



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

PRESIDENT

Elizabeth Childress
9171 Towne Center Dr., Ste 215
San Diego, CA 92122
Phone: 858-401-3465 (Cell)
E-mail: Elizabeth.Childress@ajilonfinance.com

MEMBERSHIP DIRECTOR

Nancy Jacobsen
9171 Towne Center Dr, Ste 215
San Diego, CA 92122
Phone: 858-455-7888
E-mail: aswamembership@yahoo.com

NEWSLETTER EDITOR

Brenda Sparks
4810 Eastgate Mall
San Diego, CA 92121
Phone: 619-252-9532 (Cell)
E-mail: bsparks@san.rr.com

SPEAKER BIOS

With bankruptcies rising, savings plummeting and debt levels reaching all-time highs, there never has been a better time to join the effort to improve high school students' financial literacy.

CalCPA's Dollars & Sense program offers an informal way to teach students money management skills. In addition to a one-hour presentation, CalCPA has lessons on budgeting, credit card management and more that you can use in the classroom with minimal training.

Irving Eisenberg has practiced for 14 years as a CPA financial planner. He previously practiced as a CPA tax specialist for 14 years, the last 9 as the owner of his own CPA firm in San Diego. He holds the professional credentials of CPA, PFS, CFBS and Registered Investment Advisor.

His volunteer work for the CalCPA includes his position as the Chair of the CalCPA State PFP ElderCare Task Force. He also serves as a member of the Steering Committee of the CalCPA State Financial Literacy Committee and is Chair of the San Diego Chapter Financial Literacy Interest Group. In the past, he also chaired the San Diego Chapter PFP Interest Group and was Vice-Chairman of the CalCPA State Personal Financial Planning Committee.

Monthly Dinner Meeting
Thursday, November 17, 2005

Speaker: Irving M. Eisenberg

Topic: What You Can do to Promote Financial Literacy in Teens and Young Adults

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: Chicken and Vegetable Tetrazzini—Pasta topped with strips of chicken breast, mushrooms, peas in a Sherry cream sauce, fresh vegetables, choice of garden or Caesar salad, soup of the day, dinner rolls and butter. Chefs choice dessert.

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

From the President's Office

Hello Everyone-

Is it just me, or has it seemed like the year has gone by too quickly. The leaves are changing, falls about to end winters about to begin. Time to change into wearing our warmer clothes. As I experience the weather changing I find myself reflecting on how difficult it is to accept change in our everyday life. As I reflect on that I came across this article that addresses how to cope with change. I hope you all find it useful.

If there's one thing that's constant in life, it's that life is always changing. Just when you've got your job down to a science, restructuring places you in a new department. Just when you've learned the latest spreadsheet software, an upgrade is released, making the first nearly obsolete. Sound familiar?

Tackling change is a risk that we're often reluctant to take, even when we're sure that the result will be an improvement for our personal or professional lives.

For instance, how many of us know that a regular exercise program would greatly increase our quality of life? Yet we drive around the mall parking lot waiting for a close-in space to open up so that we won't have to walk any more steps than absolutely necessary. We think we should change our exercise habits, we believe that a change would be beneficial to our health, we feel that we really should start exercising -- so why do we still drive around the mall parking lot looking for the closest spot possible? Likewise, in business, how often do we think, believe, and feel that we should undertake a change, but neglect the opportunity to do so?

Corporate America loves to study and analyze -- but rarely does it DO anything differently. Companies send people to classes, have high-level executive meetings, allocate funding, and talk a lot about change. But rarely do they get beyond the talking stage. However, most companies feel better just preparing for, or getting ready to, change.

Keep in mind that even though your goal might seem miles away, it will get closer only when you take that first step of DOING.

There's a saying that goes, "To accomplish nothing, attempt everything."

Accomplishing nothing is the danger of bursting out of the blocks in your enthusiasm to do without a focused plan of the RIGHT THINGS to do. Once you've decided to do, make a list of your options.

What's the secret to doing the right things CONSISTENTLY? Don't leave it to chance -- manage your schedule, and be sure you have set aside adequate time for accomplishing your MVP activities. Often, we let the trivial and unimportant eat up time we should be spending on the significant and important.

No matter what you want to change -- from your understanding of the Internet to the size of your waist -- it takes more than thinking, believing, and feeling that the change should be made. It takes doing. It takes doing the right things. It takes doing the right things consistently!

Elizabeth

Excerpt is taken from www.marksanborn.com, author Mark Sanbourne CSP, CPAE



Announcements

For website updates or employment announcements, please contact Jeanette Ding at jeanette.ding@roberthalf.com or 858-452-2626.

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

We earned \$70.00 from the October meeting "opportunity drawing."

CHARITABLE EVENT

The Breast Cancer Walk was a great experience. Team ASWA included 10 people, both members and friends. The walk was 4.5 miles, started in Balboa Park and continued onto Rte 163. There were volunteers cheering on all of the walkers. Everyone on Team ASWA crossed the finish line at Balboa Park. What a great feeling! It was an enjoyable walk which provided a great opportunity for Team ASWA to socialize and make new friends. The San Diego Walk raised \$800,000 for this great cause. I want to thank Team ASWA for their participation and support.

Sandra Berry

RECRUIT A MEMBER AND YOU COULD WIN \$3,000!

The National ASWA Membership Committee launches a new Membership Contest for 2005-2006 recognizing members who recruit new members with prizes at different levels through the "Recruiting Counts" Club. In addition, *every* time you recruit a new member, your name goes into a drawing (to take place at the Annual Conference next fall) for a grand prize worth \$3000! See flyer on next page or email Jeanette Ding, National Director, at jeanette.ding@roberthalf.com for more details.

ASWA EDUCATIONAL FOUNDATION

The mission of the ASWAEF is to encourage and advance financial literacy, scholarships and life skills through programs of recognition, research and outreach for women in accounting and related fields. ASWAEF grants several scholarships each year, to women pursuing professional certifications (i.e. CPA, CMA, CFP, etc.), those pursuing undergraduate degrees in accounting or related field, and women pursuing 2-year associates degrees in accounting or related fields.

In addition, each year, the ASWA Educational Foundation (ASWAEF) 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 conferred by a blue ribbon panel of ASWA judges, reflects a clear prioritization of both the value and the values that winning companies place on their chief asset...their people. In addition, individual winners are presented the "Women of the Year" award, Achievement Award, and the President's Award for

showing a commitment to work/life balance and sensitivity to the concerns of women in the industry. The Balance Awards are sponsored by Accountemps and Robert Half Finance and Accounting.

More information on how to nominate an individual or company for consideration, or how to make a tax-deductible contribution, please visit www.aswa.org. In addition, donation envelopes will be available at the next dinner meeting.

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 **Nancy Jacobsen** at 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.
E-mail: aswamembership@yahoo.com

Fundraising

Fall Fundraiser Gold Canyon Candles

Sales Last until Nov 17th

Thank you to everyone who is participating in the fall fundraiser! It's not too late to get involved. You will FALL in love with these jar candles. They are perfect for your holiday shopping. They also make great gifts for birthdays and other special occasions. There are 3 sizes and 25 fragrances. Prices start at \$12.95 for an 8 ounce candle that burns for at least 50 hours. These candles are better than Yankee! Please see the attached flyer for details including prices and fragrances. To make a purchase or to help out as a seller, contact Lara Price at laraprice@cox.net or 858-565-7224. The Chapter appreciates your support.





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.

Jeanette Ding has been nominated by the National Nominating Committee to serve two additional years on the National Board of Directors, 2006-2008.

Nicole Blazie was promoted to Accountemps Division Director for the downtown San Diego office.

Check out our web site for the latest information regarding meetings and ASWA San Diego:

Visit our website at www.aswasandiego.org to check out our new look, pictures from the PR dinner in June, past newsletters, upcoming events and job fairs!

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 Holf/Accountemps - La Jolla
4365 Executive Drive, Suite 450
San Diego, CA 92121
858.452.2626*



Member Birthdays

Erica Berent	11/5
Anna Arroyo	11/16
Vonnie Greenan	11/22
Holly Reed-Falk	11/27



CALENDAR OF EVENTS

Thurs. Nov. 17	Board Meeting-4:45 p.m. Monthly Dinner Meeting-5:30 p.m. Country Inn and Suites 5975 Lusk Blvd., Sorrento Mesa Phone: 858-558-1818 All are welcome!
Fri. Dec. 2	Newsletter Deadline Please submit any news, announcements or job opportunities to Brenda Sparks at bsparks@san.rr.com or via phone at 619-252-9532
Sat. Dec. 3	Holiday Social Extraordinary Desserts More details to follow