

From the President's Office

Hello to All,

I hope that each of you had good holidays and special family time. This is the time of year to count our blessings and cherish our loved ones. Watching the news of the disaster in Asia and seeing those who lost their loved ones and their whole lives makes our blessings seem more precious.

Our last meeting feels like it was a million years ago, even though it was right before Thanksgiving. The topic was Building Equity in the Real Estate Market. It was well attended and we learned about how it is still possible to buy in San Diego without being independently wealthy. The meeting was very well attended. Our ASWA family had a delightful holiday social at Mimi's Café. The auction was fun. It was a win-win as most of us left with new treasures and ASWA was enriched with the auction proceeds.

Now here we are in the New Year-2005. Our January meeting will focus on investments. Our year-end investment statements will be arriving in the mail, so the topic is timely. In February, we will hold an event focused on students. Last year many of you told us that you were hopelessly buried in work in March and could not attend the meeting, so we will not have a March meeting this year. We will be back together in April.

The major focus for the board at this time is involving members in active participation. The saying you will hear over and over is "What you get out of ASWA is based on what you put in to it." We will be inviting you to get more out of it. Details to come....

Gayle Barrett San Diego Chapter President



Announcements

Employment

Need a job or have an opening? Please contact the Chairman of the Employment Committee, **Jeanette Ding** at 858 452-2626 or Jeanette.Ding@roberthalf.com

CPE Credit

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 final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be addressed to the National Registry of CPE Sponsors, 150 Fourth Avenue North, Nashville, TN, 37219-2417.

The December issue of ASWA's The Communiqué is now available online at http://www.aswa.org/files/members/December_2004.pdf

This issue contains:

- The 2005 ASWA/AWSCPA JNC Call for Presentations
- Information about ASWA's eDirectory
- "Quick Tips on ASWA's Membership and Renewal Process"
- Tips for "Planning Successful Meetings"
- The 2005-2006 Dues Rate Form
- Upcoming National and Regional Events
- 2004 Joint National Conference Recap

In every issue:

- Upcoming Calendar of Events
- Regional Director Listing

If you have trouble logging in or have any questions, please do not hesitate to contact us at ASWA at aswa@aswa.org or (703) 506-3265.

Networking

What is in a name? One of the most challenging aspects of meeting new people in a networking situation is remembering their name. In the introduction process, the name comes in the first seconds of the interaction. Maybe the name passes before we are clued in to pay attention. Maybe we are looking at the person's face and trying to figure out if we already know the person or if we are going to be shaking hands. Whatever the reason, it is just really hard to remember names in networking situations. About two minutes of conversation pass and you realize you have no clue what the name is of the person with whom you are talking. Then it gets worse if you need to introduce this person to someone else.

What helps with the "name" problem? It helps to use the other person's name in your first sentence. "Hello, Jane, I am pleased to meet you." It also helps if you can talk about the person's name for a few seconds. If it is an unusual name (harder to remember) you can ask how it is spelled and the origin of the name. If it is a common name, it helps to think of someone else you know with the same first name. In general, we need to think about something for about 45 seconds before it makes it our immediate memory buffer to long-term memory. The usual fraction of a second that we focus on the name at the beginning of a conversation just won't suffice to get it into memory unless you take steps to keep in your mind longer.

If any of you have techniques that help you remember names, I would appreciate it if you would email them to me. gayleb@nshd.com



Membership Corner

Dinner Hostess—In an effort to continue to be the "friendliest accounting group on town" we are providing dinner hostesses to new members and guests. If you would like to volunteer to be a dinner hostess, please contact **Glenda Moehlenpah** at awsamembership@yahoo.com.

Membership Renewals—Just a reminder that it's **not too late to renew** your membership. You don't want to miss out on the great benefits of belonging to ASWA! These benefits include strong network of personal and professional relationships, information about local employment opportunities, opportunities to develop your leadership and business management skills, monthly chapter newsletter, stimulating presentations, inexpensive CPE credits, interesting conversation with friendly accountants, nice meals, raffle prize, and opportunities to help with scholarships and charitable activities.

You can even renew your dues online. Simply go to www.aswa.org to access your renewal form and make your secure payment online via credit card. Look for the heading "Renew Your Dues Online" located on the home page. The process only takes a few minutes to complete. Or you can print the form and send it with your payment to ASWA's lockbox. The complete instructions are on the website. If you would like assistance or need a duplicate renewal notice sent by regular mail, feel free to contact **Glenda Moehlenpah**, Membership Director.

Name Badges—Have you lost or misplaced your ASWA name badge? Or do you have a name change? You can obtain a replacement badge anytime by contacting **Glenda Moehlenpah** to order a new one.

Raffle—**Nancy Meyn** reports that the November raffle raise \$ 93.00. Thank you to everyone who contributed to the raffle. If you can donate a prize for the next raffle, your contribution would be much appreciated. Please contact **Nancy Meyn** at 858.455.7888.



Member Focus

Do you have exciting news to share? Then go ahead and toot your horn! We would like to hear about professional achievements, job changes, academic accomplishments, engagements, weddings, births, etc. Or, report the good news for someone else. Submit your announcements for next month's Member Focus to the Editor.

Please make note of change of employment for **Tami Brennan, CPA**
 Tax Manager
 CEA, LLP
 703 Palomar Airport Road, Suite 150
 Telephone: 760-438-4000 x246
 Email: tbrennan@ceallp.com

Joann Cueto recently earned her CPA license.
 Now she is Joan Cueto, CPA..
 Congratulation!

Check out our web site for the latest information regarding meetings and ASWA San Diego:
www.aswasandiego.org

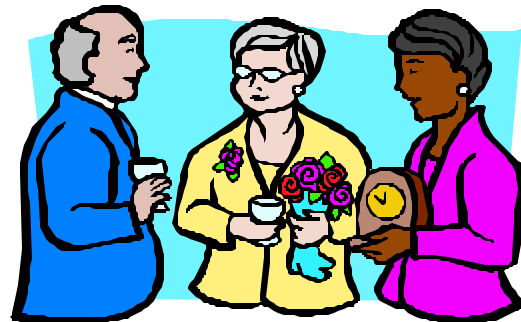
ASWA is a not-for-profit membership organization with the purpose of enabling women in all fields of accounting to achieve their personal, professional and economic potential and to contribute to the future development of the profession.

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Member Birthdays

Sandy Woods 1/09
 Lorraine Mageau 1/13
 Elizabeth Childress 1/15
 Johanna Burgess 1/17
 Erica Browning 1/25
 Tiffany Hernandez 1/31



CALENDAR OF EVENTS

- Thurs. Jan. 20** **Board Meeting-4:45 p.m.**
Monthly Dinner Meeting-5:30 p.m.
 Pride Hotel
 5975 Lusk Blvd., Sorrento Mesa
 Phone: 858-558-1818
 All are welcome!
- Fri. Jan. 28** **Newsletter Deadline**
 Please submit any news, announcements or job opportunities to Karen Ballek at bythebookske@yahoo.com or via phone at 619-672-1998
- Thurs. Feb. 17** **Board Meeting-4:45 p.m.**
Monthly Dinner Meeting-5:30 p.m.
 Pride Hotel
 5975 Lusk Blvd., Sorrento Mesa
 Phone: 858-558-1818
 All are welcome!