



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

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*"I don't know the key to success, but the key to failure is trying to please everybody"*  
- Bill Cosby

Monthly Dinner Meeting  
Thursday, August 18, 2005

**SPEAKER BIO**

**Joan Alleckson**  
**President, Profit Solutions Network**

Joan is an entrepreneur with over 20 years of business experience in finance, operations and general management. She started her career with Arthur Andersen. Since then, she has held various financial and general management positions with Honeywell, Bausch & Lomb and The Toro Company. Joan founded Profit Solutions Network in 2000, and over the last five years Profit Solutions Network has saved their clients millions of dollars through improved controls, recovery audits and implementation of their cost savings recommendations. Her clients include well known firms such as Qualcomm, Jack in the Box, Fireman's Fund Insurance and Charlotte Russe.

Joan is incoming president of the California Society of CPAs and serves on the State Board of CalCPA. In 2003, Joan was a recipient of the National ASWA Balance Award. She is passionate about the accounting profession and the important role that accountants serve in strategic thinking and building profitability.

**Speaker:** Joan Alleckson

**Topic:** How you can take control of your business' profitability

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

**Place:** Country Inn & Suites (formerly the Prime Hotel and formerly Wyndham)  
5975 Lusk Blvd., (east of I-805 off Mira Mesa Blvd.) Phone: 858-558-1818

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

**Menu:** Fusilli Pasta topped with Grilled Chicken and Marinara Sauce—Fresh vegetables and garlic bread. Choice of garden or Caesar Salad, or Soup of the Day. Chef's choice of dessert. Coffee and Tea. Vegetarian entree is available upon request.

**RSVP:** E-mail rsvps to aswa-sandiego@yahoo.com. Pre-payments must be received by Monday, 8-15. Pre-pay using paypal to aswa-sandiego@yahoo.com or by check to ASWA, c/o Karen Ballek, PO Box 21824, El Cajon, CA 92021

## From the President's Office

Hello to All,

I know I have said this before, but I am really excited about being the President of ASWA this year. I know this is going to be a spectacular year for all of us.

When I sat down to write my first column, I thought about what it was that I wanted to say. I sat in front of my computer screen for a while staring in I guess you could say some kind of writers block. I felt like I was in college again about to write a huge paper of some sorts. I felt like I should have some amazing speech. Something that would make you sit back and think for a while. Now you can only imagine that I was nervous at this point. Then it dawned on me.

ASWA's mission, which is to enable women in all accounting and related fields to achieve their full personal, professional and economic potential and to contribute to the future development of their profession.

Part of this mission in my mind is getting together and meeting people with similar interests. Developing relationships that will last a lifetime. I think by doing this we all need to network. So I came up with a question.

"To network or not to network? That is the question."

Even the word itself, made up from "working" and the idea you have to "net" something, is unappealing.

It's no wonder many of us shy away from the idea, and yet. . . so many of us find ourselves having to do it.

Ideally, it would be much more effective to strike up "relationships" with those around you.

Interact with someone in a relaxed way, which will mean they will not only remember you when you speak next on the phone, but also be willing to put aside some time and give you their full attention.

So lets all think of our meetings as relationship building, rather than networking. I know I do! So I end this by saying I really do hope I see more of your faces each month. I am really dedicated myself this year to help build and retain our group, and I hope you will too.

See you at the next meeting!  
Elizabeth Childress  
President



## Announcements

**Employment** -Need a job or have an opening? Please contact the Chairman of the Employment Committee, **Jeanette Ding** at 858 452-2626 or [Jeanette.Ding@roberthalf.com](mailto:Jeanette.Ding@roberthalf.com)

**Free Raffle Tickets**—It's easy to earn free raffle tickets! Simply bring a guest to a dinner meeting. Each time you bring a guest, you will received one free raffle ticket for that night's raffle. Keep in mind that all proceeds from our raffle go into the Chapter Professional Development Fund.

**ASWA Conferences** —ASWA/AWSCPA 2005 Inspired Solutions Joint National Conference—  
Lowes Hotel, Philadelphia, PA **Sept 28– Oct 1 2005**

## Membership Corner

**Dinner Hostess**—In an effort to continue to be the "friendliest accounting group on town" we are providing dinner hostesses to new members and guests. If you would like to volunteer to be a dinner hostess, please contact **Glenda Moehlenpah** at [awsamembership@yahoo.com](mailto:awsamembership@yahoo.com).

**Name Badges**—Have you lost or misplaced your ASWA name badge? Or do you have a name change? You can obtain a replacement badge anytime by contracting **Nancy Jacobsen** to order a new one.

**New Members**—We are pleased to announce new members:  
**Irene Bauza and Kristina Heckart.**  
**WELCOME!**

## Volunteer Opportunity

### Stone Brewing—September 10, 2005

It's time again for Stone Brewing's Anniversary party. It's on Saturday, September 10, 2005 and the folks at Stone would like us to help out again because we did such a great job the last two years. Last year the event drew over 4,000 people and raised over \$39,000 to benefit local charities. The annual charity event will once again be benefiting local area charities: Boys & Girls Club of San Marcos, the Palomar Family YMCA, the Surfrider Foundation and Fight ALD!

There are some changes to how the event will be handled this year so it will go smoother. They are using a professional event planner/coordinator, this is a 21 and over event this year (bring your ID) and there will be two sessions; the beer and food available at each session will be identical, with ticket sales capped at 3,000 for each session. Session "A" will be from 11:00 am—2:00 pm and Session "B" will be from 2:45 pm—5:45 pm. Tickets will only be sold in advance of the event and are expected to sell out. Ideally, we would like everyone to work both sessions, but even if you can help out for one session, that's fine, too. Expect about 1 1/2—2 hours before the event and probably leaving right at the end of the event. More specific info will be available at the following site <http://stonebrew.com/timeline/2005/9thanniv/index.html>.

Here's the best part, Stone will be thanking the volunteers this year by providing each volunteer with a Volunteer t-shirt, commemorative glass, a bottle of 9th Anniversary Ale at the end of the day and a thank you party at a date to be named after the event. The thank-you party will be at Stone's new location and will have beers from the Anniversary Party as well as catered food and a private tour of the new facility.

Thank you to the San Diego N County Institute of Mgmt Accountants, Kiwanis Club of Escondido and the American Society of Women Accountants for their help last year, as well as the friends, family and significant others that you brought with you.

### Stone Brewing Continued

#### Tentative Shifts:

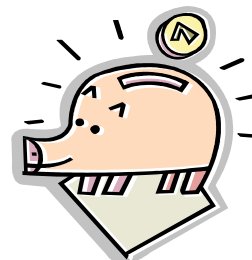
All Day	9:00-5:45
Session 1	9:00-2:15
Session 2	12:45-5:45

If you can volunteer, please contact Matt Dolman at [mpdolman@hotmail.com](mailto:mpdolman@hotmail.com) or 760-591-7967.

## Fundraising

### *We are excited to announce the Fall Fundraiser —Gold Canyon Candles!*

The program will generate funds for Professional Development, which subsidizes members' costs to attend the National Conference. The candle fundraiser is planned for October 17 through November 17. It is perfect for your holiday shopping! The jar candles are high quality with superior aroma and extraordinary burn. There are 3 sizes and 25 scents. Our chapter is teaming up with the Inland Northwest Chapter for a friendly competition. Further details about the competition to follow. If you are interested in becoming involved, please contact Lara Waddell at [larawaddell@cox.net](mailto:larawaddell@cox.net) or 858-565-7224 (w).





## Member Focus

**Do you have exciting news to share?** Then go ahead and toot your horn! We would like to hear about professional achievements, job changes, academic accomplishments, engagements, weddings, births, etc. Or, report the good news for someone else. Submit your announcements for next month's Member Focus to the Editor.

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

### *Mission Statement*

*To enable women in all accounting and related fields achieve their full personal, professional and economic potential and to contribute to the future development of their profession.*

*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.*

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## Member Birthdays

Joyce Alfonso-Bautista	7/01
Narcinia Bocalan-Yule	7/05
Glenda Moehlenpah	7/09
Jo-Ann Gilbert	7/13
Elizabeth Randol	8/02
Balou Lansangan	8/13
Rene Schad	8/18



## CALENDAR OF EVENTS

- Thurs.  
Aug 18 Board Meeting-4:45 p.m.  
Monthly Dinner Meeting-5:30 p.m.  
Pride Hotel  
5975 Lusk Blvd., Sorrento Mesa  
Phone: 858-558-1818  
All are welcome!
- Fri.  
Aug 26 Newsletter Deadline  
Please submit any news, announcements or job opportunities to Brenda Sparks at [bsparks@san.rr.com](mailto:bsparks@san.rr.com) or via phone at 619-252-9532
- Thurs.  
Sept 15 Detecting Fraud in Small Business  
Speaker: Dana Basney