



# Current Assets

Volume 36, No. 04

Silicon Valley Chapter

October 2011

## Communication:

### *Giving and Receiving Corrective Feedback*



Janie Trainor

Professional Training and Coach

*When you are working with either internal or external customers, there will be occasions when you need to provide corrective feedback or respond to corrective feedback. How you respond to such concerns is key in maintaining strong, positive relationships with all customers and grows your credibility and influence in your career. In this presentation you will learn about approaches and techniques to assist you in giving and receiving criticism in a way that is respectful for both you and your customer.*

*Janie Trainor has been a career advisor with NOVA since 1994. She is committed to helping people learn, practice and use best practices in communicating, team building and problem solving skills in the workplace.*

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## October Membership Meeting

*Giving & Receiving Corrective Feedback*

*Janie Trainor*

*October 25<sup>th</sup>, 2011*

*6:00 pm*

*Biltmore Hotel, Santa Clara, CA*

*Members \$35, Guests \$45*

***Please respond to the Socializr invitation or call Sue Stokke's cell phone by Noon (408-483-0991) – we're getting a new chapter voicemail number soon – noon on the Friday before the meeting to reserve or cancel.***

***Or simply log on to [www.socializr.com](http://www.socializr.com) and type in "ASWA 103 October 2011" to find the link to the invitation.***

***Credit Cards are accepted at the meeting***

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## November Membership Meeting

*Topic: Annual Silent Auction*

*Speaker: TBA*

*Date: November 15<sup>th</sup>, 2011*

*Time: 6:00 pm*

*Place: Biltmore Hotel, Santa Clara, CA*

*Cost: Members \$35*

*Guests \$45*



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

*Why is it that our lives are so filled and when we try to add more on it tips out of balance? I have just had a wonderful week with my sister, Kathy, visiting. We took in the Monterey Bay Aquarium with my daughter and grandson. We hiked in some local parks. We went to Fleet Week and walked about 46 blocks by the end of the day, but came home with two funny San Francisco Trolley Car experiences. I took her to IKEA and REI for her first time. Eating, shopping, walking and walking, as Kathy says, "Our dogs are barking." Today, her last day we are taking it easy, but as the end of all vacations for me I suddenly realize my life has been marching away.*

*Europeans manage to take month long vacations and come back to a relatively calm life. We Americans can't even take a week off without feeling like we are letting everything go. And I suppose it is because we are letting everything go. Do I not plan enough? Or do I plan too much? Am I doing too much? Or am I not doing enough? The ying and yang of life.*

*My oldest daughter is currently staying with me in preparation for ankle surgery. She feels bad that she can't contribute more so I have asked her to be my temporary life coach. Her mission is to help me clutter clear (my house is going from being a two member house to a one member house), life balance (Greekness, which I can't remember why I said that to her. ☺) and life energy. When she was an air crewman in the Navy she deployed several times a year, leaving behind a house, bills, family and friends. She learned to prioritize and come back to things later. Isn't that what we all need? We can't do everything all the time.*

*When I Google life balance you read that when you decide what to work on and put effort to your goals, projects and tasks that really matter you are in better balance. I read that you need to build downtime into your schedule but also remember a little relaxation goes a long way.*

*Sue Stokke, President 2011-2012  
Silicon Valley Chapter*

**Board of Directors  
2011-2012**

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**President:**

*Sue Stokke*  
suestokkeaswa@aol.com

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**President-Elect:**

*Position Open*

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**Secretary:**

*Susan Lange*  
st.lange@comcast.net

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**Treasurer:**

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**Past President:**

*Lynda Bowman*  
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*Sabrina Pacheco*  
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**Membership Chair:**

*Wendy Matthews*  
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**Program Chair:**

*Julia Becklund*  
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**Scholarship Chair:**

*Ty Kaprelian*  
tkaprelian@becker.com

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**Website:**

*Position Open*

## 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).



### 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 offices of Sue Stokke, Arts Council Silicon Valley, at 4 North 2nd Street, Suite 500, in San Jose.*



### Best Cities for Women in Business

*Excerpt from ASWA News Brief sent via email*

*A by-the-numbers look at the best U.S. cities for female entrepreneurs to get started—and thrive in business.*

While women make up 50% of the U.S. adult population and account for 46% of the workforce, when it comes to entrepreneurship, they're behind the curve. All told, women account for only 35% of all people who get involved in starting a business.

With the numbers crunched, it wasn't surprising to see who came out on top. New York and San Francisco—the Alley and the Valley—are the cities where not only are more women launching businesses, but thanks to SBA-backed loans, they have an easier time finding funding and resources which they are quicker to parlay into big-time profits.

“Both cities have strong ties to Web 2.0 activity and social media,” points out Mitchell. “But they're also among our most diverse cities. In cities where diversity is the norm, we're seeing women stepping up more readily and far more readily embraced by the community.”

Rachel Balik, a communications writer at Achievers, a San Francisco-based employee rewards company which saw \$24.5 million in Series-C funding this week attributes the boom to the unique communal energy of the startup community in Silicon Valley: “Despite being the tech capital of the world, it still has a leftover Hippie vibe, where everyone genuinely wants to support each other. For women, there's none of that breaking the glass ceiling or trying to get into the old boys club. The playing field is level.”

Forbes: 09/29/2011 @11:19AM by Meghan Casserly

## JOB ALERT!

Senior Accountant - SF 49's football organization - South Bay.

Forwarding the below link in case anyone is a huge 49er's football fan and would like to work as a senior accountant for the organization in the south bay.

<http://49ers.teamworkonline.com/teamwork/r.cfm?i=38228>

GOOD LUCK!



**October 24 – 26, 2011**

**Charlotte, North Carolina**

The Annual Conference for Women in Accounting is a joint educational offering of the American Society of Women Accountants (ASWA) and the American Woman's Society of CPAs (AWSCPA) to provide a program that offers a myriad of opportunities to help professionals meet their continued education goals as well as an opportunity to network with other women of similar backgrounds. The following chapter members have registered and will be attending...

- National President, Monika Miles
- Chapter President, Sue Stokke-
- Past President, Lynda Bowman
- Past President & National Board Member, Pam Hedblad
- Past President and Secretary, Susan Lange
- Louise McCracken (1<sup>st</sup> time!)



**SCHOLARSHIP APPLICATIONS...**

**To Ty Kaprelian**

**Due March 1<sup>st</sup>, 2012**

*ASWA has been recognized as providing a team environment to support and encourage Accounting Professionals. So let's continue to pull together and position ASWA as the home for all Members and Guests whether new to the field, experienced or considering a career transition!*

Want to know more about Business Events and Resources throughout the Bay Area? Connect

with  and get weekly information on a variety of venues. Subscribe at...

<http://www.workit.com>



## Silent Auction, November 15<sup>th</sup>

Our annual fundraising event to support our Scholarship Program is a month away! Wendy Matthews is busy coordinating efforts as Lynda Bowman and others who are helping out to make this event an extraordinary extravaganza. We continue to face challenges including acquisition of items for the Auction. Do you have a creative talent to make something or put a gift basket together? Is there a new Restaurant in the neighborhood that you enjoy? Time is running out! **Now** is the time to contact Wendy at 408-225-2363



## SAVE THE DATE!

### UPCOMING MEMBERSHIP MEETINGS ...

#### For 2011

October 25<sup>th</sup>

November 15<sup>th</sup> – Annual Silent Auction

December 14, Holiday Party with

ASWA San Francisco and East Bay Chapters  
Robert Half International Office - Oakland

#### For 2012

January 24<sup>th</sup>

February 28<sup>th</sup>

March 27<sup>th</sup>

April 24<sup>th</sup> – Scholarship Awards

May 27<sup>th</sup> – Annual Wine Gala

June 26<sup>th</sup> – Installation of New Board

Pencil in ASWA to your Calendar.

We MISS You!

### *Did you know???*

*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.*

*Pun: Old accountants never die, they just lose their balance*



**YAHOO!**

LOUISE 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](http://groups.yahoo.com/group/ASWA_SVC103)

You will be receiving an invitation to join the group within a few days. Please check your spam filter in the event this message flows into the folder by accident.

Polls are available to determine what areas of EXCEL and OUTLOOK we need to cover at the designated meetings scheduled for February and March.

Keep in touch with ASWA! we want to keep in touch with you

## Past Presidents

### A Blast from the Past

*In consideration the 35 Anniversary of Silicon Valley ASWA, profiles were given to me when I took the position of Newsletter Editor. Let's take a stroll down Memory land and revisit the glory days of Chapter 103.*

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#### Marilyn Crowley (profile dated 1992)

Originally from Boston, Marilyn moved to the bay area in 1988. She has eight grandchildren and likes computers, hiking, white wine and Venice, Italy. She passed her CPA exam, but the available job was at Abbott Labs (where Friday is "jeans" day) so no audit hours. She enjoyed the Fresno Conference last November and being on our Board. After two years as Bulletin Chair, she's now into her second year as Membership Chair.

President = 1998

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#### Martha Montague Hawk (profile dated 1994)

Student Activities Co-Chair, Martha Montague Hawk, a staff accountant at CW. Mahler & Co, CPA's. Martha was a bookkeeper for 15 years with a BA in "Liberal Studies" from San Francisco State, who decided to become an "acknowledged" professional, and took accounting courses at National University. She has passed the CPA Exam, and has more than half of her experience hours now. Martha was born in San Jose, but moved to Lebanon and Kuwait as a child. She can still speak some Arabic and the German required by the school in Beirut. Back in San Francisco for high school where she learned French too! At home she has three teenagers (a merged family) and an orange cat named Gopher. She makes beautiful ceramic bowls and other items for fun and "therapy." Martha has been writing many of our meeting reviews. One of the things she likes about ASWA is having non-threatening associations with someone "who's where you're at"

President as Kyczy Hawk = 1999

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#### Wendy Matthews (profile dated 1994)

Always enjoyed bookkeeping, but tried nursing school, medical assisting and waitressing before realizing she gravitated toward the office and record-keeping end of whatever job she had. Born in San Francisco, raised in Monterey, and transplanted in San Jose's South Valley for social and economic reasons. Wendy has her own business now (Wendy Matthews Bookkeeping Service), specializing in construction.

Wendy is active in PTA, feeling that working for the changes needed in society is better than sitting back and complaining about the system. She is celebrating the opening of the new portion of Highway 85, which will connect her neighborhood to the rest of the peninsula. Her hobbies are gardening, square dancing, and country line dancing. Wend is part of our gung-ho Hospitality Committee this year.

President = 2002

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Bringing guests to our Membership Meetings is encouraged by non-members as well as by members. Our electronic invitation system is a simple way to inform us ahead of time. We are all interested in meeting fresh faces and expanding our network. Our Chapter is famous for our warmth and hospitality. So bring a friend, colleague or business associate.

#### **ADDITIONAL BENEFITS FOR SILICON VALLEY MEMBERS...**

- \* Members are enriched attending Membership Meetings
- \* Opportunity to Network
- \* Gain access to the Expertise of the Membership
- \* Exposure to skilled Professional who are looking for Employment
- \* Introductions to Potential Employers and Recruiters
  - \* An occasion to show case yourself

# PROGRAMS – What You Missed!

## September

Are you an Extrovert or Introvert? Are you Sensing or Intuitive? Thinking or Feeling? Many who attended this meeting did the Meyers-Briggs personality type survey and shared the results. Ty did an outstanding job explaining the power of the letters to help us better understand ourselves and our behavior patterns.  
*Reference Material Suggested:*  
Strengths Finder 2.0 by Tom Roth

## August



The Association for Accountants and Financial Professionals in Business

The program at our August Joint meeting with the local IMA chapter was a panel of four entrepreneurs providing good information. Do YOU own the company or does the company own you? Walking into a business with confidence is good, but be prepared to be humbled and open to learning from every experience.

Recovering from the bust of the economy has brought focus to core values and purpose to the business philosophy. Thus, quality service is delivered to Customers and Clients. Dr. Russell Ackoff's "Five Assumptions" where Data-

Information-Knowledge-Understanding-Wisdom is practiced to prepare yourself for running a business. "Soft Skills" are just as important as the technology skills in running a business.

Reference material suggested "So, You Want to Start a Business?: 8 Steps to Take Before Making the Leap" by Edward D. Hess

## July



"It was great to see some colleagues I hadn't seen in several years, and I was delighted to see most of the members present use QuickBooks today. That was not the case several years ago with this chapter. Members pointed out issues they were having with QuickBooks, some easy to fix, some I still consider to be bugs, or disadvantages of the product. Great time, good food, good friends. Thanks so much for having me."  
-Pat Carson

## June

### PAYROLL TAXES – GETTING IT RIGHT

Due to circumstances beyond her control, Mindy Harada was not able to join us. However, a round table discussion brought enlightened member insight involving outside contractors and employees and multi-state situations.

## May

### ANNUAL WINE GALA

"Mind in Business"

Bobbi Decker was enthusiastic and energetic in her presentation. It is amazing how the only beverage she consumes is water or wine. How do you like that?

## April

### ANNUAL SCHOLARSHIP NIGHT

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

## COMMITTEE UPDATES

### Programs

Chair: Julia Becklund

There is an excellent line-up of programs for the Silicon Valley Chapter this year

October 25, 2011

6:00 pm

Communication: Giving & Receiving Feedback  
Biltmore Hotel

November 15, 2011

6:00 pm

Annual Auction to support Scholarship Fund  
Biltmore Hotel

December 14, 2011

6:00 pm

Holiday Party with SF, Oakland & East Bay Chapters  
Robert Half International - Oakland

January 24, 2012

6:00 pm

Tax Update  
Biltmore Hotel



# COMMITTEE UPDATES (Continued)

## Hospitality / CPE Compliance

**Chair: Sabrina Pacheco**

*Reservation and cancellation policy:*



Reservations or cancellations are requested by noon on the 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 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 [spacheco3@yahoo.com](mailto:spacheco3@yahoo.com)

Please feel free to complete the application or forward a copy to someone you think would benefit from joining our Chapter.

## Newsletter

**Chair: Louise McCracken**



The newsletter is prepared and



distributed on a monthly basis. 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](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



## 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.

## 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>

## Scholarship

**Chair: Ty Kaprelian**



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 [tkaprelian@becker.com](mailto:tkaprelian@becker.com).

## Question of the Month...



*Are you an Ant or Grasshopper?*



**The Grasshopper and the Ant** (or **Ants**), is one of Aesop's Fables, providing an ambivalent moral lesson about hard work and foresight. The fable concerns a grasshopper that has spent the warm months singing while the ant (or ants in some editions) worked to store up food for winter. *When that season arrives, the grasshopper finds itself dying of hunger and upon asking the ant for food is only rebuked for its idleness*

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For the most part, I am an Ant, but there are some things I tend to worry about until the last minute like a Grasshopper – Louise McCracken

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I am a hybrid. At work I am an Ant - I am always planning for the future and thinking of what is ahead. Even though tax season is always chaotic - I try to plan accordingly so that other things are finished before then. At home I am a grasshopper - I do not plan as well. Many of the home projects go undone until it is a crisis. I think I am grasshopper at home because I am too tired from being an ant at work! -Lynda Bowman

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I have been an ant for most of my life. I have now realized that life is way too short, so I throw in some grasshopper here and there. Singing and not worrying about the future is delightful! I am enjoying the grasshopper side of me :-)-Nicole Letellier

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I'm more of the shrewd ant and tend to make plans and contingencies. I can't sing anyway. It is a spectrum though and procrastinating causes last minute planning. Regardless, I have embraced that 'failing to plan - planning to fail'. It's efficient also, the sooner you get things done, the quicker they are. – J. Pugliese from Yahoo

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I am a grasshopper, with some ant attributes. A good education is an ant thing, but if there's nothing else you'd rather be doing, does it count as "hard work and foresight?" Surely it's ants who have accumulated years'



### **Angel Island Picnic Update, ASWA SF's Favorite Activity**

*Those of us who went to the Picnic had a blast! The weather was great as we had a bird's eye view of a yacht race.*

*Wendy and Sue rented segways and took a guided tour of the Island's historical features. Louise and Lynda's family brought bicycles and had fun riding around.*

*The BBQ was great and wonderful to meet members and family of the San Francisco Chapter. Wish you were there to share the fun, great experience for everyone.*



worth of books to read (mostly from library book sales – dangerous places!), which will still work when there's no electricity available. And I have a hoard of yellow pads and mechanical pencils (in case the pens, which I prefer, dry out) – I can't imagine carrying on without being able to scribble thoughts, words, important facts, or nonsense, down. I realized my grasshopperiness for sure when I went for a walk around the neighborhood. I need the exercise, of course, and fresh air is good. But I took my camera along, wanting a picture of a really cool tree trunk I spotted a few days ago. Yes, we may suffer in the bad times, but so far life is good enough and easy enough, that I remain a grasshopper. Maybe winter won't really come! – Susan Lange

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That indeed was one of the main ones told to me as a kid, probably in response to my own grasshopperness....a warning. As I progressed through my life, I was reminded of my sad fate by my own behavior countless times, but, in the end, and a bit belatedly, I developed my antness....and started providing for my long winter of old age, and, thankfully, made it to some sort of solvency. My Spouse always was ant all the way, but not me, and I will always have the grasshopper personality. – S. White from Yahoo

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I think I'm an ant but I have grasshopper tendencies. I can be spontaneous at times but mostly want to plan things out. Sometimes my planning gets crazy and I rebel into grasshopper mode for a while. – Sue Stokke

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I am an ant. I am very, very organized/ I buy non-perishable items on sale and in large quantities so that I never run out. I don't like to cook, but I do freeze 40 to 60 pounds of cherries so that I can have fresh (frozen) fruit all year. Sometimes I wish that I was more of a grasshopper and less of an ant because grasshoppers have more fun than I have. I am so busy organizing that I don't seem to have much time for fun. – Marie Sternberger

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Next Month:

What would you do if you won a \$10 million Lottery?

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