



Empowering Women in the Accounting and Financial Professions Since 1938  
San Diego Chapter No. 17  
Founded 1949

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*Ann Regan, ID Analytics  
Identity Fraud Detection  
and Prevention*

*Monthly Dinner Meeting  
Thursday, April 19th, 2007*

As Director of Authentication Solutions, Ann Regan is responsible for defining, packaging, and delivering its automated verifications product, ID Optimizer at ID Analytics, the Identity Risk Management Company.

Previously, Regan was Vice President of Product Management for eAssist Global Solutions where she helped reposition the company's market and product strategy from an ASP services vendor focused on the dot-com market to an enterprise software vendor focused on the Global 2000 market.

Prior to joining eAssist, Ann established a strong software solutions background through seventeen years of large software solutions development for the US government and the electronics manufacturing industry for companies such as SAIC, CSC, and HP. She holds a Bachelor of Science in Computer Science from Arizona State University and a Master of Science in Computer Science from Northwestern University.

**About ID Analytics**

ID Analytics, Inc., the Identity Risk Management company, owns and operates the ID Network™, the nation's first and only real-time identity fraud prevention system. ID Analytics' clients, which are also ID Network members, span the financial services, telecommunications, e-commerce, healthcare, utility, retail, government, and consumer sectors. With an exclusive focus on stopping identity fraud, ID Analytics has built proprietary pattern recognition technology within the ID Network to find suspicious behavior patterns across multiple organizations and industries. As a result, ID Network members lead their industries in preventing identity fraud, protecting consumers, and improving the consumer experience. ID Analytics is host of Identity 2007, the sixth annual Identity Risk Management conference Sept. 17-20. With headquarters in San Diego, Calif., ID Analytics has offices in the US and UK.

**Speaker:** Ann Regan, ID Analytics  
Director of Authentication Solutions  
Identity Fraud Detection  
and Prevention

**Time:** 5:30 p.m. Registration/Networking  
6:15 p.m. Dinner  
7:00 p.m. Speaker Presentation

**Place:** Country Inn & Suites  
858-558-1818

**Cost:** Members: \$25 prepaid (\$29 at door)  
Guests: \$30 prepaid (\$34 at door)  
Students: \$20 prepaid (\$24 at door)

**Menu:** Teriyaki Tri-Tip:  
Tri-Tip Marinated in Teriyaki Sauce  
Polynesian Coconut Rice,  
Steamed White Rice with Ginger  
and Coconut, Stir Fry Vegetables.  
New York Style Cheesecake with  
Raspberry Sauce, Coffee & Tea.

**RSVP:** E-mail rsvps by April 17th  
to [aswasandiego@yahoo.com](mailto:aswasandiego@yahoo.com). Prepay using  
**paypal** to [aswasandiego@yahoo.com](mailto:aswasandiego@yahoo.com), or by  
**check** to ASWA, c/o Lynn Boster, 900 Lane  
Avenue, Suite 100, Chula Vista, CA 91914.

## Multiple Sclerosis Walk

If you'd like to get involved with the Multiple Sclerosis (MS) Walk, they are looking for **volunteers** to help out behind the scenes with tasks such as photocopying, data entry, counting donations, etc.

The dates are:

**April 14th at 10:00 am,**  
**April 28th at 8:30 am,**  
**April 29th at 10:00 am.**

For more information, please contact **Lori Jacklin at 760-448-8414.**

National Multiple Sclerosis Society,  
 5950 LaPlace Court, Suite 200,  
 Carlsbad, CA 92008

## Joint National Conference 2007

ASWA and AWSCPA

**October  
 25-27, 2007**

**Orlando,  
 Florida**



For Registration information:

[http://www.awscpa.org/2007conference/meeting\\_details.htm](http://www.awscpa.org/2007conference/meeting_details.htm)

## ACCOUNTING DAY

PROMOTING THE PROFESSION  
 OF ACCOUNTING AND FINANCE

**Wednesday, May 16<sup>th</sup>, 2007**  
**Town & Country Convention Center**  
 500 Hotel Circle North, San Diego, CA 92108

### ASWA shares in Accounting Day's profits!

(The amount ASWA earns is based on how many members attend, the amount of 'seed money' contributed, and the number of representatives on the Board.)

The **first Accounting Day** was held in **1972**. The San Diego Chapter of the California Society of CPA's organized the event to **interest young people in pursuing an accounting career**. These early events were called "Accounting Career Days." In 1976, other professional organizations were invited to participate and the event became known as simply "Accounting Day" with an overall change in format. Today, **speakers of local and national prominence** present a wide variety of **seminars** to participants of the event.

The purpose of Accounting Day is to **promote the accounting profession**, to provide an opportunity for **networking** among accountants in public practice, in industry, and in government, and to provide quality **continuing education** for attendees.

**earn up to 7 hours of CPA credit  
 and CIA credit as well**

For more information, including a schedule of speakers, visit the accounting day website at

**[www.accountingday.org](http://www.accountingday.org)**

**EAT. SLEEP.  
 ACCOUNTING.**

## Report Indicates Job Candidates Now Have the 'EDGE'

The hiring environment has changed. While employers were in the driver's seat earlier in the decade, the tide has shifted back to job seekers, according to the recent Employment Dynamics and Growth Expectations (EDGE) Report from Robert Half International and CareerBuilder.com. The study explores employment, hiring and compensation trends from the perspective of both hiring managers and employees in an effort to gauge who has more leverage in the job market.

Companies are confronting the dual challenge of the looming retirement of baby boomers along with a shortage of talented workers to replace them. In addition, hiring managers are having more difficulty finding qualified applicants and are more willing to increase starting salaries and offer bonuses to attract them. As a result, job seekers with in-demand skills are finding more opportunities to choose from and more flexibility in compensation packages. Following is a closer look at some of the survey findings:

Four out of five hiring managers surveyed said they believe it is equally or more challenging to recruit new candidates compared to 12 months ago, and more than 80 percent expect the trend to continue over the next year.

Fifty-two percent of hiring managers said a shortage of skilled candidates was their primary challenge in finding qualified staff; 21 percent said the top challenge was the inability to offer competitive compensation.

Of the 1,000 hiring managers polled, 38 percent expect compensation offers to rise in the next year. Another 54 percent forecast no change, and only 8 percent anticipate a decrease.

While salaries are on the rise at many firms, money is not the only concern for prospective employees. Forty-five percent of workers surveyed view health insurance as the most important benefit, while 24 percent cited flexible work hours as most significant.

If you are working with tight salary budgets, you can still compete for top accounting and finance professionals by heralding other benefits offered by your organization. Remember that excellent health coverage and perks such as bonuses, telecommuting options, training opportunities and retirement-savings plans can add great appeal to job offers.

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*Robert Half Finance & Accounting is the world's first and largest staffing service specializing in the placement of accounting, finance and bookkeeping professionals. Robert Half International has been named to the America's Most Admired Companies list by Fortune magazine, ranking number one in the industry. The company has more than 350 offices throughout North America, Europe, Australia and New Zealand, and offers online job search services at [www.roberthalf.com](http://www.roberthalf.com).*

## MEMBER PROFILE KATHY CULVER

Please welcome our newest board member, Kathy Culver!

Kathy has been a member of ASWA for three years (since December of 2003) and says she joined for the networking. She has enjoyed talking to the ladies that she has met and learning from the speakers at the monthly meetings.

As well as being a member of ASWA, Kathy has been a long term member of Kiwanis and has just started working with the Make a Wish foundation. She really enjoys the volunteering that she does.

Kathy went to school for accounting at California State at Long Beach, and is currently the Controller at the law firm of Higgs, Fletcher and Mack. What Kathy likes best about accounting is the "detective" work involved in working out problems.

In her spare time, Kathy enjoys playing in a bowling league, and is learning to golf. She moved to California from Arlington, Virginia, when she was three, and loves San Diego's wonderful weather. She asks, "Does anybody want to go golfing since the days are getting beautiful? I love taking scenic pictures of beautiful sunrises, sunsets, flowers and nature." Be sure and join her!

## MARK YOUR CALENDARS!

The annual **Public Relations Dinner** will be

on May 17th, 2007 at

Tom Ham's Lighthouse

2150 Harbor Island Drive

San Diego, CA 92101

619-291-9110

Details coming soon!



## Membership News

**Jeanette Ding** has been promoted to **Division Director** at Robert Half Finance & Accounting for both **Accounting Operations and Finance** divisions focused on direct hire placements for accounting professionals from accounting clerk to CFO.

## !! Join the ASWA Board !!

Are you interested in developing your leadership skills *and* serving your professional community?

We are looking for members to join the **Board of Directors** for **July 2007-June 2008**. We are always interested in your feedback, new ideas, and creativity! You can make a contribution and impact with as little as two hours a month!

If interested, please contact **Jeanette Ding** at 858-452-2626 or [jeanette.ding@roberthalf.com](mailto:jeanette.ding@roberthalf.com) or **Lynn Boster** at [lynnbostercpa@cox.net](mailto:lynnbostercpa@cox.net).

## ASWA Mission Statement

*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.*

*Reproduction compliments of:  
Robert Half/Accountemps - La Jolla  
4365 Executive Drive, Suite 450  
San Diego, CA 92121  
858.452.2626*



## Membership Anniversaries !

### MARCH

<b>Dorothy Greenan</b>	<b>3/1/78</b>	<b>29 years!</b>
<b>Jo-Ann Gilbert</b>	<b>3/4/99</b>	<b>8 years</b>
<b>Nina Straub</b>	<b>3/10/03</b>	<b>4 years</b>
<b>Jaime Chapman</b>	<b>3/17/05</b>	<b>2 years</b>
<b>Eleanor Wade</b>	<b>3/15/06</b>	<b>1 year</b>
<b>Prudence Dumon</b>	<b>3/17/06</b>	<b>1 year</b>

### APRIL

<b>Elizabeth Randol</b>	<b>4/26/89</b>	<b>18 years!</b>
<b>Patricia Scerbo</b>	<b>4/23/03</b>	<b>4 years</b>
<b>Debra Grablowsky</b>	<b>4/10/06</b>	<b>1 year</b>

*Check out our web site for the latest information regarding meetings and ASWA San Diego:*  
[www.aswasandiego.org](http://www.aswasandiego.org)

## CALENDAR OF EVENTS

Thurs.  
Apr. 19 Board Meeting - 4:45 p.m.  
Dinner Meeting - 6:15 p.m.  
Ann Regan, ID Analytics  
"Identity Fraud Detection & Prevention"  
Country Inn & Suites  
5975 Lusk Blvd., San Diego, CA 92121  
858-558-1818

Fri.  
Apr. 27 May Newsletter Deadline  
Please submit any news, announcements or job opportunities to the editor at [silvia\\_ward25@yahoo.com](mailto:silvia_ward25@yahoo.com) or via phone at 619-491-9446.

Thurs.  
May 17 Annual Public Relations Dinner  
Speaker: To Be Announced  
Tom Ham's Lighthouse  
2150 Harbor Island Drive,  
San Diego, CA 92101  
619-291-9110