

ASWA NEWS IN THE O.C.

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MAY DINNER MEETING

Come join us for a little insight into the economic condition of Orange County, California and the United States. Dr. Wallace Walrod presents on May 20, 2009 at 6:00pm at the Santa Ana DoubleTree Hotel. Dr. Walrod is in charge of research at the Orange County Business Council. Dr. Walrod is also the Founding President of the Center for a New Orange County, which plays a key role in shaping Orange County's economic future by leading a targeted county-wide effort to design, plan, and fund an integrated, cost effective state-of-the-art infrastructure system. His work includes designing innovative program, strategy, and policy solutions for private industry, government, and private foundations, including the *Orange County Community Indicators*, *Workforce Housing Scorecard*, *Workforce Housing Toolkit*, *Public Officials 101*, and *Workforce Assessment* projects.

Date: Wednesday, May 20, 2009
Price: \$38.00 Members (w/ reservation)
 \$43.00 Late reservations or Walk-in
 \$28.00 Student Members (12 units w/ reservation)
 \$33.00 Student Late reservations or Walk-in
 Guest Prices-add \$5.00 to each price listed above
Time: 6:00pm
Topic: 2009 Economic Update
Menu: Chicken Picatta, green beans amandine, roasted baby red potatoes and pecan crunch cheesecake.

Also available are vegetarian pasta or fruit plate. Please specify your meal preference when you RSVP.

R.S.V.P. by noon Monday, May 18, 2009 to almiku2@sbcglobal.net or leave a voice mail at (949) 862-0777



Santa Ana Doubletree Hotel

201 E. MacArthur Blvd.

Santa Ana, CA 95815

SPECIAL POINTS OF INTEREST:

- Economic Update this month
- Our chapter President, installed on the National ASWA Board of Directors
- Member reaches 30 years of ASWA service
- Two chapter VPs nominated for Member of the Year

WE'RE GROWING!



Join us in welcoming the newest members of the Orange County Chapter:

- *Elise Johnson
- *Paula Young
- *Lin Ling
- *Barbara Crofts
- *Kimberly Cook-Marroquin

We look forward to being a part of your network!

CONGRATULATIONS ARE IN ORDER!

Our membership comprises many successful business women who have contributed much to the success of not only their own careers, but the lives and communities around them. Join us in honoring just a few of our members who have received special recognition this month.

**RECEIVING NOMINATIONS FROM THE
ORANGE COUNTY BUSINESS JOURNAL WOMEN IN BUSINESS AWARDS**

LUNCHEON AND AWARDS MAY 21. 11:30AM AT THE HYATT REGENCY, IRVINE

Gail Campbell is currently a Sage Software Business Partner selling, installing and supporting Mas90/Mas200 Accounting Software. What helps her to support her client base is over 14 years experience with the software combined with over 25 years experience in accounting. Not only can she implement and support the accounting system, but she can also advise her customers as an experienced accountant, hence began her company's name "Profits Plus".

Gail is a long time member of the Orange County Chapter of ASWA and has served in many board positions including President. She currently serves as our Newsletter Editor. We are proud to call Gail not only a member of ASWA but a friend and trusted colleague. *Congratulations Gail!*

Kira Bruno is Founder and Managing Director of FORTIS Resource Partners, LLC. Based in Irvine, CA. FORTIS is a woman-owned executive search and project staffing firm that helps clients attract, recruit and retain top talent in accounting, finance, tax and audit environments to meet the growing and changing needs of their organizations. She founded the company under the premise of serving others and this is reflected in the company and the life she leads. The FORTIS mission reflects her personal ideals of building trust, positively impacting others and providing the highest level of service to the professional and non-profit community.

Her role as an executive woman business owner has been made easier throughout her 20 year career that has encompassed great success in building companies and strong relationships, and leading and developing others in the staffing industry. Each week she can be found either leading a group of professionals or high level finance executives through their transition and networking efforts, mentoring MBA students, or serving on non-profit boards....she says that she is getting back much more than she is giving.

Kira joined ASWA 2-years ago and became immediately involved in the marketing efforts of the organization. She now serves as our Chapters Communications Secretary, overseeing all external communication for the organization. *Way to Go Kira!*



Gail Campbell
Profits Plus



Kira Bruno
FORTIS Resource Partners,
LLC

DID YOU KNOW?

Over 40 million professionals use LinkedIn to exchange information, ideas and opportunities

- Stay informed about your contacts and industry
- Find the people & knowledge you need to achieve your goals
- Control your professional identity online

All members can join our LinkedIn ASWA Orange County Group at www.linkedin.com/groups?gid=958887

OUR PRESIDENT GOES NATIONAL

Congratulations are also in order for our chapter president, Barbara Steelman.

On May 1, 2009 Barbara was installed as a Director on the National Board of ASWA. She has been a member of the Orange County Chapter of ASWA since 1989. She has held numerous board and committee chair positions throughout the years and is of course current serving as our President. Barbara is a past winner of our highest Chapter honor, the Member of the Year award, in 2007.

Her educational background includes a BBA in Accountancy from National University and an MBA from the University of Southern California. Additionally, she holds two accounting credentials, a CMA (Certified Management Accountant) and a CHFP (Certified HealthCare Finance Professional).

We appreciate all that Barbara has contributed to our chapter and we look forward to seeing

IT'S AN HONOR

Time is an interesting concept and is not simply defined. According to Wikipedia, "one view is that time is part of the fundamental structure of the universe a dimension in which events occur in sequence... the opposing view is that *time* ... is instead part of a fundamental intellectual structure (together with space and number) within which humans sequence and compare events." Whichever way you look at it, it is an intellectual choice to join and maintain your ASWA membership for life. Two women in our chapter celebrate milestone anniversaries with us and let me share something about both of them.

Both women attribute much of their professional success to ASWA, both have served as President of the chapter, and both were honored by our Chapters Accountant of the Year. They continue to support ASWA and specifically the Orange County chapter. I respect and value their opinions and service: they are Marcy Beck and Ann Marie Broderick. By the way, we hope to start a new tradition and will honor other long-time members when they reach these milestones, this includes two other women with over 25 years of membership.

MARCY BECK—30 Years

Marcy Beck joined the American Society of Women Accountants on May 1, 1979. She served as an Area Director, Chapter President twice, and held various other positions on the Orange County Board during her years of membership. She has been a mentor to many over the years, including our current chapter President. She led the pack on attending the national conferences and she has helped us to believe it OK to blow your own horn.

Her parents told her that she came from modest means, but that did not stop her. She started taking college classes while still in high school then went on to UCLA, obtaining her bachelor's degree in Economics as she worked her way through college. She went on to work at a local CPA firm in Beverly Hills before moving to Orange County. After more than a few exasperating attempts, she finally passed the CPA exam and in her own words, "she had already started thinking about alternative career choices." Marcy Beck and Jeanne Orr (Mathiesen) became fast friends and respected colleagues through their work at Sparks and Heiny and then sought out ASWA together in search of a supportive environment for professional women in accounting. Then on April 16th, 1981 (yes, indeed, the day after tax season!) the two friends founded Orr and Beck, CPAs. The business continued for almost 20 years and was eventually sold to other ASWA members.

Marcy brings commitment, passion and humor to the organization. When I asked her why someone should join ASWA, she quipped "because I said so!" She went on to say that many of her personal successes and all her business successes can be traced back in some way to ASWA. Marcy and her husband, Jeff recently relocated to Indio, however, Marcy continues to come to Orange County for work, teaching and ASWA meetings. ***Congratulations and thank you for thirty years of service!***

ANN MARIE BRODERICK—25 Years

Ann Marie joined ASWA on April 23, 1984. She served as Orange County Chapter President from July 1986 through June 1987. She credits much of her success to ASWA and has a long history of connections to other ASWA members including some that are no longer with us, including Cathi Alden and Val Hart, who served as role models for her. She came to ASWA through Joyce Johnston and once worked for Orr and Beck.

Ann Marie went back to school, getting an accounting degree from Cal State Long Beach in 1983. She interned at Hughes Aircraft, but wanted her CPA certification, so went to work for Bob King, with whom she now shares office space. Ann Marie loves doing tax work and credits Bob King and Marcy Beck with helping her learn that service early on. She started her own firm in the late 80's.

The most significant changes to the accounting field are in technology, but she cautions accountants to also master people skills and know how to listen to her clients. She believes that ASWA provides an excellent opportunity to network, develop leadership skills, keep current on CPE and have fun. One of her most memorable times at ASWA was her acting role in a skit written by Orr and Beck at a national conference in Los Angeles. Thank you for your twenty-five years of service and congratulations!



**Barbara Steelman,
ASWA President**



Marcy Beck, CPA

**We
wholeheartedly
thank you for
your many years
of service to
ASWA Orange
County!**

CHAPTER NOMINATION SLATE FOR THE 09/10 BOARD OF DIRECTORS



Please welcome this outstanding slate by voting Yes at the May Dinner Meeting May 20, 2009

The ASWA Orange County nominating committee comprises Alison Aldrich, Maria Beechan, and Jennifer Jeanblanc, are pleased to present to our membership the following slate of nominations to the Board of Directors for the 2009/2010 fiscal year. Voting will take place at the May meeting, Wednesday May 20th.

PRESIDENT

Jennifer Cavender

PRESIDENT ELECT

Jennifer Jeanblanc

1st VP MEMBERSHIP

Jennifer Jeanblanc

2ND VP SPECIAL EVENTS

Millie Culpepper

TREASURER

Alison Aldrich

VP COMMUNICATIONS

Kira Bruno

RECORDING SECRETARY

Heather Dunn

DIRECTORS:

Barbara Steelman

Maria Beechan

Irene Mack

Brenda Wallingford

MEMBER OF THE YEAR NOMINATIONS

This year we were very fortunate to have so many outstanding contributors to our chapter. Next month we will recognize one member that stands above the rest as our Member of the Year. You have nominated two members that have made a significant positive impact on our chapter this year.

Lynn Parker currently serves as Director of Accounting and Finance Services, for Volt Workforce Solutions, a full service staffing company providing contract and direct placement staffing services for accounting and finance professionals nationwide. Over the course of a long and varied career, Lynn has never strayed far from training, technology

and accounting! Since graduating from California State University, Fullerton with a BA degree in Sociology, Lynn served as an internal auditor for a small independent banking chain, designed the initial CPA and software reseller training programs for MAS90 accounting software (now part of Sage Software), and over the past decade, led diverse technology rollout and implementation projects for a wide variety of organizations.

Lynn joined ASWA in June of 2007 and immediately became an active part of the organization. Initially volunteering to serve as part of the membership committee, she enthusiastically expanded that role and took an active part in all of our activities, including becoming a sponsor of our 2007 Community Relations

event, recruiting the entire family for the Susan G. Komen Race, attending the 2007 Joint National Conference in Florida, and filling in wherever and whenever needed. In June of 2008, Lynn was invited to join the Board as 3rd VP of Special Events, serving as co-chair of the bi-annual Community Relations and Scholarship Dinner, and persuading Volt to serve as a Platinum sponsor for the event. She credits the success of this year's event to the tireless efforts of the entire committee, and appreciates the support and mentorship of all those who contributed their time and talent.

Lynn comments, "I just love being part of this dynamic organization, and appreciate the warm and welcoming atmosphere that our chapter creates. I am honored to be nominated for this award by a group that I admire so much."

In her spare time, Lynn and her husband Dave have a passion for traveling and try to head out for exotic destinations at every opportunity. They've visited China, Russia, Europe, Tahiti, Scandinavia, Turkey, Mexico, Hawaii, Alaska and the Caribbean, but still have lots of places left on their wish list!

"I am honored to be nominated for this award by a group that I admire so much"



Lynn Parker
Volt Workforce Solutions

MEMBER OF THE YEAR (CONTINUED)

Jennifer Jeanblanc currently works as a Senior Accountant of SOX Compliance & Reporting for Physicians Formula Holding, Inc., in Azusa, California. After graduating from California State University, Fullerton with a BA in Business Administration with a concentration in Accounting, Jennifer served 7 years as an auditor for White Nelson & Company.

Jennifer began contributing to networking organizations early on. She held many positions on the board of the Accounting Society at CSUF,

including President. There is no doubt that this is where she learned valuable lessons in leadership, networking and event planning.

Jennifer currently serves as our VP of Membership. In this position she has made major strides to improve the benefits that our organization provides to our members and has worked tirelessly to expand the scope of ASWA Orange County's reach in the community. Organizing events such as our quarterly mixers, the holiday event and joining student events such

as CSUF's Meet the Firms, Jennifer's efforts have had positive effect on our goals as a chapter. Jennifer's willingness to jump in and help out in any situation makes her a valued member of our team, and we are excited that she has accepted our nomination of her as President-Elect next year.

In her spare time, Jen and her husband Ralph love caring for their three dogs, Bailey, Spot and Maisey. She also loves photography, traveling and spending time with her nephews and niece.



Jennifer Jeanblanc
Physician's Formula Holding, Inc.

PRESIDENTS MESSAGE

This month, I was honored to be installed onto the National Board of Directors for the American Society of Women Accountants to serve a two year term as Director. I attended the Board meetings that took place Thursday and Friday, and that afternoon went straight into the educational sessions of the Southwest Regional Conference, held in Phoenix this year. On Saturday evening, several of

us had the added joy of driving down to Tucson to celebrate the reactivation of the Tucson chapter. I met several talented and intelligent people in Arizona and will enjoy keeping in contact with them through LinkedIn. This organization certainly provides the opportunity for service, personal growth, and developing our professional networks.

In Orange County, we have some important business to do before I end my term as chapter president. This month, we will vote on our new Officers and Board members, along with our Member of the Year. Jennifer Caverder was honored last year with this distinction and she has been collecting nominations for our members to vote on at the May 20th meeting; we will also vote on the new

slate of officers. In June, we are all about celebrations and recognition. We will honor our Member of the Year, install the new Orange County Board of Directors, and honor some long-time members of our chapter.

This fiscal year, we honor two members of the Orange County chapter, Marcy Beck

and Ann Marie Broderick who have been with us for 30 years and 25 years, respectively. We have very few women who have been with us this long and are looking to start a tradition of acknowledging long-time members with 25 years or greater at significant milestone anniversaries. Next fiscal year,

we will honor a woman who has been a member for 35 years!

Bring a friend or colleague to ASWA. You won't regret it.



Barbara Steelman
ASWA President and Independent consultant

Check out our website at
www.aswaoc.org

ASWA ORANGE COUNTY

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American Society of Women Accountants

**CREATING OPPORTUNITY FOR WOMAN
ACCOUNTANTS**

ASWA was formed in 1938 to increase the opportunities for women in accounting. From our first chapter in Indianapolis, we have grown to over 100 chapters nationwide. Our Orange County Chapter #73 was chartered in 1960, and our members are as diverse as the organizations they represent. Members hail from national and local CPA firms, private industry, academia and government. They hold a variety of positions which include partners, CFOs, financial analysts, and staff accountants. We also welcome members from related financial fields such as benefits consultants and financial planners.