



American Society of Women Accountants

San Diego Chapter

November 2008 Newsletter

ASWA San Diego
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You are invited to

ASWA SAN DIEGO'S 2008 HOLIDAY SHOPPING SOCIAL

Join ASWA San Diego members and guests at the holiday networking event not to be missed! You are invited to join us on **December 11th** at Harry's Bar and American Grill in UTC for good food and company while getting some of your holiday shopping done. You will be able to get mini makeovers as well as sample makeup and spa products from Kathy Culver and Janie McKeithan from BeautiControl, try on unique handmade jewelry by A Mismatched Pair, purchase fragrant clean-burning Mia Belle candles at discounted prices from Arlene Gerstner, handmade soaps and matching scrubs from Lynette of Soaps and Scents, and schedule a free lip and brow wax (\$25 value) or a facial/service of your choice at 50% off from Julie Deluca of Jules Skin Studio. If that wasn't enough, just bring a wrapped new gift valued at \$20-25 to participate in our Holiday Gift Exchange that evening and go home with a new gift for yourself! Bring your co-worker, boss, spouse, relative, neighbor, or friend! All are welcome – see you there!

Meeting Details:

Thursday, December 11, 2008

HARRY'S BAR AND AMERICAN GRILL

4370 La Jolla Village Drive, San Diego, CA 92122

858-373-1252

Festivities from 5:30 - 8:30pm / Gift Exchange at 6:45pm

BUFFET MENU:

Caprese, Caesar Salad, Chef's Choice Pasta, Antipasto Misto (assorted cured Italian meats, seafood, vegetables), Involtini di Mozzarella Alla Griglia (grilled mozzarella cheese with prosciutto, white truffle oil, basil, grilled Ciabatta bread), Bruschetta, Fritto Misto (fried squid, artichokes, marinara sauce, caper aioli), Breadsticks & Potato Chips

Prepaid Prices: Members & Students with valid ID \$30 / Guests \$40

At the Door Prices: Members & Students with valid ID \$35 / Guests \$45

RSVP by 12/5/08 to: aswasandiego@yahoo.com

No shows are responsible for and will be billed the At the Door price.

For prepaid pricing, payments must be received by 12/8/08. Mail to:

ASWA c/o Kelly Ferguson

P.O. Box 21304

El Cajon, CA 92021

Message from President Jeanette Ding

In these uncertain economic times, networking is more important than ever! As we all know, qualified people are always able to find jobs, often times with a referral from a friend or through networking. Who you know can help open doors for you! Or sometimes, it's just nice sharing ideas and challenges with others in your industry who understand what you're experiencing and can offer advice.

For those of you who haven't been to a meeting in a while, I encourage you to join us for the holiday social and check us out again. There is no speaker—just good food, networking, and shopping for affordable holiday gifts. You will see some familiar faces, meet new friends and make professional contacts. The Board of Directors has worked very hard this year to bring you new programs, venues, professional and social networking opportunities at affordable prices. You won't want to miss this event!

Also, don't forget to mark your calendar to join us in January for Dr. Mark Stengler's presentation on women's nutrition and natural cures, and in February for Fire Marshall Greg McAlpine's presentation on disaster preparedness. We also look forward to welcoming Carol LeBeau from Channel 10 News as our Keynote Speaker for our Public Relations Dinner in May!

I look forward to sharing a drink with you at the Holiday Social, and/or seeing you at one or more of our exciting upcoming meetings!

Happy holidays!

Jeanette

Happy Birthday to ASWA members!



November 16th—Anna Arroyo

November 18th—Miho Pritchett

November 22nd—Euvoughn (Vonnie) Greenan

December 8th—Nina Straub

2008-2009 Membership Campaign

ASWA's National Office is sponsoring a new Membership Campaign!



For every 10 new members that we add from July 1, 2008 to May 31, 2009, our chapter earns a free conference registration to the 2009 ASWA / AWSCPA Joint National Conference in Las Vegas next fall. We were able to send Stephanie Shehi, Membership Director, to the Dallas JNC last month through a similar membership campaign. Ask her about her experience, and maybe you can help represent our chapter in Vegas next fall! So far this year, we have six new members (since July 1, 2008). If we bring in 4 more new members before May 31st, we will earn a free conference registration for next year's Joint National Conference in Las Vegas; 14 to go for two free registrations!

Happy Anniversary!!

Marilyn Montagne,

joined ASWA November 28, 2007



Have an idea for the next ASWA social?



The Board of Directors is always looking for ideas and feedback from you! We are busy planning our Spring (March) Social and Summer Social. For those of you who joined us for our limo wine tasting trip last July, we want to know whether you'd be interested in a similar trip again. Some other ideas have included a cooking class, a tour of a brewery, tour of a lavender field, a ceramics class, a Padres game, a multiple day cruise, a Vegas trip, and Dave & Busters night. If you have any ideas or feedback, please email aswasandiego@yahoo.com or one of the board members. We'd love to hear from you!

Motivating Employees in Challenging Times

Article submitted by Susan Afan, Senior Regional Manager, Robert Half International

Given the current economic downturn, your accounting and finance staff probably have a lot of questions. Many may feel anxious and unsettled. That's why, as a manager, it's especially important now for you to do all you can to help your employees stay positive, focused and productive. Following are tactics you can use to motivate your team today:

Keep the lines of communication open. Providing clear, candid and timely information is one of the most effective things you can do for your team during uncertain times. Hold a staff meeting to provide a big-picture overview of your organization's situation. Explain what if any changes are expected and how your team will be impacted. Encourage questions and comments, and let your accounting and finance professionals know that you will continue to keep them in the loop. It's when workers feel completely blindsided by news of mergers, salary freezes or layoffs that motivation and trust plummet.

Be liberal with praise and encouragement. In terms of keeping morale high, there's nothing quite as beneficial as the day-to-day acknowledgement of your employees' efforts. Rare instances of gratitude sprinkled over months of thankless work will likely leave your staff feeling resentful, not emboldened. While you don't need to throw a parade every time an

objective is met, people do thrive when management pays attention to their successes. Regardless of how busy you are, make a point to frequently offer sincere and specific recognition — whether it's in the form of public praise in a meeting or a simple “thank you” delivered personally.

Keep close tabs on workload levels. If your employees are under constant pressure, there is even more of a chance that their performance and outlook will sink. Continually check in with your staff to monitor workload levels so that you can take swift action if your team seems demoralized, less efficient or more prone to making errors and missing deadlines. Be willing to pitch in and assist if the team is short-handed. If your team is falling behind despite diligently working long hours, you might consider bringing in temporary employees. Project professionals can relieve much of the burden by tackling everyday duties so that your core staff can focus on the most pressing and high-priority assignments.

Robert Half International is the world's largest specialized staffing firm and a leading authority on workplace and management trends. The company has more than 360 offices worldwide and offers job search and placement services. For more information, please visit www.rhi.com or contact your local Accountemps / Robert Half office.

Member News



For those of you who haven't seen member Anna Donato in a little while, you'll notice something a little different about her the next time you see her... Anna and her husband, Damiano, are expecting their first child. Be sure to congratulate Anna at the Holiday Social!

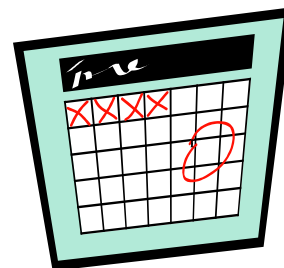


Do you have an open position in your accounting dept. or know someone who does?

Chapter Vice President Joyce Thornton is in the job market! I am a Staff Accountant with an extremely diverse skill set who would be a great addition to any Accounting department. Most recently I was employed in the Commercial Real Estate/Property Management industry, but I also have 6+ years of banking experience (leaving as a Sr. Accountant), over 4 years in a publicly held biotech, as well as 4 years in a CPA Firm and much more experience in many other industries. I am skilled through Financial Statement preparation, AR, AP, GL, Balance sheet analysis. I also have variance analysis and heavy bank reconciliation experience. Although I do not hold a bachelors degree in accounting my many years of accounting experience has educated me with much of the knowledge one would have acquired from a 4 yr college course. I am always a big contributor to any place I work and a loyal employee. **Please contact Joyce at jcttoffice@aol.com or 858.277.9235.**



MARK YOUR CALENDARS!



THURSDAY, DECEMBER 11, 2008

ASWA HOLIDAY SHOPPING SOCIAL

FESTIVITIES BEGIN AT 5:30P.M.

GIFT EXCHANGE AT 6:45P.M.

Harry's Bar and American Grill

858-373-1252

4370 La Jolla Village Drive, San Diego, CA 92122

(complimentary valet parking, enter from La Jolla Village Drive, just east of Executive Way)

THURSDAY, JANUARY 15, 2009

MEMBER DINNER MEETING - all are welcome!

Dr. Mark Stengler, ND, Author of "Prescriptions for Natural Cures" (www.lajollawholehealth.com)

NATURAL PRESCRIPTIONS FOR WOMEN'S HEALTH

REGISTRATION / NETWORKING AT 5:30P.M.

DINNER SERVED AT 6:15P.M.

Rock Bottom Brewery

8980 Villa La Jolla Drive, La Jolla, CA 92037

THURSDAY, FEBRUARY 19, 2009

MEMBER DINNER MEETING - all are welcome!

REGISTRATION / NETWORKING AT 5:30P.M.

DINNER SERVED AT 6:15P.M.

Greg McAlpine, Division Chief/Fire Marshall, La Mesa Fire Dept.

DISASTER PREPAREDNESS: HOW YOU CAN BE READY FOR THE UNEXPECTED!

Location to be announced.

SAVE THE DATE!

THURSDAY, MAY 21, 2009

ANNUAL PUBLIC RELATIONS DINNER

10News Anchor Carol LeBeau, Keynote Speaker

Location to be announced.

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

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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!