



American Society of Women Accountants

San Diego Chapter

# August 2008 Newsletter

ASWA San Diego Chapter No. 17, Founded 1949

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## ASWA SAN DIEGO AUGUST DINNER MEETING

*Simon Vetter presents*

### STAND OUT AT WORK: BRANDING STRATEGIES FOR PROFESSIONALS

Join us on Thursday, August 21st, at Bully's Mission Valley as we welcome Simon Vetter!

Simon is a business coach, speaker and author who teaches professionals and executives to stand out in a positive, authentic way. He specializes in leadership effectiveness, personal brand management, and behavioral change.

On August 21st, Simon will share with us how to:



#### Stand Out at Work!

- Influence others so they'll want to hire, promote, and refer you!
- Position and market yourself effectively in the workplace!
- Increase personal credibility and visibility!

Over the course of his career, Simon has coached and advised managers and teams from 3M, Acushnet, Agilent, CalPERS, DaimlerChrysler, Gallo Winery, Intuit, Johnson & Johnson, RE/MAX International, Siemens, Toyota, US Steel, UBS and more.

Simon assists his clients in improving behaviors, influencing others, developing high-performing teams and delivering results. Simon is a polished and engaging speaker who delivers actionable information about behavioral change and personal branding strategies for leaders.

Simon combines an MBA-equivalent degree in Business and Marketing from University of Berne, Switzerland, with 18 years of experience in marketing, sales and leadership development. He serves on the board of directors of the San Diego World Trade Center and is fluent in English and German. Simon grew up in Switzerland and has been living in

San Diego, California, since 1997. For more information, please visit [www.simonvetter.com](http://www.simonvetter.com).

## MEETING DETAILS

Thursday, August 21, 2008  
BULLY'S EAST MISSION VALLEY  
2401 Camino Del Rio South  
San Diego, CA 92108  
619-291-2665  
Networking 5:30pm  
Dinner 6:15pm

### MENU:

*Choice of Prime Rib, Salmon D'Jour, Charbroiled or Teriyaki Chicken, and Pasta D'Jour with two sides, salad and dessert.*  
Find detailed choices at [www.aswasandiego.org](http://www.aswasandiego.org).

#### Prepaid Prices:

Members \$35 / Guests \$45

#### At the door Prices:

Members \$40 / Guests \$50

RSVP with dinner choices to:  
[aswasandiego@yahoo.com](mailto:aswasandiego@yahoo.com)

#### Send payments to:

ASWA c/o Kelly Ferguson  
P.O. Box 21304  
San Diego, CA 92021

*Message from  
President Jeanette  
Ding*

The 2008-2009 year is off to a great start! The Board of Directors is a group of talented and hardworking women who are committed to enhancing your ASWA membership experience. We got the year kicked off with our first ever summer wine social, a pleasant trip to Temecula. It was so nice to see so many members dressed casually, getting to know each other and our guests over some delicious wine. I hope to see my fellow wine drinkers at the August dinner meeting as well!

If you've been thinking about getting involved or have ideas on speakers, activities or fundraising for our chapter, please do not hesitate to contact me or one of the other board members. Or better yet, consider joining the board! We have two open Director positions available, or you can just choose to spearhead a committee or project such as scholarships or community service.

Please join us for the August dinner meeting on the 21st! Our Vice President, Joyce Thornton, did a great job planning a location and menu that is sure to please everyone. I look forward to seeing you there, and urge you to consider bringing a friend or coworker as well to see what ASWA San Diego is all about!

Jeanette

*Happy Anniversary to the following members!*

- |                                    |                                     |
|------------------------------------|-------------------------------------|
| 6/01 Dorothy Metzgar (34 years!!)  | 7/12 Shannon Toma (1 year)          |
| 6/27 Anna Arroyo (6 years)         | 7/18 Mila Patacsil-Halbig (7 years) |
| 6/31 Mary Erlenborn (23 years!!)   | 8/27 Cynthia Lococo (rejoined 2007) |
| 6/29 Lara Price (10 years)         | 8/28 Kayla Clark (since 2007)       |
| 6/30 Virginia Fellows (24 years!!) | 8/31 Eugenia Villegas (4 years)     |
| 7/09 Marcelle Rossman (6 years)    | 8/31 Silvia Ward (4 years)          |
| 7/09 Nancy Jacobsen (7 years)      |                                     |

**ASWA SAN DIEGO'S 1ST  
SUMMER WINE TASTING SOCIAL**



**Summary of Wine Tasting Social by Stephanie Shehi, Membership Director**

On July 26th, nineteen chapter members, family and friends attended our chapter's first wine-tasting social, skillfully organized by our fearless leader, Jeanette Ding. We headed to Temecula in a Hummer limousine, already stocked with champagne and other refreshments and snacks. So a few of us got an early start!! Our first stop was Wilson Creek Winery, where we enjoyed lunch and began our official wine tasting. Everyone enjoyed the ever-popular almond champagne and the dessert wine in the chocolate glass!! Then it was on to Ponte Winery, and we continued to partake in the wine-tasting! Here we received a brief tour of the vineyard, the tanks, and the barrel room. The tour guide was quite a character, and gave us wine samples from a tank and port samples from a barrel. We made a third and final stop at the Keyways Vineyard & Winery, the only Temecula winery totally owned and operated by women. So we had to stop here to support our fellow sisters, and of course, to do more wine-tasting. We stumbled back to the limo for the ride back to San Diego! Big thanks to Jeanette for organizing another great event for our chapter.....everyone had a great time!!



**Do you have an exciting change in your career/life, or know another member who does?** Share news about promotions, new employment, engagements, weddings, new babies, and other momentous occasions with fellow ASWA members by emailing President/Acting Newsletter Editor Jeanette Ding at 858.452.2626 or via email [jeanette.ding@roberthalf.com](mailto:jeanette.ding@roberthalf.com)

## Meet Your 2008-2009 Board of Directors!

These are the women who have donated their time, energy, and ideas to help plan the events of ASWA San Diego, bring you the monthly newsletter, etc. If you haven't met each person on the board, please introduce yourself!

### Jeanette Ding, President

[jeanette.ding@roberthalf.com](mailto:jeanette.ding@roberthalf.com) / 858.452.2626

As President, Jeanette represents ASWA San Diego, attends and presides over board meetings, facilitates chapter communications, appoints committee members, recruits and mentors board members, facilitates chapter participation at the national conference, and helps ensure compliance with ASWA chapter and national bylaws. Your Chapter President is responsible for supporting the board and members. Jeanette is currently Acting Corresponding Secretary as well.

### Joyce Thornton, Vice President

[jctoffice@aol.com](mailto:jctoffice@aol.com) / 858.277.9235

As Vice President, Joyce identifies appropriate meeting venues and coordinates menus, pricing, opportunity drawing prizes, collects RSVPs, and coordinates registration check-in at the member meetings/events with the Treasurer. In addition, the Vice President provides the President with support as needed.

### Stephanie Shehi, Membership Director

[stephanie\\_shehi@intuit.com](mailto:stephanie_shehi@intuit.com) / 858.215.7159

As Membership Director, Stephanie is the primary contact for prospective and new members. She collects, reviews, and submits applications for approval, and maintains membership records and coordinates with the national office. Stephanie also

tracks member birthdays and anniversaries, prepares member profiles for the newsletters, and presents new members with membership certificates.

### Kelly Ferguson, Treasurer

[kferguson@bdimont.net](mailto:kferguson@bdimont.net) / 619.768.4256

As Treasurer, Kelly is responsible for managing the finances of our Chapter. She maintains the Chapter bank and investment accounts, checks in attendees at member meetings, records monies from fundraising and opportunity drawings, prepares deposits, pays invoices, and collects money for the member events. The Treasurer prepares monthly financial statements and makes recommendations for financial investments. The Treasurer also is responsible for coordinating audits and the year-end financial statement.

### Miho Pritchett, Recording Secretary

[mihohirai21@hotmail.com](mailto:mihohirai21@hotmail.com)

As Recording Secretary, Miho records all of the meeting minutes from board meetings, membership meetings, and board votes. Miho is responsible for submitting the minutes to the national office for compliance and keeping accurate records for future reference.

### Sharon Gross, CPA, Director

[Sharon@mecocpa.com](mailto:Sharon@mecocpa.com) / 858.455.5400

As Director, Sharon assists with the overall objectives of the board and will serve as Committee Chair for one of the committees, such as Fundraising / Charitable Activities, Student Relations / Scholarships, or Accounting Day.\*\*

\*\* There are two additional Director positions available. Email [jeanette.ding@roberthalf.com](mailto:jeanette.ding@roberthalf.com) if interested!

## Welcome Back to Former ASWA Member / Past President Marilou Pennington!

Join us in welcoming back Marilou Pennington, who recently rejoined ASWA (thanks to some encouragement from Director Sharon Gross)! Here's a note from Marilou...

*Hi everyone,*

*I was so thankful to Nancy Bocalan Yule for introducing me to ASWA back in 1992 at an Accounting Day committee meeting. I truly enjoyed being active in the chapter and serving on the board in various positions including president in 1996 - 1998. The chapter was a great place to network professionally as well as socially and I definitely cherish the memories from those years. I took a break from ASWA in 2003 after I became pregnant with Baby Pennington #4! I joined the government accounting team at General Atomics in October 2007 after 16 years at SAIC. I am looking forward to seeing old friends as well as meeting new ones!*

*Marilou*

## Happy Summer Birthdays!

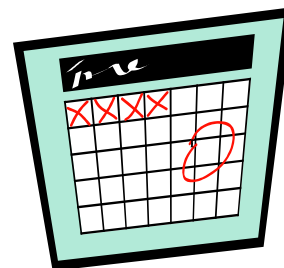


June 15 Dorothy Metzgar  
June 18 Lara Price  
June 21 Joyce Thornton  
June 22 Stephanie Shehi  
July 5 Nancy Bocalan-Yule  
July 9 Kayla Clark  
August 2 Liz Randol  
August 16 Silvia Ward

**Would you or your employer like to donate a prize for our Opportunity Drawing that supports student scholarships and member development? If so, please contact Vice President Joyce Thornton at [jctoffice@aol.com](mailto:jctoffice@aol.com).**



# MARK YOUR CALENDARS!



**THURSDAY, AUGUST 21, 2008**  
**MEMBER DINNER MEETING - all are welcome!**  
**REGISTRATION / NETWORKING AT 5:30P.M.**  
**DINNER SERVED AT 6:15P.M.**

*Bully's East Mission Valley*  
 619-291-2665  
 2401 Camino del Rio South, San Diego, CA 92108

**THURSDAY, SEPTEMBER 18, 2008**  
**MEMBER DINNER MEETING - all are welcome!**  
**REGISTRATION / NETWORKING AT 5:30P.M.**  
**DINNER SERVED AT 6:15P.M.**

*Location and Speaker to be announced...*

**THURSDAY, OCTOBER 16, 2008**  
**MEMBER DINNER MEETING - all are welcome!**  
**REGISTRATION / NETWORKING AT 5:30P.M.**  
**DINNER SERVED AT 6:15P.M.**

*Location and Speaker to be announced...*

**OCTOBER 28—30, 2008**  
**ASWA / AWSCPA JOINT INSPIRED SOLUTIONS NATIONAL CONFERENCE**

*The Fairmont Dallas, Dallas Texas — for more information, visit [www.aswa.org](http://www.aswa.org).*

**THURSDAY, DECEMBER 11, 2008**  
**ASWA SAN DIEGO HOLIDAY SOCIAL - all are welcome!**  
**REGISTRATION / NETWORKING AT 5:30P.M.**  
**DINNER SERVED AT 6:15P.M.**

*Event to be announced...*

Don't forget to visit our web site at [www.aswasandiego.org](http://www.aswasandiego.org) for more information about our chapter, past newsletters, upcoming events, and to tell us your ideas and feedback!

*Newsletter  
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 4365 Executive Drive, Suite 450  
 San Diego, CA 92121

*Is there a speaker you've heard or a topic that you'd like to see covered at an upcoming ASWA dinner meeting, or any other ideas for ASWA events? 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 thoughts at [aswasandiego@yahoo.com](mailto:aswasandiego@yahoo.com)!*