



# Current Assets

**Volume 36, No. 06**

**Silicon Valley Chapter**

**December 2011**



## ASWA Holiday Party Joint Chapter Event with

San Francisco, #011  
East Bay, #169  
-and-  
Silicon Valley, #103  
at

Robert Half International, Inc  
Finance & Accounting  
Oakland Office  
1999 Harrison Street  
Suite 1100  
Doors Open 5:30pm

*This annual event is well attended as everyone thoroughly enjoys themselves as they interact with fresh faces of other Chapters.*

*White Elephant Gift Exchange is always a highlight*

*For those of you who would like to carpool, we are meeting in the Parking Lot of the Biltmore Hotel towards the entrance closest to the Furniture Store at 4:45pm leaving at 5:00pm sharp!*

## INSIDE THIS ISSUE

- 2** President's Message
- 3** 2012 Annual Conference
- 4** Save the Date
- 5** What you missed
- 7** Committee Updates
- 8** Question of the Month

## December Membership Meeting

**Topic:** *Holiday Party*

**Featuring::** *White Elephant Gift Exchange*

**Date:** *December 14<sup>th</sup>, 2011*

**Doors Open:** *5:30 pm*

**Location:** *Robert Half Int'l (RHI), Oakland, CA*

**Cost:** *Members & Guests \$25*

*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***

## January Membership Meeting

**Topic:** *Tax Update*

**Speaker:** *TBA*

**Date:** *January 24, 2012*

**Time:** *6:00 pm*

**Place:** *Biltmore Hotel, Santa Clara, CA*

**Cost:** *Members \$35, Guests \$45*



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

I hope that all of you are enjoying the Holidays this year. This is a time for family, friends, socializing, eating, shopping, decorating, wrapping, writing cards, watching Christmas movies and parties and did I mention eating? It is all fun but without a solid plan you can find yourself in stressville. Don't let the Holidays take over but seek the balance that allows you to enjoy the season. Some of the tips we learned at the last meeting were to shop early, too late for that. So instead shop and wrap all in one weekend but make the weekend fun by sharing it with a loved one, divide and conquer, AND getting to the mall early when you can get rock star parking. Or, how about delegating some of those tasks to family members? Gift cards! Maybe you just don't have to do ALL of "those things", prioritize and do what makes you happiest.

Did I mention the eating? I love to cook, bake and make candies. This year I have dress in mind to wear on New Year's Eve and so I have been exercising and watching my calories. I have a plan and I'm working my plan. I go to the gym, watch what I eat and make a plan before I step into a party. All those yummy appetizers add up. And I tell myself that once I'm where I want to be I can eat more but right now keep that little dress in mind. A picture of the dress is printed out and on my monitor at work and in my wallet but most importantly in the front of my mind. I bought a skirt for Christmas parties and it is a size smaller than the last time. That makes me happy.

What to do about the shopping? This year I'm getting experiences for the adults, another idea from the last meeting. It is so hard to buy for adult children and returning is a drag. This year I bought them things to experience. I have three very different daughters, fiancés and a grandson. Monterey Bay Aquarium yearly pass for one, beauty treatments for another, and movies passes with PF Chang's (they have a gluten free menu) for the third, go-cart tour in San Francisco for the sports car buff (LOL) and more movies tickets for the other fiancé. The grandbaby, of course gets presents of clothes mostly. He's only 9 months so he won't care this year; in fact he already has the soft soled shoes and sleepers. He'll also get one toy which may stay at Grandma's house. I get each of the big "kids" a small toy from Santa, done. Well the purchasing of all is not done but I have the plan in mind.

The decorating is happening this weekend, finish the shopping next week and food gets purchased the week before the event so I have plenty of time for friends and family. My best advice is: have a plan and work your plan, but don't work too hard, remember to enjoy this magical time of year.

**Board of Directors**  
**2011-2012**

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**President:**

*Sue Stokke*  
[suestokkeaswa@aol.com](mailto:suestokkeaswa@aol.com)

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**President-Elect:**

*Position Open*

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*Susan Lange*  
[st.lange@comcast.net](mailto:st.lange@comcast.net)

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[nicoletel@sbcglobal.net](mailto:nicoletel@sbcglobal.net)

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**Past President:**

*Lynda Bowman*  
[Lynda@bowmanaccounting.com](mailto:Lynda@bowmanaccounting.com)

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**Hospitality / CPE Compliance:**

*Sabrina Pacheco*  
[scpacheco3@yahoo.com](mailto:scpacheco3@yahoo.com)

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**Newsletter Editor:**

*Louise McCracken*  
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**Membership Chair:**

*Wendy Matthews*  
[wendyjm@prodigy.net](mailto:wendyjm@prodigy.net)

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**Program Chair:**

*Julia Becklund*  
[Julia@pcnt.com](mailto:Julia@pcnt.com)

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**Scholarship Chair:**

*Ty Kaprelian*  
[tkaprelian@becker.com](mailto:tkaprelian@becker.com)

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**Website:**

*Outsourced*

## 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).



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



## POLLS

There are two polls featured on the Yahoo Group to determine the areas of concentration for the Outlook and Excel Workshops scheduled for February and March. Sign in TODAY and participate in this poll so we cover the item of interest.

? Not a Member of our Yahoo Group ? Join today!

[http://finance.groups.yahoo.com/group/ASWA\\_SVC103](http://finance.groups.yahoo.com/group/ASWA_SVC103)

- Sign into the account
- Click on "POLLS" at left hand menu bar
- Select the Excell or Outlook Poll

Please participate with both polls so we can provide the most enriched and informative workshop possible.

## 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.*

**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>



**Pun:** The government is going to charge for hitch-hiking, thumb tax.

## SCHOLARSHIP APPLICATIONS...

To Ty Kaprelian  
Due March 1<sup>st</sup>, 2012

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.



## 2012 Annual Conference

**Sheraton San Diego Hotel & Marina  
October 22 – 24, 2012**

The American Society of Women Accountants offers several events throughout the year on the national, regional and local levels. The 2012 ASWA Annual Conference offers the opportunity to earn up to 24 hours of continuing professional education at an affordable price. The Annual Conference provides a program that offers a myriad of opportunities to help you meet your continuing education goals, whether technical or "soft-skills" focused, as well as an opportunity to network with other women of similar backgrounds.

To make your hotel reservation at the special group rate of \$175 per night, call 1-800-325-3535. When calling, please be sure to identify yourself as part of the "2011 ASWA Annual Conference" to receive the group rate. The deadline to make reservations at the group rate is September 28, 2012, subject to availability.



## SAVE THE DATE!

### UPCOMING MEMBERSHIP MEETINGS ...

#### For 2011

December 14, Holiday Party with  
ASWA San Francisco and East Bay Chapters  
Robert Half International Office - Oakland  
**HAPPY HOLIDAYS**

#### 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.*

### Nominating Committee

We are looking for outgoing and dynamic people to serve on the Board of Directors.

- ❖ President Elect
- ❖ CPE Compliance Chair
- ❖ Website Chair
- ❖ Program Chair
- ❖ Secretary
- ❖ Treasurer
- ❖ Newsletter Editor
- ❖ Hospitality Chair
- ❖ Membership Chair

Nominations will be presented to the membership by Past President Lynda Bowman at the March 27<sup>th</sup> membership meeting.

Elections will commence before the Scholarship Awards at the April 26<sup>th</sup> membership meeting.

Please submit your nomination no later than...

**January 24<sup>th</sup> 2012**

to Lynda Bowman. We are looking forward to some fresh faces and new ideas to make this a great Chapter.



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.

**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)  
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

# PROGRAMS – What You Missed!

## November LEADERSHIP SKILLS



Renee Mello

provided us with a wonderful and inspiring presentation. In summary, we were informed that “A dream is a picture and blueprint of a person’s purpose and potential.” Addressing the obstacles that can become discouraging as they can distort encouraging factors at a fantasy level in place of building the dream. With a well rounded network of support and encouragement, a dream can become reality.

## October GIVING & RECEIVING CORRECTIVE FEEDBACK



Janie Trainar is a Career Advisor for Nova nonprofit, federally-funded employment and training agency that provides customer-focused workforce development services. As an engaging speaker, Jamie involved us in her presentation by having us read examples from her handout. She addressed the problem of corrective feedback from both points of view – giving & receiving. Starting a Difficult Conversation presents it challenges as timing is essential to make sure everyone is calm. Stating the facts, feelings, impact and needs provides the best information possible and alternative avenues in behavior as well. Requesting a response or feedback during the conversation not only reassures the listener that

you are interested with their point of view. Make expressions like “Wow, you seem frustrated” and paraphrasing the response clears any misconceptions or confusions.

## September BRANDING – The Power of 4 Letters



Are you a Extrovert or Introvert? Are you Sensing or Intuitive? Thinking or feeling? Many who attended the 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 ENTREPRENEURSHIP



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 QUICKBOOKS – Tips & Traps



” 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.

# COMMITTEE UPDATES

## Programs

Chair: Julia Becklund

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



<u>November 15, 2011</u> 6:00 pm	Annual Auction to support Scholarship Fund Biltmore Hotel
<u>December 14, 2011</u> 6:00 pm	Holiday Party with SF, Oakland & East Bay Chapters Robert Half International - Oakland
<u>January 24, 2012</u> 6:00 pm	Tax Update Biltmore Hotel
<u>February 28, 2012</u> 6:00 pm	Microsoft Excel Workshop Biltmore Hotel
<u>March 27, 2012</u> 6:00 pm	Microsoft Outlook Workshop Biltmore Hotel

## 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 [scpacheco3@yahoo.com](mailto:scpacheco3@yahoo.com)



## 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



## 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).

## COMMITTEE UPDATES (Continued)

### 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>

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.



#### Question of the Month...

What are YOU doing for the Holidays?  
Are you traveling to see family in another State? Country? Hosting Christmas this year?

Is there a tradition you would like to share? Or prefer to say "Bah! Humbug!"

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My favorite part of Christmas is the music! This will be the third year my husband and I get to play with the local Salvation Army kettle band. We don't play every gig, and sometimes I do when he has other commitments. It is SO cool! If you happen to hear us, enjoy the music and the seasonal spirit, and drop a dollar (or more!) into the red kettle.

(Most are at grocery stores – you can pick up milk or bread or whatever at the same time.) – Susan Lange

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I am busy at Church activities and friends' parties. Meanwhile it is also my free culinary education season 😊 There are lots of cooking and sharing in between. – Sharon Xie

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The Holiday Season starts at Halloween. Probably because that is my target date to have all my Christmas Shopping done. Then Thanksgiving, Christmas and New Years tend to follow so closely together, there are occasions where you look back in mid-January asking yourself "What Happened?" There was a time where I enjoyed making my own Christmas cards and had them sent out the night after Thanksgiving after spending the day putting up the decorations outside for annual contest. But life has it's twists and turns, I am finding myself unmotivated to maintain the Holiday spirit and the annual contest has been cancelled in the wake of the bust with the Economy. As we encounter the roller coaster of life, it is best to reflect upon our blessings experienced throughout the past year. For the most part, it usually brings hope and encouragement for the year to come. – Louise McCracken

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**Thanks to all  
who participated  
last month with  
a successful  
Silent Auction.  
Especially to all  
those who  
Contributed the items for  
bid. What a night!**

