

# Current Assets

**Volume 37, No. 3**

**Silicon Valley Chapter**

**September 2012**

## **50 SHADES OF... A WOMAN'S RETIREMENT**

### **LONG TERM FINANCIAL CARE FOR WOMEN**

Tawnya Schwartz

Financial Advisor with Morgan Stanley Investments

Tawnya Schwartz joins the Stoneridge Group at Morgan Stanley Smith Barney with 20 years' experience in finance and mortgage lending. Her career has spanned working with builder owned mortgage companies, such as Ryland Homes, Shea Homes, and Wells Fargo Home Mortgage. As a Financial Advisor, we provide answers, and go beyond investment management to look at your assets and your liabilities as well, not just your account statements but your will and estate plan, and not just the cost of your lifestyle but the risks to it as well. Addressing your bigger picture in this way, we can draw on the resources of Morgan Stanley Smith Barney to help shape the future you desire.

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## **September Membership Meeting**

**Date:** September 25<sup>th</sup>, 2012  
**Topic:** Long Term Financial Care for Women  
**Doors Open:** 6:00 pm  
**Location:** Biltmore Hotel, Santa Clara, CA  
**Cost:** Members \$35, Guests \$45

**\*\*\*EFFECTIVE JANUARY 1<sup>ST</sup>, 2013\*\*\***

**Price increase of fees at the door on the day of event. Members = \$40, Guests = \$50... Pre-registration fees via web site remain unchanged.**

*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*

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## **October Membership Meeting**

**Topic:** Cloud Computing  
**Speaker:** Charu Mugale  
**Date:** October 30<sup>th</sup>, 2012  
**Time:** 6:00 pm  
**Place:** Biltmore Hotel  
Santa Clara, CA  
**Cost:** Members \$35, Guests \$45

## Silicon Valley ASWA #103

### President's Message

So here I am, still unemployed, having enjoyed my summer but now I need to put the pedal to the metal and find my next dream job. I've had one interview and I must say that I could have performed better; it has been a long time since my last interview twelve years ago. With this job search in my future our "Brag Without Blowing It" has become more essential. Learning to effectively brag about myself will take work and introspection. I will need a clear sense of who I am, my accomplishments, and what I'm working on right now. It will also be helpful to get input from others on how they perceive me and what qualities in me they admire.

Join me in this process as we learn how to talk about how we got where we are; we've been accomplishing things our whole life and they lead us to where we are now. I'm asking each of you to take the "Take 12" self-evaluation to help you dig out the nuggets that are meaningful and become the foundation to build memorable stories about yourself.

Here is the "Take 12":

- What would you and others say are five of your personality pluses?
- What are the ten most interesting things you have done or that have happened to you?
- What do you do for a living and how did you end up doing it?
- What do you like/love about your current job/career?
- How does your job/career use your skills and talents, and what projects are you working on right now that best showcase them?
- What career successes are you most proud of having accomplished (from current position and past jobs)?
- What new skills have you learned in the last year?
- What obstacles have you overcome to get where you are today, both professionally and personally, and what essential lessons have you learned from some of your mistakes?
- What training/education have you completed and what did you gain from those experiences?
- What professional organizations are you associated with and in what way – member, board, treasurer or the like?
- How do you spend your time outside of work, including hobbies, interests, sports, family, and volunteer activities?
- In what ways are you making a difference in people's lives?

All twelve of these can be completed solely by you, but if you're feeling brave get input from friends, co-workers, boss, etc. The answers to these questions are your best self. The fragments are actually interconnected and create the story of you. Bragging comes alive with details and stories so include many.

This is the start of your brag bag; your accomplishments, passions, and interests. The details help you describe who you are personally and professionally. Next you will create brag bites, snippets of information expressed in a short pithy manner. Dropped into a conversation they become a Bragologue.

Join us at our September meeting, 50 Shades of .....A Women's Retirement. I'll also share examples of how you can turn mere facts into an interesting dialogue, the kind people will remember. See you then.



-Sue Stokke, President 2012-2013

## Board of Directors 2012-2013

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*Sue Stokke*  
suestokkeaswa@aol.com

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**President-Elect:**  
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Julia@pcnt.com

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nlsheets@sbcglobal.net

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**Treasurer:**  
*Nicole Letellier*  
nicoleletel@sbcglobal.net

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**Past President:**  
*Lynda Boman*  
Lynda@bomanaccounting.com

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*Nicole Tran*  
NicoleTranNT@gmail.com

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*Louise McCracken*  
louisemccracken@att.net

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**Membership Chair:**  
*Sabrina Pacheco*  
scpacheco3@yahoo.com

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

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**Scholarship Chair:**  
*Wendy Matthews*  
wendyjm@prodigy.net

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**Website:**  
*Outsourced*



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

## AMERICAN SOCIETY OF WOMEN ACCOUNTANTS RELEASES SPECIAL REPORT ON DIVERSITY

ASWA issues *The 2012 ASWA Special Report on Diversity in the Accounting and Finance Fields*. ASWA examines the lack of gender and racial diversity in senior positions of accounting and finance firms and explores how a homogeneous workforce becomes a liability.

Written in collaboration with ALPFA, Ascend, and NABA, ASWA explores the bottom-line benefits of inclusion. Gender and racial diversity in the office contribute to a *diversity of thought* that enables a business to grow beyond the limitations imposed by a homogenous staff. ASWA also explores how a wider variety of viewpoints, experiences, and backgrounds enables a business to become more innovative, and ultimately more profitable.

Highlights of *The 2012 ASWA Special Report on Diversity in the Accounting and Finance Fields* include:

- Even when firms hire a diverse staff, many women and minorities drop out because of lack of support that prevents accomplishment and advancement.
- Shifting demographics in the US demonstrate the need for accounting and finance firms to hire and retain a more diverse workforce.
- Diversity breeds innovation when business leaders are open to new ideas, give employees room to grow, and are willing to change.
- A diverse workforce makes a strong statement to potential clients that can give a company a marketing advantage.
- Diversity initiatives need to be fully integrated into corporate culture to be successful.

Now we need your help to announce ASWA's Special Report to your colleagues. We want as many people as possible in the accounting and finance fields to read this informative Special Report. Here are some easy ways to get the word out:

- Visit the [ASWA Facebook page](#). Find the Special Report Announcement and click "Like" or post a comment
- If you are on [Twitter](#), "retweet" the announcements
- Email the article link to your colleagues and networks
- Post a link to the Special Report on your personal Facebook page
- Mention the report in your company newsletter

### 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](mailto:louisemccracken@att.net).

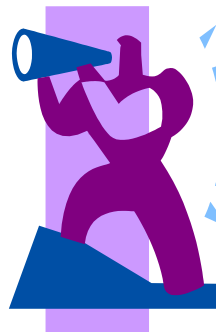


The ASWA Educational Foundation recognizes chapters that provide financial literacy programs to their communities. Each year, ASWA chapters that present financial literacy programs are eligible for an emblem for their chapter banner.

All chapters who have presented a financial literacy program in 2011-2012, whether using the FDIC Money Smart program, one of the National Endowment for Financial Education or a program recognized by your state CPA Society or AICPA will receive an award at the Annual Business Meeting in San Diego on October 23rd

### 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. 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.



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at...**

<http://www.workit.com>

**Silicon Valley ASWA is a 501(c)(6) not-for-profit organization (separate from the scholarship fund). Join our group on  for updates**



American Society of Women Accountants



**Space is limited!** Reserve your Webinar seat now at:

<https://www1.gotomeeting.com/register/586516961>

This free CPE webinar was created by ASWA Honorary Trustee, Xero, exclusively for ASWA members. Join us and learn how Xero makes it easy for clients to keep the books up-to-date, making it possible for you to collaborate with them online and become a virtual CFO. You'll get a full demonstration and explanation of Xero software features and tools; including:

- How to perform key tasks and produce reports instantly
- How to create custom solutions by integrating cloud products through Xero's open API
- How to offer clients the high-value services they demand
- How Xero impacts financial advisors now and in the future

If you're after CPE, this is a Group-Internet Based course worth 1 credit and it has no prerequisites. Xero is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be submitted to the National Registry of CPE Sponsors through its web site: [www.learningmarket.org](http://www.learningmarket.org)

**Title: Cloud Accounting: Becoming a Virtual CFO**

**Date: Wednesday, September 26<sup>th</sup>, 2012**

**Time: 2:00 pm – 3:00 pm EDT**

After registering you will receive a confirmation email containing information about joining the Webinar.

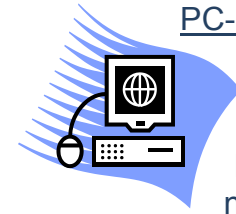
## System Requirements

### PC-based attendees

Required: Windows® 7, Vista, XP or 2003 Server

### Macintosh®-based attendees

Required: Mac OS® X 10.5 or newer



### Mobile attendees

Required:

iPhone®/iPad®/Android™ smartphone or tablet



## 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 27, 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.

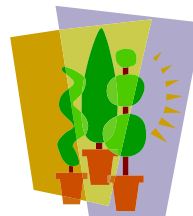


Sponsorships from Business Entities is welcome as this is a qualified 501(c)(3) not-for-profit program where all contributions are tax deductible.

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.

## PUN:

**The topiary artist  
invested all  
his money in shears  
and hedge funds**



# PROGRAMS – What You Missed!

## August

### **SOFT SKILLS: Going beyond the numbers...**

Doreen Fong of Robert Half International (RHI) provided us with some outstanding information about the soft skills that are so important to our careers. Not only are we to perform the technical talents we have learned and developed, but building and maintaining strong business relationships provides stability and security under tough economic conditions.

## July

### **Banking**

Paul Duren provided a well-rounded perspective with the operations of Financial Institutions. 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 change 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!

## ***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 ...**

**2 0 1 2**

**September 25<sup>th</sup> – Long Term Financial Care for Women**

**October 30<sup>th</sup> – Cloud Computing**

**November 13<sup>th</sup> – Health Care Reform**

**December – Holiday Party**

**2 0 1 3**

**January 22<sup>nd</sup> – Tax Update**

**February 26<sup>th</sup> – Public Speaking**

**March 26<sup>th</sup> – Dale Carnegie Program**

**April 23<sup>rd</sup> – Scholarship Awards**

**May 28<sup>th</sup> - Networking**

**June 25<sup>th</sup> - 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 later, the ASWA is still only organization that American Society of Women Accountants 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.



**ASWA - SF Chapter invites you to 2012 Annual Angel Island Picnic**



**Saturday, September 29, 2012  
from 12:00 PM to 4:30 PM (PDT)**

RSVP via Eventbrite by Monday Sept 24th  
Members and Non-members: \$10. Children 7 and older \$5  
You can prepay online or in person the day of the event  
Bring a dish to share – Bring your bicycle to ride (easy, rolling, paved, course, about 2 miles to go around the island)  
Segway rental and guided tours available

**Ferry Service:**

Common Port = Tiburon  
Alternative Port = Alameda  
Need additional information?  
Contact: [hospitality@aswa-sf.org](mailto:hospitality@aswa-sf.org)

**Editor's Note:**

Becoming an active member of ASWA has been beneficial and rewarding. Let me take this opportunity to list a few that have become so valuable. A number leads are pursued or shared with others when I was

unemployed. Interview advice from Recruiters who helped me build a better resume. Expansion of my network of business contacts which developed and enhanced my interpersonal skills. Last, but not least, the support and encouragement from the membership of the Chapter. There have been many occasions where I have said to myself "Why haven't I joined this group years ago?"

Unfortunately, too many of us have expressed the same, and it is truly a shame. I believe that I would have been able to advance my career further and faster if I was a member of ASWA 10 to 15 years earlier. Why is it that so many in the Accounting and Finance professionals have not heard of ASWA? There are so many, who miss out on all the aspects to the experience that truly enhance, develop and strengthen careers. Have you ever wondered if women would have a stronger presence in the Accounting and Finance Departments throughout Silicon Valley if they were involved with ASWA?

When was the last time you spoke to someone about ASWA? Have you shared with anyone about our programs, events and the scholarship program? So many men I have spoken to shy away from attending a meeting because it's a "woman's" group. Why? Men are welcome! The appeal is to be surrounded with women. There is no male bashing going on, we prefer insight from several aspects involving common practices with our professions.

So spread the word, share the news, bring a guest and be a part of the action.



**Relay Team at the Annual Conference?**

**LOUISE is putting together a team to participate with the Foundation Fundraiser at the ASWA Conference in San Diego. No physical fitness required; participants are to think fast and respond quickly!**

# 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>September 25, 2012</u> 6:00 pm	50 Shades... of A Woman's Retirement Biltmore Hotel
<u>October 30, 2012</u> 6:00 pm	Cloud Computing Biltmore Hotel
<u>November 13, 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
<u>January 22, 2013</u> 6:00 pm	Tax Updates Biltmore Hotel

## 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](mailto: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](http://www.aswasiliconvalley.org). If

this Chapter does not have your e-mail address, please contact Louise McCracken at [louisemccracken@att.net](mailto: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](mailto: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.

### VOTING FOR DELEGATES!

The general membership attending September 25<sup>th</sup> meeting will be voting for three members to represent the Silicon Valley Chapter of ASWA during the Business Meeting at the Conference in San Diego on October 23<sup>rd</sup>. Traditionally, this Chapter leans towards 1<sup>st</sup> time attendees so they can have the full experience of the conference.

A great amount of interest has been circulating across the National about the proposed name change for the organization. Come to the meeting cast your vote.

### 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.*



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](mailto:ASWA103@YAHOO.COM)**