



American Society of Women Accountants

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

President's Message, August 2008

A Fantastic New Year Begins...

We are off to a great start and there is so much enthusiasm, it is refreshing and exciting. The Board and Committee Chairs met most of the day on Saturday, July 12th to set goals and plan upcoming events. This year many dedicated volunteers took a break from the Board and we appreciate their service. So now we have many newer members on the Board with lots of energy and new ideas.

First, let me tell you about our goals. We decided on a goal of 21 new members, 80% retention, and an average attendance at regular meetings of 40 people.

We will continue to meet at the Doubletree for most meetings, but we are also looking at doing other things like mixers, holiday parties and our after busy season get-togethers at other locations.

Just some of the items already in the works for the first half of the year include:

- Our Community Relations and Student Awards Dinner will be moved to November this year
- Our Member of the Year and other members will be at the NAWBO's Remarkable Women Awards Luncheon on October 10th
- We will raise thousands of dollars for breast cancer through our team at the Susan G. Komen Race for the Cure, held September 28th
- Our presence will be known as we join in on the Meet the Firms event at Cal State Fullerton, Oct. 9th
- ASWA will have a booth at the annual convention of Beta Alpha Psi, the Financial Information Honor Society, in early August and our National Board President, Barbara Covington will be here for that convention
- We will participate in the Joint National Conference between ASWA and AWSCPA in Dallas in October
- A wonderful Holiday Party that we are just now planning, so stay tuned

No doubt, I have failed to mention everything that is in the works, or give you all the details so keep reading.

To achieve our goals, we still need volunteers; while we have many to help out, we are looking for other volunteers. If you would like to discuss your role in ASWA and how you can develop your leadership skills, just give me a call at 562-900-7733 and I can give you further details.

Looking forward to an awesome year with you, your President, Barbara Steelman.



Orange County Race for the Cure

Sunday, September 28, 2008

RACE DAY SCHEDULE

Women's 5K Walk	7:30 am - 9:30 am
One-Mile Fun Walk	8:00 am - 8:30 am
Breast Cancer Survivor Tribute	9:00 am - 9:30 am
Coed 5K Run/Walk	9:45 am - 11:00 am

We will have a team tailgate area with snacks, drinks and giveaways from 7:00a.m. to noon! It really is fun and very meaningful for all who participate. Even if you do not plan on walking or running... Donate and JOIN US!

To register or donate:

1. Use the following quick link
<http://www.ockomen.org/race>
2. When the Race for the Cure page opens, click "Race Registration Now Open: Click Here!"
3. Read the waiver/agreement and click on either "I agree" or "I decline".
5. You will then be asked to "Join a Team". We are the **ASWA Angels, team 3507**.

By: Karen Cole

August ASWA Meeting

Date: Wednesday, August 20, 2008

Place: Doubletree Hotel
201 E. MacArthur Blvd.
Santa Ana, CA 95815

Cost: \$38.00 Members (with reservation)
\$43.00 Late reservations or Walk-in

\$28.00 Student Members (12 units)
(with reservation)
\$33.00 Late reservations or Walk-in

Guest Prices-Please add \$5.00 to each price listed above

Time: 6:00-9:00PM Dinner Meeting

Topic: Enterprise Risk Management & What It Means to You

Speaker: Patty Schell, President & CEO, Schell Advisory Services

Menu: Mixed Greens W/Dried Cherries and Orange Blossom Vinaigrette
Chicken Dijonnaise, Rice Pilaf, and Mixed Vegetables
Lemon Cloud W/Caramel Sauce
Coffee and Tea

We offer alternative main courses including a vegetarian dish or fruit plate

CPE: 1 hour of CPE

R.S.V.P. by noon Monday, August 18, 2008 to

June 2008

Opportunity Drawing Winners

2 Tickets Orange County Museum of Art
Won by Karen Cole

4 Tickets Santa Ana Zoo
Won by Rita Gittings

2 for Dinner & Show Medieval Times
Won by Erin McMann

MEMBER NEWS FROM JENNIFER JEANBLANC, 2nd VP of Membership

Our [membership drive](#) runs through October so don't miss out on the additional benefits of joining now.

Membership Drive Incentive

Expanding our professional network is imperative not only for our organization's success but is also necessary to continue to provide our members with networking opportunities.

In an effort to continue to expand our network of professionals, we will be offering current members a complimentary dinner at our monthly meeting for each new member they sign up from now through October. Invite your friends and colleagues to our events so they can experience what we have to offer! If you have any questions, please contact Jennifer Jeanblanc, VP of Membership at jjeanblanc@yahoo.com.

Membership Renewals Due

It's Membership Renewal time again- and here's some wonderful news, our dues have remained the same as last year! In May, National Headquarters sent out email renewal notices to most of our members for 2008/2009 dues. Last month they mailed letters for those who may have missed the email. If you were a brand new member last year, you will receive your renewal notice at your anniversary date. If you did not receive the email by the end of May, it probably means National does not have your current information. Please take a moment to log on to www.aswa.org and click on the "member's only" section to review the information in National's data base. You will need your membership number, and if you've forgotten it, click on the "let us email it to you" link. Then you can renew your membership online! Regular and Affiliate dues are \$158, Associate/Student \$55.

IMPORTANT NEWS

We will be voting for our delegates to the Joint National Conference at the August 20th meeting. If you are interested in attending the conference and would like to represent the chapter, please contact Barbara Steelman at barbara_steelman@yahoo.com so we can get you on the ballot. The chapter does provide some financial support to members serving as chapter delegates.

PROGRAMS & NEWS FROM JENNIFER CAVENDER, President-Elect & 1st VP of Programs

August begins our new fiscal year and we are excited about all that we have planned. From community involvement activities and Holiday Parties to some great programs qualifying for CPE, the 2008/09 year should prove to be better than ever. The OC Chapter Board has set challenging goals and some interesting new ways to achieve them. If you have not had a chance to join as a member, you certainly don't want to put it off much longer. The [benefits](#) are tremendous and the experience is amazing. I will have more information on programs, so be sure to check our website at www.aswaoc.org to keep up to date.

Calling All Members.....We Need YOU!!!

If you are a member and would like to be a part of a dynamic group of leaders we would love to have you volunteer. Below are the committees that have openings; check with Barbara Steelman or those listed below for more information:

Holiday Party Committee-contact [Jen Jeanblanc](#)
Student Activities & Relations Committee - contact [Jen Jeanblanc](#)
Scholarship Committee - contact [Jen Jeanblanc](#)
Programs Committee - contact [Jennifer Cavender](#)
Membership Committee - contact [Jen Jeanblanc](#)

Community Relations Volunteers Needed

As many of you know, ASWA's **Community Relations and Scholarship Awards Dinner** is the largest chapter outreach event of the year. It takes the combined efforts of [everyone](#) to coordinate all facets of this event and make it a success. Our last two dinners have been held in the spring, but this year, we have decided to try something a little bit different and move the event to the month of November.

That's just over three and a half months from now, which is a very aggressive goal. Whether you'd like to join a planning committee or simply help out when your schedule permits, there's a place for everyone. No experience is required, so don't be shy about volunteering. Here's a list of the committees that are just waiting for your talent and enthusiasm!

- Sponsorship
- Programs/Invitations
- Marketing
- Decorations
- Guest Relations/Ambassadors

For further information, or to volunteer for a committee, please contact either Lynn Parker or Irene Mack.

Come join us in making this an ASWA event to remember!

OTHER ASWA EVENTS – REGIONAL & NATIONAL



Beta Alpha Psi National Conference – August 7th – 8th

This year's Beta Alpha Psi ("BAP") National Conference was held in Anaheim at the Anaheim Marriott Hotel and ASWA was there. BAP is an organization not unlike ours. They are an honorary organization for financial information students and professionals. Their primary objective is to encourage and give recognition to scholastic and professional excellence in the business information field. This includes promoting the study and practice of accounting, finance and information systems; providing opportunities for self-development, service and association among students and practicing professionals.

ASWA paired up with BAP for their National Conference August 7th-8th and was an exhibitor in order to raise awareness of our organization and perhaps gain a few members. We had several ASWA Orange County members to volunteer at our booth during the exhibitor hours. ASWA's own National President was in attendance, and it did prove to be a good time.

Susan G. Komen Race for the Cure - Costa Mesa, CA Sunday, September 28, 2008

The Joint National Conference this year is in Dallas, TX Oct 28-30

Excerpts from National website from our National President, Barbara Covington:

Dear ASWA and AWSCPA Members and Colleagues,

We hope that you will join us in October for the 2008 Joint Inspired Solutions Conference in Dallas, Texas. This year marks our societies' fifth annual Joint National Conference, and, as with previous JNCs, 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.

In terms of the program, we are excited to announce our featured speaker, Laura Wright, Senior Vice President Finance and Chief Financial Officer of Southwest Airlines Co. on the afternoon of Tuesday, October 28th. We can't think of a better way to kick off the 2008 JNC than by learning from a female chief financial officer at a Fortune 500 company!

This conference is a wonderful opportunity to network and learn in a relaxing and supportive environment. We encourage you to take advantage of all that the conference has to offer. We promise... it will be worth it!

For more information on the Orange County chapter, visit our website at: <http://www.aswaoc.org/>

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