

ASWA

American Society of Women Accountants

Orange County Chapter News

Celebrating our 50th year in Orange County!



The mission of ASWA 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.

President's Message

Where Were You in 1961?

Since this year marks our chapter's 50th anniversary, I've been giving some thought to what the world looked like for our members back at the beginning. While our chapter founders were busy putting the finishing touches on their first meeting agenda, I was busy perfecting my first wobbly steps as a toddler. For many of our youngest members, it's almost unimaginable for them to envision a world before smart phones, 4G networks and internet shopping sprees.



Let's take a moment and journey back in time to 1961 to see what the world was like:

- John F. Kennedy was inaugurated as the 35th President of the United States
- The cost of a gallon of gas averaged \$.27
- [Alan B. Shepard](#) became the first American in space
- The Peace Corps was established
- John Wayne, Doris Day, Elizabeth Taylor, and Richard Burton were top box office draws
- The Supremes were signed by Motown records

March 2011

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Upcoming Events Calendar

March 9th:
Chapter Board Meeting

March 16th:
Dinner Meeting

March 31st:
Networking Mixer

April 20th:
50th Anniversary Celebration

May 19th - 20th
ASWA Southwest Regional Conference

See [CHAPTER WEBSITE](#) for details

~~~~~ RSVP E-mail Change

Please be aware that we have changed the e-mail address for RSVP's to our chapter events. The new email address is:

- Elvis Presley's classic "Are You Lonesome Tonight?" hit #1
- Best Picture of the Year was West Side Story
- Candid Camera, Bonanza, and Perry Mason were part of the top 10 TV hits

To all those who have gone before, who had the vision to create and nurture this great organization, we honor and cherish your contributions in blazing the path. To all those who have joined along the way, thank you for continuing to sustain and expand the opportunities available to those in our profession. And finally, for those who will join us sometime in the next 50 years, may you find the passion and inspiration to continue leading us to the wonderful new opportunities that the future will inevitably bring.

Congratulations **ASWA Orange County Chapter** on achieving this amazing 50-year milestone. We cordially invite everyone to join us for a very special 50th Anniversary Celebration, Wednesday, April 20th at Angel Stadium. It's an event you won't want to miss!

Hope to see you there!

Lynn Parker

Positioning Yourself as a Trusted Business Advisor

Gain an Entrepreneur's perspective on differentiating yourself from your peers in your business environment. Are you viewed as just the accountant or a trusted business advisor?

The Orange County Chapter of the American Society of Women Accountants would like to invite you to our next dinner meeting, where our guest speaker, Susan Jones, will share her insights on gaining a seat at the table and becoming a trusted business advisor.

- Learn how to strategically position yourself as a proactive, consultative professional while moving the focus away from transaction oriented tasks.
- Gain an understanding of recognizing business life cycles and how to respond to the changing needs of your employer or clients.
- Gain insight about the M&A process and how to recognize the need for and become part of the Deal Making Team from day 1 so you can position yourself as financial counsel rather than becoming a casualty of the deal.
- Learn more about the M&A process so you can effectively position yourself as a trusted advisor.
- Learn more about business risk considerations and value enhancers to maximize enterprise value.

reservations@aswaoc.org.

Please take a moment to update your address book and we'll look forward to seeing you at our next event!

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### Board of Directors

#### President

Lynn Parker  
[president@aswaoc.org](mailto:president@aswaoc.org)

#### President-Elect

*Currently Open*  
[president.elect@aswaoc.org](mailto:president.elect@aswaoc.org)

#### Vice President of Special Events

Jennifer Jeanblanc  
[vp.special.events@aswaoc.org](mailto:vp.special.events@aswaoc.org)

#### Vice President of Membership

Millie Culpepper  
[vp.membership@aswaoc.org](mailto:vp.membership@aswaoc.org)

#### Vice President of Communications

Adriana Estrada  
[communications@aswaoc.org](mailto:communications@aswaoc.org)

#### Recording Secretary

Nancy Liming  
[recording@aswaoc.org](mailto:recording@aswaoc.org)

#### Treasurer

Alison Aldrich, MBA  
[treasurer@aswaoc.org](mailto:treasurer@aswaoc.org)

#### Directors

Jennifer Cavender, CPA  
[past.president@aswaoc.org](mailto:past.president@aswaoc.org)

Irene Mack, CPA  
[director1@aswaoc.org](mailto:director1@aswaoc.org)

Heather Pease  
[director2@aswaoc.org](mailto:director2@aswaoc.org)

Kimberly Cook  
[director3@aswaoc.org](mailto:director3@aswaoc.org)

See our **CHAPTER WEBSITE** for additional information.

**Date:** *Wednesday, March 16, 2011*  
**Time:** *6:00pm - 8:30pm*  
**Location:** *Doubletree Hotel*  
*201 East MacArthur Blvd.*  
*Santa Ana, CA 92707*  
*(714) 825-3333*

**Speaker Profile:**

Susan Jones has a comprehensive background with over 30 years in mergers and acquisition, finance, executive management and business operations. An entrepreneur in her own right, Ms. Jones co-founded and built a consumer electronics R&D manufacturing business over a 10 year period and then successfully sold it to a publicly held company. She also co-founded a vocational school in the fitness industry. Susan has held senior executive management positions where she was responsible for a broad range of activities including marketing, sales, operations, capital raises and business acquisitions. As a senior executive of two "Fortune 100" Investment Banks and one "Fortune 500" Investment Bank she has advised hundreds of middle market business owners on the merger and acquisition process, exit strategies and financial asset management. Ms. Jones studied at the University of California, Irvine and holds FINRA securities licenses, series 7, 79, and 66. She also holds a California Real Estate license.



**Agenda:**

**6:00 - 6:30 Registration & Networking**  
**6:30 - 7:00 Dinner & Continued Networking**  
**7:00 - 7:15 Announcements**  
**7:15 - 8:15 Speaker**  
**8:15 - 8:30 Closing Remarks & Opportunity Drawing**

***RSVP by Monday, 3/14, at noon, by phone: (949) 862-0777, e-mail: [reservations@aswaoc.org](mailto:reservations@aswaoc.org) or through PayPal on our website: [www.aswaoc.org](http://www.aswaoc.org)***

**Price:**

**Members - \$38/Guests \$48**  
**Student Members - \$28/Guests \$33 (applies to students enrolled in 12 or more units)**  
**Add \$5 for late registration after 2/14**

**Official National Registry Statement**

ASWA is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State Boards of Accountancy have the final authority on the acceptance of individual courses of CPE credit. Complaints regarding registered sponsors may be addressed to the National Registry of CPE Sponsors: 150 Fourth Avenue, Suite 700, Nashville, TN, 37219-2417. Web site: [www.nasba.org](http://www.nasba.org).

## **ASWA Orange County Celebrating our 50th Anniversary at Angel Stadium!!**

**April 20, 2011**

This year we have the honor of celebrating our 50th Anniversary as a chapter of ASWA! It is an exciting time for those of us who have been affiliated with this amazing group for many years, some who are celebrating over 20 years with our chapter!



The celebration will be held at Angel Stadium's Diamond Club in Anaheim, CA, and will include a cocktail reception and buffet dinner along with a special guest speaker and presentation of our favorite memories. Don't forget to share your special memories by completing our survey. The deadline has been extended for those of you who still need a little more time.

<http://www.surveymonkey.com/s/Anniversary50>.

Additional plans are being made to ensure we all have a great time celebrating this remarkable milestone so please mark your calendars and stand-by for more details. This event is open to everyone including friends and family not affiliated with ASWA. We hope to see each of you at this event!

### **Special thanks to our corporate sponsors:**

**VOLT Accounting & Finance  
Haskell & White Certified Public Accountants**

### **Congratulations to Last Month's Opportunity Drawing Winners!**

#### **Alessandra Fleming**

Won the Cornerstone Stadium Blanket and motivational posters donated by Marty Leonard!

#### **Leesa Kovarna**

Won a \$25 gift certificate for the Yardhouse!

*100% of the proceeds from our monthly Opportunity Drawings generate funds for our annual scholarship awards. If you are able to donate items, please contact Lynn Parker at [president@aswaoc.org](mailto:president@aswaoc.org).*

### **Chapter Bulletin Board**

*We are very pleased to welcome the following new member to our chapter :*

## **Leticia Odesa**

### **Happy Anniversary to the following ASWA members!**

|             |                        |                 |
|-------------|------------------------|-----------------|
| <b>3/16</b> | <b>Ruth Zakowski</b>   | <b>16 years</b> |
| <b>3/25</b> | <b>Irene Mack</b>      | <b>8 years</b>  |
| <b>3/03</b> | <b>Inhee Carter</b>    | <b>5 years</b>  |
| <b>3/11</b> | <b>Jennifer Avritt</b> | <b>3 years</b>  |

### **Check out our updated Employment Opportunities Page!**

We are offering free job postings for all accounting or finance positions within the Greater OC areas. Go to the website: [www.aswaoc.org](http://www.aswaoc.org) for further details or contact our Employment Opportunities Chair, Dolores Lara, at [employment@aswaoc.org](mailto:employment@aswaoc.org).

### **Drawing for Guests Only**

Did you know at every dinner meeting we hold a drawing for guests to receive a free dinner meeting (a \$48 value)? So bring a guest to the next dinner meeting and your guest has a very good chance of winning another dinner meeting on us!

View our profile on **LinkedIn**

American Society of Women Accountants Chapter #73  
949-862-0777