



American Society of Women Accountants

San Diego Chapter

April 2011 Newsletter

ASWA San Diego
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Founded 1949

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APRIL DINNER MEETING

JAN ZARAGOZA

MANAGING CHAOS:

TOOLS TO SET PRIORITIES & GET THINGS DONE!

Join ASWA San Diego members and guests for a presentation we can all benefit from: **Managing Chaos!**

Come network with other women accounting and finance professionals, meet new and old friends, and learn a few tips on how to make the most of your time and tackle that to-do list! In this fun, fast session you will learn time-saving habits to help move you through a never-ending workload and make you more effective and successful. Using techniques that research has shown can save you *one to two hours a day*, you will learn how to stay on top of multiple projects and demanding deadlines and learn how to effectively plan and manage your daily schedule.

Our speaker, Jan Zaragoza, is the author of *MEETINGS OVER EASY—How to Have Better, Shorter, More Productive Meetings*. She is president of High-Performance Training Solutions, a performance improvement firm specializing in the areas of business communications and supervisory and management development. Jan's client list includes Zenith Insurance, Baxter BioScience, Sharp Healthcare, the EPA, Club Demonstration Services, Solar Turbines, Ericsson, Smith & Nephew, City of Berkeley, Evans Hotels, and Viejas Casino. Jan's client list includes Zenith Insurance, Baxter BioScience, Sharp Healthcare, the EPA, Club Demonstration Services, Solar Turbines, Ericsson, Smith & Nephew, City of Berkeley, Evans Hotels, and Viejas Casino.

Attendees can earn one hour of CPE credit. Active members will earn one free ticket for the opportunity drawing for each attending guest.

RSVP before April 15, 2011 to aswasandiego@yahoo.com with your entrée choice.

Thursday, April 21, 2011

Humphrey's Grill (inside Sheraton La Jolla)

3299 Holiday Court, La Jolla, CA 92037

Registration begins at 5:30; Dinner served at 6:15pm

MEMBERS / STUDENTS WITH VALID ID: \$38 prepaid / \$43 at the door

GUESTS: \$43 prepaid / \$48 at the door

Menu and RSVP details can be found at www.aswasandiego.org.

Message from President Jeanette Ding

As I wind down my term as Chapter President, I am excited by what our current Board of Directors has accomplished. We have partnered with other professional organizations to increase awareness of ASWA and expand networking opportunities for our members. We participated in the Business Women Mega Mixer for the first time, which gave our members the opportunity to partner and network with other women professionals, including attorneys, consulting firms, insurance agents, auditors, and business owners. In addition, we have continued to award scholarships to well-deserving accounting students to aid in their pursuit of our profession. ASWA is also participating in Accounting Day 2011, a full day of CPE, on May 9th (www.accountingday.org). And that's just our activity in the last two months! We have more planned for you too, so stay tuned...

ASWA San Diego is growing, and it's exciting to welcome new guests and members who are interested in our organization. I encourage long-term members who haven't been to a meeting in a while to come back and check us out. I think you'll be pleasantly surprised and find yourself marking the date for our next meeting on your calendar!

If you have any questions, ideas, or concerns, please do not hesitate to contact any board member or contact me at 619-295-6161 or jd Ding@accountantsintl.com. We are always looking for ways to add value to you, our members, so please do not be shy! Give us your feedback, ideas, and support so we can improve your ASWA experience.

See you on the 21st!

Jeanette

Welcome New Director: Ashley Roth!

New member Ashley Roth is jumping right in to help ASWA! Ashley has been appointed as the newest Director for the San Diego Chapter Board of Directors for the remainder of this fiscal year. You may have already met Ashley as she has attended several ASWA events as a guest and has recently joined because she enjoys networking with other professional women and our speaker presentation topics.

Ashley Roth is currently the Business Development Consultant at Accountants International, a full-service search firm specializing in accounting and finance recruitment, in Carlsbad. For the last three years, Ashley has been actively networking with accounting and finance professionals in the North County market across all industries to offer recruiting and staffing services. In her role as **Director** with the San Diego Chapter of ASWA, she hopes to continue to expand the organization's scope throughout North County and help grow our membership to provide further networking options for women accounting professionals. If you haven't met Ashley yet, please introduce yourself at our next meeting!

ASWA San Diego's 2010-2011 Membership Campaign Invite a potential member or join as a new member and win!

If you have been thinking of joining ASWA, this is the time! All new members who join before May 1, 2011 will be entered into a raffle to win a \$50 dining gift card for any of the Cohn Restaurant Group locations, including Kemo Sabe, Corvette Diner, the Prado, Gaslamp Strip Club, downtown's Melting Pot, and more! Winner will be announced at May's Public Relations Dinner! Membership dues increase July 1, 2011 so renew before prices go up!

If you are already a member and introduce a coworker, friend, or anyone else to ASWA, you can also win! For every guest you bring to a meeting, you will receive one raffle ticket in the Sponsoring Member Raffle. For every new member you sponsor, you will receive two raffle tickets. A \$50 dining gift card will be awarded to the winning member!

If our chapter sponsors 10 new members by the end of May, we will earn a free JNC registration for next year's ASWA/AWSCPA Joint National Conference. We are only a few more new members away from this goal so let's cross the finish line!

Special Post-Tax Season Relaxation Offer for ASWA Members from Body Revive Wellness!

Why pay for the frills if you just want a good quality massage?



Receive a customized
one-hour massage for
only \$45!

www.bodyrevivewellness.com

6695 Convoy Court
San Diego, CA 92111
619.850.9363 (Phyllis)

Deep tissue or aromatherapy included at no extra charge

Visit www.aswasandiego.org for the latest chapter news and upcoming events, a new member application, or to contact your board. Don't forget to update your contact information by emailing aswasandiego@yahoo.com.

ASWA SAN DIEGO MEMBER NEWS!

Karen Wheeler has passed all four parts of the CPA exam!

Mary Lou Carver has been selected for the national ASWA Educational Foundation Board!

If you or another ASWA member you know has exciting professional or personal news to share, please email aswa-sandiego@yahoo.com so we can recognize and celebrate our fellow members' accomplishments and milestones!

2011 ASWA SAN DIEGO SCHOLARSHIPS WINNERS

We are pleased to announce this year's ASWA San Diego scholarship winners!

Scholarship for Student Pursuing Bachelor's Degree (\$1,000):

- **Rhianna Neal, University of San Diego, major in Accountancy, expected completion May 2012**
Rhianna is currently majoring in Accountancy at the University of San Diego, where she has an overall GPA of 3.73, and is actively involved in the Accounting Society. She has been volunteering as a Tutor at Montgomery Middle School, volunteered at the Women's Center including coordinating the Annual Women of Impact Awards.

Scholarship for Students Pursuing Associate's Degree (\$500 each):

- **Kenneth Mazo, Jr., MiraCosta College, Accounting Major, expected completion May 2011**
Kenneth is completing his Associate's Degree in Accounting from MiraCosta College where his overall GPA is 3.34. Upon completion, he intends to transfer to a California State University where he plans to pursue his Bachelor's Degree in Business Administration with a concentration in Accounting, with the ultimate goal to earn an MBA and PhD. His goal is to work for one of the Big 4 public accounting firms upon earning his Bachelor's Degree, with the long-term dream of starting a non-profit organization where he can provide financial advice to needy, low-income or disadvantaged communities. Accounting is a second career for Kenneth, who has been deployed three times for military service.
- **Hannah Hinton, MiraCosta College, Economics Major, expected completion May 2011**
Hannah has an overall GPA of 3.935 and is finishing her Associate's Degree at MiraCosta College, where she has been active in student government since 2007. She has worked while attending school and upon completion, she intends to transfer to a 4-year college to complete her Bachelor's Degree with a long-term goal of earning a Master's Degree at an Ivy League university.

CALL FOR OPPORTUNITY PRIZES FOR PUBLIC RELATIONS DINNER

ASWA San Diego is seeking donated prizes for our annual Public Relations Dinner opportunity drawing that raise funds to support our scholarship and member development efforts. If you or your company are able to donate a prize, please contact Director Rachelle Mesquit at rachelle@mecocpa.com or President Jeanette Ding at jdning@accountantsintl.com. All donations are tax-deductible.

Need CPE? Attend Accounting Day on May 9th, 2011!



ASWA is proud to participate in Accounting Day 2011 on May 9th, 2011 at the Town & Country Convention Center! Attendees can earn up to 7 hours of Continuing Professional Education (CPE). This year's theme is "Adapt and Thrive" - for more information, please visit www.accountingday.org. Register before April 25, 2011 for early bird pricing!

To keep updated on ASWA San Diego's events and news, please visit www.aswasandiego.org!



American Society of Women Accountants

CALENDAR OF EVENTS



HAPPY BIRTHDAY

To:

Karen Wheeler
(4/9)

Karen De Los Reyes
(4/14)

Jeanette Ding
(4/16)



Thursday, April 21, 2011

ASWA DINNER MEETING

**Keynote Speaker: Jan Zaragoza, President
High Performance Training Solutions**

www.hpts.net

"Managing Chaos: Tools to Set Priorities & Get Things Done!"

Humphrey's Grill (Sheraton La Jolla)

3299 Holiday Court, La Jolla, CA 92037 / 858-452-4000

Networking & Registration begin at 5:30p.m. / Dinner served at 6:15p.m.

RSVP by April 15, 2011 to aswasandiego@yahoo.com.

Thursday, April 21, 2011

Board of Directors Ballots for 2011-2012 are due!

Email aswasandiego@yahoo.com if you do not have yours.

Thursday, May 19, 2011

ASWA ANNUAL PUBLIC RELATIONS DINNER

**Keynote Speaker: Barbara Bry, Chief Operating Officer,
Blackbird Ventures / Co-founder, Proflowers.com**

www.blackbirdv.com

The Prado Restaurant at Balboa Park

1549 El Prado, San Diego, CA / 619-557-9441

Networking & Registration begin at 5:30p.m. / Dinner served at 6:15p.m.

RSVP by May 10, 2011 to aswasandiego@yahoo.com.

Thursday, June 16, 2011

ASWA DINNER MEETING

More details to come...

Thursday, July 28, 2011

ASWA & HFTP Social At the Del Mar Races

More details to come...

Visit www.aswasandiego.org for more details regarding these and other upcoming meetings and events!

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San Diego, CA 92108
www.accountantsintl.com

Is there a speaker you've heard or a topic that you'd like to see covered at an upcoming ASWA dinner meeting, or do you have an idea for an ASWA event? We welcome your feedback and ideas. In fact, we need them to help bring you the best ASWA experience we can! Please email us your ideas and feedback to aswasandiego@yahoo.com!