHIP MEETINGS...

2012

August 28th – Beyond the Numbers... by Robert Half & Associates (RHI)
September 25th – Long Term Financial Care for Women
October 30th – Cloud Computing
November 13th – Health Care Reform
December – Holiday Party

2013

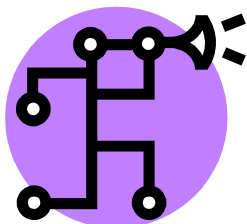
January 22nd – Tax Update
February 26th – Public Speaking
March 26th – Dale Carnegie Program
April 23rd – Scholarship Awards
May 28th - Networking
June 25th - Ethics

**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, the ASWA is still only organization that 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.



American Society of Women Accountants



**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."

**Look who's going to the Annual
Conference in San Diego!
October 22 – 24, 2012**

♦ Sue Stokke ♦ Lynda Boman ♦ Louise McCracken
♦ Monika Miles ♦ Susan Lange ♦ Nicole Liteller

Join us and register TODAY!

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>August 28, 2012</u> 6:00 pm	Beyond the Numbers... by Robert Half Int'l (RHI) Biltmore Hotel
<u>September 25, 2012</u> 6:00 pm	Long Term Financial Care for Women Biltmore Hotel
<u>October 30, 2012</u> 6:00 pm	Cloud Computing Biltmore Hotel
<u>November 23, 2012</u> 6:00 pm	Health Care Reform Biltmore Hotel
<u>December 2012</u> 6:00 pm	HOLIDAY PARTY 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.siliconvalleyawsa.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.

- 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 Lynda Boman in Campbell.

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

Bookkeeper:

a person who just can't bear to part with any of their books even though there is not one inch of space left to keep them.



ASWA

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