

Current Assets

Volume 37, No. 5

Silicon Valley Chapter

November 2012



Curious or confused about the new Health Care Reform laws coming into effect and what to do? Come and learn a few things:

- Key features
- How it will benefit you
- What it does to Insurance companies
- Timeline: What's changing and when

Annual Scholarship fundraiser:

In the past we have done a silent auction to help raise funds for our scholarship program and it has worked out OK. This year we are trying something new. We are having a few individuals provide their products or services at our membership meeting this Tuesday evening and a portion of the proceeds will go directly to our scholarship program. Everyone is more than welcome to donate a flat amount, do some shopping for the holidays or just pamper yourself or do both.

No competing, no waiting to see if you "won" and no settling on an item you aren't that interested in because the other one is taken or the bid was too high for your wallet. This time, there is plenty to go around and in a more relaxing environment. Please join us for an informative and satisfying evening with wonderful group of people while helping a great cause.

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



November Membership Meeting

Date: November 13th, 2012

Topic: Health Care Reform

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

December Membership Meeting

Topic: Holiday Party

Event: Gift Exchange

Date: December 11th, 2012

Time: 6:00 pm

Place: Bella Mia Restaurant

58 S 1st Street, San Jose, CA

Cost: Dinner \$40 no-host bar

PRESS RELEASE...



**AMERICAN SOCIETY OF WOMEN ACCOUNTANTS VOTES TO
CHANGE NAME
TO THE ACCOUNTING & FINANCIAL WOMEN'S ALLIANCE**

*Professional association members vote to change name at ASWA
Annual Business Meeting*

October 24, 2012 (McLean, VA) – The American Society of Women Accountants (ASWA) is pleased to announce it will change its name to the Accounting & Financial Women's Alliance with the tagline, "Connect. Advance. Lead." ASWA's decision to change its name is a strategic initiative to improve ASWA's brand presence in the accounting and finance industries.

"It's not just about changing the name, or changing the words, it's about how this proposed name change fits into the bigger picture," said **Lee K. Lowery**, CAE, ASWA's executive director. "The new name contemporizes the organization and better describes who should join, broadening our appeal and strategically positioning ASWA as the essential association for women in accounting and finance."

ASWA members made a groundbreaking decision for the future of the organization by voting for a name change at ASWA's Annual Business meeting last week. ASWA leaders educated members about the proposed new name via videos on ASWA's YouTube channel, in person Board of Directors visits to many of ASWA's 80 chapters, the "Consider Progress" Resource Center on ASWA's homepage, webinars, email, and social media.

Changing the name to the Accounting & Financial Women's Alliance advances ASWA's core mission 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. By contemporizing and broadening the appeal of the organization through a name change, ASWA is confident it will attract more members. With a larger membership base ASWA will attract more national and conference sponsors. More sponsorship dollars will enable ASWA to offer more benefits to members on a daily basis and make its annual and regional conferences more robust, making the Accounting & Financial Women's Alliance the premier organization for women in accounting and finance.

Excerpt from National ASWA web site
www.aswa.org/pressroom

**Board of Directors
2012-2013**

President:
Sue Stokke
suestokkeaswa@aol.com

President-Elect:
Julia Becklund
Julia@pcnt.com

Secretary:
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nlsheets@sbcglobal.net

Treasurer:
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Lynda@bomanaccounting.com

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NicoleTranNT@gmail.com

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louisemccracken@att.net

Membership Chair:
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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.

Silicon Valley ASWA #103 President's Message



Here we are in autumn when the weather can't decide whether to scorch or chill the earth, but we know that those perfect crisp days are ahead of us. As you know my job search was kicked into high gear last month with me looking at continuing to work in the nonprofit field where the majority of my experience lies. But then, out of the blue, I receive a call from a CPA review course I had contacted back in 2009. They were checking up on my progress with the CPA exam. I had applied and started studying but had also stopped when the demands of a new position as Director of Finance set in. It got me thinking. I had used much of the summer to relax and breathe; to get my bearings again. I applied for jobs in nonprofit and had several interviews and made the second tier on several but unless I achieved some sort of certification I would be forever limited with my position. I talked with many I knew who had sat for the CPA exam, some passing and some not. Did they take a review course? Did they pass on the first try? What were the thoughts on the dual path of the CPA certification? So, what did I decide to do? I contacted the state board to reactivate my application and receive a new Notice to Schedule, started a CPA review course and created a study plan to get me through the four tests.

After starting all this I found myself with two jobs in my forefront. One in the nonprofit field doing the same thing I did before but in a larger agency with a Director of Finance above the position I applied for. And the second with a CPA firm we all know and love. This firm needed a Firm Admin, but with accounting duties. I met to discuss what this role would be and shared my plans for tackling the four exams in my future. I went home from the conversation with a lot to think about. My gut told me what to do but I still needed to talk with my mentor, "my Monica" or "Momica" as my daughters refer to Monica Toumani. I worked with Monica at Arts Council with her in the role of Director of Finance. Because of her willingness to teach me what she knew and to be my advocate I moved into her role when she retired. We have an uncanny connection and are often thinking the same things, practically reading each other's mind. I called her about my two job prospects. The nonprofit job would be familiar and I knew I'd be able to do that job. The CPA firm would be very different from my last role but would allow me to use my skills at time management and organization as well as accounting. And would put me in a place to really reach, study, and pass those darn exams. Suddenly Monica says, "Is this with Lynda Boman!?" "Yes." She proceeded to tell me that in her opinion that would be such a good fit, that Lynda would be fair and be a mentor to me. My gut had been telling me that all along, but to have Monica say it made me believe it in my mind.

Why do I share these thoughts with you? It is because I hope that each of you will find your membership to

ASWA as rewarding as I have. I was invited to my first ASWA meeting by my mentor, Monica. I actually was a member for a couple of years, only attending now and then. Monica no longer attended regularly and I didn't know anyone else. But by only attending now and then I wasn't really getting to know anyone although I always felt welcome. Believe it or not I have struggled to overcome my natural tendency to be a shy person. I had to decide if I was going to continue to pay for a membership I was not using to its fullest. I made the decision to continue and made the commitment to attend as many meetings as possible and to break out of my shell by introducing myself to someone new each month. The next year I joined the board and went to the annual conference. At that annual conference I got to know Lynda, Monika, Trisha, Mariette, Susan, Marilyn, Lili and members of other chapters. I found a group of women who experienced success, struggled, conquered, and supported each other. I have continued to get to know more of our members and I have to say you are a wonderful group of people. I would not be where I am today without the lessons I have learned in ASWA, the viewpoints I have been exposed to, and the encouragement I have received. I know that we learn about regulations and new technologies. We listen to inspirational speakers talk about a variety of topics as they share their life lessons. We earn CPE credits. We have the opportunity to learn leadership by joining the board. But the most important thing this society gives us is colleagues that are friends. I hope to see you at our next meeting, a week earlier than usual this month, on November 13. I hope that you feel welcome and introduce yourself to a new person. Maybe that person will be me; I'd love to get to know you.

-Sue Stokke, President 2012-2013

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.





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. Congratulations to Lisa Groover of the San Francisco Chapter.

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:
**In medical matters
its nurses who call
the shots.**



HOLIDAY PARTY

December 11th, 2012

Bella Mia Restaurant

58 South 1st Street, in Downtown San Jose

Time = 6:30pm

Cost = \$40.00 each

Join the fun in celebrating the Holidays together and enjoy the Bay Area best in Italian cuisine.

Silicon Valley Chapter will continue the tradition with a gift exchange. So bring a gift at approximately \$10.00 in value.

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

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>

PROGRAMS – What You Missed!

October

Cloud Computing

Charu Mugale provided a very informative and insightful program about the history of Cloud Computing and the benefits to Companies, from the small start-up to the large Corporation. Additional tips and advice were also given about the security issues we face today involving electronic community and the global economy.

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 **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!

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



American Society of Women Accountants

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

November 13th – Health Care Reform
December 11th – Holiday Party
Season Greetings!
Happy New Year!

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>November 13, 2012</u> 6:00 pm	Health Care Reform Biltmore Hotel
<u>December 11, 2012</u> 6:00 pm	HOLIDAY PARTY Bella Mia Restaurantg
<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.

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