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ASWA SAN DIEGO PUBLIC RELATIONS DINNER MEETING

Eli Wilhide from the Anthony Robbins Companies presents
TURNING KNOWLEDGE INTO ACTION



Join us for the 2008 annual Public Relations Dinner as we welcome Eli Wilhide from the Anthony Robbins Companies. Eli will share the *Turning Knowledge into Action* workshop, which will demonstrate the impact that Eli will have on your mindset, focus, and productivity. This interactive and empowering one-hour session is designed to provide you with strategies you can use immediately to measurably enhance your professional and personal lives.

LEARN HOW TO:

- Activate the driving force that moves you to action and results!
- Move through limitations toward resourcefulness!
- Cultivate a state of

mental strength to overcome barriers!

- Inspire strong leadership!
- Embrace the power of focus to improve productivity!

A Peak Performance Strategist, Eli advises and consults with Fortune 500 companies, executives, managers and sales professionals in the areas of Peak Performance, leadership, organizational behavior, psychology of achievement and sales. Eli conducts training sessions for distinguished audiences including Remax, Coldwell Banker, Prudential, Century 21, Citibank, American Express Financial, Bank of America, Wells Fargo, Washington Mutual, Toyota, Honda, Ford, and Chambers of Commerce all over the United States.

Eli is a graduate of the University of Maryland with over 10 years experience in sales and marketing. Eli uses Anthony Robbins' Peak Performance Strategies to help companies unleash their full human potential. Eli has a passion for inspiring people and helping them to achieve

their full potential and dreams.

For more information, please visit
www.tonyrobbins.com/strategy.

MEETING DETAILS

Thursday, May 15, 2008

HARBOR HOUSE

SAN DIEGO

831 West Harbor Drive

San Diego, CA 92101

619-232-1141

Networking 5:30pm

Dinner 6:15pm

MENU:

Mixed Green Salad

Red Potatoes

Mediterranean Penne Pasta

Grilled Shrimp

Chicken Maui

Profiteroles with Custard

Chocolate Cake

Tea, Coffee, Soft Drinks

Pay at the Door Price

Members \$50.00

Guests \$55.00

HAPPY MAY BIRTHDAYS!

5/14 Lisa Stewart



5/18 Mary Erlenborn

Message from President Kathy Culver

As you have probably seen, we are in the process of voting in our Officers and Board of Directors for the 2008 – 2009 year. We need to ask all of you to do your duty as a member of the San Diego ASWA and place your vote. It will just take you a few minutes and then the new board can start planning for the up coming year.

With all the votes counted, please come and join us to install the new officers and directors at our annual Public Relations Dinner being held at the Harbor House in Seaport Village. We have a special speaker from the Anthony Robbins Co. and great gifts for the opportunity drawing.

Please be sure to RSVP and I look forward to seeing you as we welcome in the new officers / board members. Everyone is sure to have a great time on Thursday night.

SEE YOU THERE !

Kathy

WELCOME BACK MEMBERS!

Erica Berent, CPA
Sharon Gross, CPA

WELCOME TO OUR NEWEST MEMBERS!

Vivian Cuenca & Karen Wheeler

Happy Anniversary to:

- 5/7 Nancy Bocalan-Yule (17 years)
- 5/22 Michelle Carandang (1 year)
- 5/26 Vonnie Greenan (16 years)
- 5/29 Lynn Boster, CPA (12 years)
- 5/31 Karen De Los Reyes (3 years)
- 5/31 Laurie Kiefer (3 years)



2008 MEMBERSHIP DRIVE

Invite your friends and co-workers to join ASWA!

As an active member, each time you sponsor a new member between January 1, 2008 to June 15, 2008, you will be entered in a drawing to win a \$50 Westfield gift card!

Join now!

Each new member who joins between January 1, 2008 to June 15, 2008 will receive 50% off your first member meeting (within the first 60 days of membership approval).*

*The Public Relations Dinner is excluded from this promotion.

MEMBER PROFILE: ERICA BERENT, CPA

If you haven't met Erica yet, please introduce yourself and welcome her back as a member of ASWA! Here's a little about Erica's impressive background...

Erica is currently the VP of Finance and Accounting for ARS National Services, a leader in Accounts Receivable Management services. Prior to ARS, Erica was the Senior Financial Analyst and Contract Compliance Manager for Bergenson's Property Services. While there she developed both monthly and annual sales budgets resulting in two million dollars of realized savings over a three year period. Erica was also responsible for bringing the company's daily accounting function in-house, as well as developing cost saving measures, and creating and documenting all accounting procedures.

Erica previously was a Senior Financial Auditor for Arthur Andersen. There, Erica coordinated client financial statement and process updates. Her client base included Quidel, Vical, and Newgen Results Corporation.

Erica holds a BA degree in Business Management with an emphasis in accounting from CSU San Marcos and an MBA in Finance from the University of Redlands. She is a CPA and a member of the ASWA and the IMA (Institute of Management Accountants).

Erica's many interests include cooking, fine dining, ATV riding, camping, and recreational hiking. Welcome back to ASWA, Erica!



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

SAVVY RECRUITMENT STRATEGIES

Article submitted by Christine Chang, Branch Manager, Robert Half International

To remain competitive in today's market, companies must put more time, thought, energy and creativity into recruiting highly skilled accounting and finance professionals. Generous compensation packages and the prospect of employment stability are no longer enough to woo top candidates. Organizations must provide challenging and meaningful work, career development opportunities and a more individualized approach to management that addresses the preferences of a wide array of workers with differing needs and priorities.

These are some of the findings of the Robert Half International Financial Leadership Council (www.financialleadershipcouncil.com). The group, which is comprised of distinguished industry influencers from public accounting, private industry, legislative bodies and academia, gathered to discuss important issues and workforce trends affecting the accounting, finance and audit professions. Here are a few of

the specific recruitment solutions and strategies they recommended:

- **Focus on work-life balance.** Flexibility is in great demand today. Emphasize programs that enable employees to more harmoniously balance their professional and personal obligations. These can range from telecommuting options to an on-site fitness facility or cafeteria.
- **Tap internal resources.** Starting a referral bonus program (or enhancing the incentive currently offered to employees who refer new hires) is an effective and relatively inexpensive recruiting technique.
- **Get on message.** Consistent and unified messaging from everyone who interacts with recruits will help the prospective employees understand exactly what your organization stands for and how their work will tie into your values and overall vision.
- **Capture the imagination of your recruits.** Paint a broad pic-

ture of the long-term career opportunities your employees enjoy. Has an entry-level payroll professional moved up the ladder to become a senior manager at your firm? Highlighting instances like these will show your firm's commitment on grooming internal staff for leadership roles.

- **Consider temp-to-hire arrangements.** Bringing in highly skilled professionals on a temporary or project basis with the assistance of a specialized staffing firm is a smart and cost-effective way to identify potential candidates for full-time positions.

For more information, please email Christine.chang@rhi.com. Founded in 1948, Robert Half International (RHI) is the world's first and largest specialized staffing firm. RHI is a recognized leader in professional staffing and consulting services, and is the parent company of Protiviti, a leading independent internal audit and business and technology risk consulting firm. The company has more than 350 offices throughout North America, Europe and the Asia-Pacific region.



2008 BALANCE AWARDS

Each year, the ASWA Educational Foundation (The Foundation) recognizes the "best in market" national, regional and local companies whose commitment to work/life balance place them in the enviable position of earning the prestigious **Balance Award**. This national recognition, which requires application, and is conferred by a blue ribbon panel of Foundation judges, reflects a clear prioritization of both the value and the values that winning companies place on their chief asset...their people.

We also recognize individual women for their contributions to the profession. We will select regional winners in this category and the six regional winners will be nominated for the national "Woman of the Year" award.

The Balance Awards are sponsored by Accountemps & Robert Half Finance and Accounting.

2008 Balance Awards Call for Nominations

Download the [2008 Balance Awards call for nominations](#) (and submit your nominee today. Be sure to consider nominating yourself, a colleague or your firm. Recognition of their commitment to making the workplace experiences both rewarding and empowering is vital. The deadline for entries is **June 30, 2008**).



Got ideas? ASWA San Diego needs you!

Are you interested in helping sustain and grow ASWA's San Diego Chapter? If you have ideas, or just want to get involved, please contact Jeanette Ding at jeanette.ding@roberthalf.com or 858-452-2626. There are two board positions and committee positions available. Or, just get involved in a project that interests you! We always welcome your ideas and participation!



SAN DIEGO CHAPTER 2007-2008 BOARD OF DIRECTORS

SERVING JULY 1, 2007 - JUNE 30, 2008

President

Kathy Culver
culverk@biggsllaw.com
 619.595.4317

Treasurer

Kelly Ferguson
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 619.768.4256

Director

Eugenia Villegas
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 619.236.1551

Vice President

Nancy Jacobsen
nancy@tlcstaffing.com
 858.569.6260

Membership Director

Stephanie Shebi
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 858.215.7159

Director

Lynn Boster, CPA
lboster@deloitte.com
 619.237.6705

**Past President /
 Acting Newsletter Editor ***

Jeanette Ding
Jeanette.ding@roberthalf.com
 858.452.2626

Recording Secretary

Silvia Ward
Silvia_ward25@yahoo.com
 619.491.9446

Director

Patricia Scerbo
honeyandlexi@yahoo.com
 858.547.4850

* Jeanette is also serving on the National Board as Director.

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

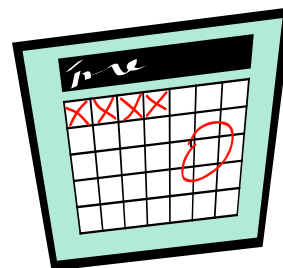
MARK YOUR CALENDARS!

MAY 15, 2008

ASWA SAN DIEGO 2008 PUBLIC RELATIONS DINNER - all are welcome!

**REGISTRATION / NETWORKING AT 5:30P.M.
 DINNER SERVED AT 6:15P.M.**

*Presentation by Eli Wilhide, The Anthony Robbins Companies
 Harbor House San Diego (Seaport Village)
 831 West Harbor Drive
 San Diego, CA 92101
 619.232.1141*



OCTOBER 28—30, 2008

ASWA / AWSCPA JOINT INSPIRED SOLUTIONS NATIONAL CONFERENCE

The Fairmont Dallas, Dallas Texas — for more information, visit www.aswa.org.

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

Do you have a speaker you've seen or would like to see, or a location you like for meetings? We welcome your suggestions and feedback! Please email aswasandiego@yahoo.com.