



Orange County Chapter #73 Newsletter –April 2008

Our mission is to promote the professional interests of women in accounting and to support career advancement through leadership and business development opportunities.

Too much work, too many technical concerns...
Tax, Audit, Financial Statements, GAAP...
How about something different and fresh for April?

Our April program will be Relaxing Spa Treatments and Fun Beauty Tips. Elise Rainey comes to us from a different world than where we all typically live. Elise is a former runway and magazine model, who has an extensive background that includes traveling internationally. She has been a professional ballerina, was featured in several musicals and performed 11 years as a showgirl for MGM Grand.

Elise has been an entrepreneur in the beauty industry for 20 years and loves to help women look and feel their very BEST! She teaches woman to discover their natural beauty...inside and out.

As interesting and different as this program is, we are also meeting at a DIFFERENT DAY AND LOCATION. Instead of meeting the third Wednesday, we will meet the 4TH WEDNESDAY, APRIL 23RD at 6pm. Come join us at Waters Lakehouse Restaurant, which has an enjoyable atmosphere with Caribbean accents, a thriving salt water aquarium and breathtaking lakeside patio views to provide a relaxed dining experience. Feel free to dress casual for this program and you can make your meal choice that night.

WATERS LAKEHOUSE RESTAURANT
4615 Barranca Parkway
Irvine, CA 92714
949-733-9503

Dinner Menu: As stated above, you will make your meal selection the evening of the event

Reservations: Contact our ASWA voicemail, (949) 862-0777 by Monday, April 21st at Noon or email Millie Mikulski at almiku2@sbcglobal.net. Please give your name, phone number and state whether you are a guest or a member.

☞ NOW ACCEPTING CREDIT CARDS ☞

We now accept cash, checks, and most major credit cards. If you will be paying by credit card at the door, our treasurer asks that you download a Credit Card form from our website at aswasoc.org and bring the completed form with you to the dinner meeting.

Members:

With a reservation.....\$38.00
Late reservations or walk-ins..... \$43.00

Student Members: (Must be enrolled in 12 units)

With a reservation.....\$28.00
Late reservations or walk-ins.....\$33.00

Guests:

With a reservation.....\$43.00
Late reservations or walk-ins.....\$48.00

Student Guests: (Must be enrolled in 12 units)

With a reservation.....\$33.00
Late reservations or walk-ins.....\$38.00

Please remember! Reservations made, including standing reservations, which are not cancelled by Monday at noon preceding the meeting night, will be charged to the person making the reservation



The ASWA Orange County nominating committee is very pleased to present to our membership the following slate of nominations to the Board of Directors for the 2008/2009 fiscal year.

Voting by secret ballot will take place at our May dinner meeting. If you are unable to attend the May meeting, please submit your absentee ballot to our committee chair, Irene Mack, by email to imack@sprintmail.com or by fax to 714-957-6632, no later than May 21, 2008. Votes received after May 21st will not be counted.

PRESIDENT	Barbara Steelman
1st VP/PRESIDENT ELECT	Jennifer Cavender
2 nd VP/MEMBERSHIP	Jennifer JeanBlanc
3 rd VP/SPECIAL EVENTS	Lynn Parker
TREASURER	Diane Randall
COMMUNICATIONS SECRETARY	Kira Bruno
RECORDING SECRETARY	Mariana Gutierrez
DIRECTORS	Alison Aldrich Irene Mack Diane Ravenscroft Brenda Wallingford





At our March 19, 2008 Student Night Dinner, we presented Wayne Pinnell and Jennifer Cavender of Haskell and White, LLP a plaque in recognition of the on going support that Haskell and White has provided our organization. This year in addition to being a table sponsor at our Student Night, they also contributed a scholarship. Thank you to Haskell and White for helping to make our Student Night such a success.



Happy and Successful People Join Associations

By Lee K. Lowery, ASWA Executive Director

A recent study conducted by the William E. Smith Institute for Association Research revealed that people who join associations tend to be happier and more successful than people who don't. Data pulled from an anonymous random sample of about 1,200 American adults revealed that on average, 9% more association members than nonmembers are "very happy," and 23% more association members than nonmembers are "very satisfied with their job." In addition, association members earn nearly \$25,000 more than nonmembers.

Contrary to a popular assumption that associations must then be the cause of this additional happiness and success, *Where the Winners Meet – Why Happier, More Successful People Gravitate Toward Associations* (January, 2008), found that the opposite is true. In fact, the study found that "Success at work increases the likelihood of joining an association. That is, people with higher incomes and who are more satisfied with their jobs are drawn to join their professional associations – not that individuals earn more money because they belong to an association."

Where the Winners Meet found that employers also benefit from associations' tendency to attract happier



and successful people. “Attrition” was found to be a common response to a question asking organizations to reveal their biggest threat. “Associations can help to alleviate the attrition problem, especially for high-value employees that employers most need to retain....Exposing high-value employees to the positive winners atmosphere created by associations will logically encourage higher morale...The conclusion for employers is that association involvement is in the best interest of both employees and employers.”

This information is very useful to ASWA as we reach out to prospective members and their employers. Two messages that both the national organization and the local chapters should focus on include the following:

1. To prospective members: Join ASWA if you want to surround yourself with successful peers in the industry.
2. To the employers of prospective members: Support your employees by encouraging them to join ASWA. The return on investment is the retention of happier and successful employees.

The results from *Where the Winners Meet* are also important because they remind us that in order to retain these highly successful and happy members, we need to continuously ask them what membership benefits they seek from ASWA. A prior study released by the William E. Smith Institute for Association Research titled, *Generations and the Future of Association Participation* (2006), revealed a number of services that associations should focus on in order to attract these high quality members. Those services that apply to ASWA include career advantages, continuing education, community and opportunities to serve.

It's important to keep the above services in mind however, in order to really assess your members' needs, you need to ask them! You can call them, ask them in person at meetings or survey them through email. Whichever method you select is fine, but you need to be sure to do it on a quarterly or semiannual basis because members' values are continuously changing. A great and affordable service that the national organization uses from time to time to survey members is www.surveymonkey.com. For about \$20 per month, you can use the sophisticated tool an unlimited number of times, and there is no required term of service so you can drop the service at any time. In fact, ASWA's national Membership Committee is currently using Survey Monkey on a monthly basis to survey all of our new members upon the 6-month anniversary of their membership. We hope to use the data to find out what's working and more importantly, what we can do to enhance the membership experience.

It goes without saying that many of our chapters are doing all of these things already and are finding great success. For those chapters that are struggling to recruit and retain members, I encourage you to contact ASWA's national Chapter Partnering Committee which is charged with assisting our chapters. The chair of the committee is National Vice President Stacey Craig and she can be reached at slcraig@drhorton.com. I also encourage you to read the “Chapter Partnering Committee Update” column that is included in each issue of *The Compass*.



Member of the Year

Nominations Due by April 30th

It's that time of year to recognize one of our many impressive members. Since our membership includes affiliate members, we now want to include them in our recognition along with our accountants. Therefore, we are now soliciting nominations for the first Member of the Year for 2007 - 2008. We need your nominations on the nomination form to be turned in to Barbara Steelman no later than April 30th. To vote, you must be present at the May 21st meeting, or submit a proxy by the deadline (proxy and deadline will be in the April newsletter). The award will be presented at the June Installation Meeting.

Following this announcement, you will find the Nomination Form. Here are the criteria to consider when making your nomination. Please consider the whole person when submitting your nomination:

- Contributes to the growth and development of ASWA by participation in Chapter events and on committees or the board.
- Promotes the professional interests of women in accounting.
- Achieves career goals through leadership and business development.
- Sets an example for others with their education and personal goals.
- Participates in community activities.

Please carefully consider the above criteria and select someone who truly represents the majority of the above. Qualifications can be bullet points and do not need to be lengthy.





**Member of the Year Nomination Form
2007-2008**

Form must be received no later than 4/30/08!

Nominee: _____

Qualifications: _____

Please send nominations to Barbara Steelman by April 30, 2008

Email: barbara_steelman@yahoo.com

Mail – Barbara Steelman, 4424 E. 14th Street, Long Beach, CA 90804

We will also ask for nominations at both the March 19th student night
and at the April 23rd rest and unwind meetings.



American Society of Women Accountants

UPCOMING ORANGE COUNTY EVENTS

Board Meeting

Calmont Wire & Cable, Inc., Santa Ana
Thursday, April 17, 2008, 6pm – 8pm

General Meeting – “Rest & Unwind”
Spa Program by Elise Rainey (no CPE)
Come casual & celebrate a successful busy season!

Waters Restaurant, Irvine
Wednesday, April 23, 2008, 6pm – 9pm

Board Meeting

Doubletree Hotel, Santa Ana
Wednesday, May 21, 2008, 4:30pm – 5:30pm

General Meeting – Russell Simmons
International Financial Reporting Standards (IFRS)

Doubletree Hotel, Santa Ana
Wednesday, May 21, 2008, 6pm – 9pm

General Meeting – Installation of Officers
Appreciation and Installation Night – no CPE

Doubletree Hotel, Santa Ana
Wednesday, June 18, 2008, 6pm – 9pm

OTHER ASWA EVENTS – REGIONAL & NATIONAL

2008 Southwest Regional Conference

Radisson Woodlands Hotel Flagstaff
May 16-17, 2008
Contact: kelly.robertson@nau.edu

2008 Northwest Regional Conference

Courtyard Marriott Hotel-Downtown Bellevue
May 30-31, 2008
www.aswabellevue.org

2008 JOINT NATIONAL CONFERENCE – ASWA & AWSCPA

The Fairmont Dallas
October 28-30, 2008
www.aswa.org

EMPLOYMENT OPPORTUNITIES

Check out our website <http://www.aswaoc.org/employment.html> for current job opportunities