

Current Assets

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Silicon Valley Chapter

October 2012



CLOUD COMPUTING

Charu Mungale is the CEO and owner of TeamLogic IT, providing computer and networking services to local small businesses. His 25 years of technology and marketing experience comes from large companies such as Intel, National Semiconductor and Oki. He has been a tech entrepreneur, as well as a co-founder and VP of Operations at a high technology startup, RedClover Networks.

His passion is helping businesses thrive and prosper by leveraging technology in a cost-effective and secure manner to drive revenue and profits. Cloud computing is one of the latest trends that everybody has heard! But did you know that you probably already use it in some form already?

Find out more about what this buzzword really means – and how you can utilize it as an important tool to make your business run more efficiently.

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



October Membership Meeting

Date: October 30th, 2012

Topic: Cloud Computing

Doors Open: 6:00 pm

Location: Biltmore Hotel, Santa Clara, CA

Cost: Members \$35, Guests \$45

*****EFFECTIVE JANUARY 1ST, 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

November Membership Meeting

Topic: 2012 Silent "Silent" Auction

Speaker: Health Care Reform Update

Date: November 13, 2012

Time: 6:00 pm

Place: Biltmore Hotel
Santa Clara, CA

Cost: Members \$35, Guests \$45

Silicon Valley ASWA #103 President's Message



All excited about the Annual Conference. Our Chapter will be well represented in San Diego. Looking forward to new, fresh faces and catching up with people I have met at last year's conference in Charlotte, North Carolina. It is amazing how a year has flown by so quickly. Hope everyone has a safe journey to the conference. For those of you who are unable to take the opportunity to be enriched with meeting thousands of members throughout the Nation, we are looking forward to telling you about our experiences.

-Sue Stokke, President 2012-2013



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

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>

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

Check the Connection on Your Staff Communication

How would you rate the quality of communication between you and your staff? Like many managers, you're probably confident that the ongoing dialogue you have with your team is, for the most part, constructive. After all, you're exchanging information with them constantly through emails, texts, memos, phone calls and meetings, and things are getting done.

But since quantity is not always a measure of quality, the connection you have with your employees might be more tenuous than you think. In a [recent survey](#) by Robert Half, more than 40 percent of senior-level financial executives said that lack of communication is the most frequent misstep they make in managing their teams.

To check the strength of the connection between you and your team, consider these questions:

◆Do I discuss the "big picture" with my team often enough?

The hectic pace of business and the distraction of 24/7 electronic communication can prevent you from focusing on anything more than whatever message is popping up on your computer/tablet/smartphone screen at a given time. But it's important to slow down and unplug occasionally to inform or update your employees about major initiatives the company (or the department) is involved in.



anything more than whatever message is popping up on your computer/tablet/smartphone screen at a given time. But it's important to slow down and unplug occasionally to inform or update your employees about major initiatives the company (or the department) is involved in.

Be sure to keep your team apprised of company happenings that affect them and their responsibilities. Take care not to overload them with more detail than they can absorb at once, however. And if employees ask questions you're unable to answer immediately, listen to their concerns and requests and then follow up personally as soon as you can.

◆Do I need to check in more often with my employees individually?

Group meetings are more efficient in the sense that you have to communicate something only one time, but meeting one-to-one with each staff member regularly — and not just for an annual performance review — can make all the difference in enhancing the rapport between you and your workers.



Interacting with employees in this way can give you valuable insight into the communication preferences and personalities of each individual, so you can adapt your management style accordingly. When you meet with staff members for a check-in session, ask them:

◆Do you have what you need to succeed?

Verify that they have the resources necessary to perform their work effectively.

◆What challenges are you facing?

Workers are often hesitant to voice concerns when problems arise at the office — especially to their manager. It's essential for you to be proactive about asking if there are any issues and how you may be able to assist.

These meetings also will help you to gauge your employees' overall job satisfaction, and learn more about their professional aspirations. They also present an ideal opportunity to provide constructive feedback about a worker's performance, and to reiterate your expectations.

◆Do I praise my team as often as I should?

Professionals want to know that their contributions add value to the firm — and are appreciated. Praise should be given to an employee soon after his or her accomplishment and, if appropriate, other staff members should be made aware of the achievement. Calling attention to your workers' successes will show you're highly attuned to what's happening in the office and can help to further enhance communication between you and your team.



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

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

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.



**2012 ASWA Annual Conference
(Formerly JNC)
October 22-24, 2012
Sheraton San Diego Hotel & Marina
San Diego, CA**

The Conference is here! Travel plans have been arranged, bags are packed and coverage is being arranged at the office. There are so many fun things to do. So many informative sessions to choose from... And there are so many people to meet. We are looking forward to sharing our experiences with you at the meeting as we will be fresh returning from the Conference.

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.

**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 your mind is clouded or in a fog
you may have mist some
opportunities.**



American Society of Women Accountants

ASWA National President's Message

By Cheryl Heitz, ASWA National President

I am looking forward to attending the Annual Conference for Accounting and Financial Women in San Diego during October 22-24th. This will be the 12th conference I have attended in a row and the 8th as a national board member. We can all do the math and figure out that the first conference I attended was in 2001 which was in Scottsdale, AZ. Considering the events of 9/11, it was a scary time, but the resort was grateful that we didn't cancel, and the conference was well attended. Two things stand out in my memory of this conference: 1) There was a bylaws amendment vote to remove the chapter approval requirement procedure in the membership application process; and 2) I was recruited by Debbie Michael to become a regional director.



PROGRAMS – What You Missed!

September

50 Shades of... A Women's Retirement

Tawyna Schwartz of with Morgan Stanley Investments provides some very insightful information about financial planning. Some humorous experiences were shared as her emphasis is that it is important to consider all the options when planning a retirement. With a helpful handout reference guide, the key factor is to communicate well with all the people involved to ensure the plan is followed through.

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  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!

Founded in 1938, ASWA provides women in accounting and finance the leadership, education and networking opportunities needed to achieve their career goals. Over seventy years later, ASWA is still the only organization that solely

represents the interest of women in the entire



accounting and finance community. The organization's 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.



SAVE THE DATE!

UPCOMING MEMBERSHIP MEETINGS...

2012

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!

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



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.



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

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