



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

PRESIDENT

Elizabeth Childress
9095 Rio San Diego Dr., Ste 220
San Diego, CA 92108
Phone: 619-321-2200 ext. 207
aswasandiegopresident@yahoo.com

MEMBERSHIP DIRECTOR

Nancy Jacobsen
1081 Camino Del Rio S. Ste. 118
San Diego, CA. 92108
Phone: 858-455-7888
nancy.jacobsen@ajilonfinance.com

NEWSLETTER EDITOR

Silvia Ward
4443 Florida Street
San Diego, CA 92116
Phone: 619-491-9446
silvia_ward25@yahoo.com

Eric Kaufmann
The Execution MAP:
A Journey to Masterful Accountability

Eric Kaufmann guides leaders to become high performing perpetual learners. He is passionate about helping leaders enhance their self-awareness, communication and collaboration skills, and capacity for accountability and follow through.

Eric is president of Insight Consulting and draws on 19 years of successful experience in sales, management, and training; at 3M/Lanier Eric proved himself as a business development leader, and at Corning Clinical Laboratories he demonstrated breakthrough and results driven leadership.

In addition, Eric teaches leadership development at San Diego State University and Cal State San Marcos. He is a Group Chair and Speaker for Vistage, the worlds largest CEO membership organization. Eric also instructs for the SDSU certificate in business and executive coaching.

Eric combines 20 years of Zen meditation practice with a BA in International Business and graduate education in Clinical Psychology. He is a Certified Management Consultant and Certified Clinical Hypnotherapist. A native of Israel, and having lived, worked and studied in Africa, the Middle East and U.S.A., Eric brings a diverse and global perspective to his work.

The Execution MAP: A Journey to Masterful Accountability

Whether projects achieve a state of follow-through or fall-through is a choice, not an accident. Effective execution is planned. The Execution Map is a simple, yet powerful, tool for understanding and applying the four critical steps to get things done through others.

You will learn:

- Skills to reduce turnaround time on projects.
- Four steps to ensure follow-through in all your conversations
- How to eliminate conflicting priorities.
- Keys to reduce blame and finger pointing.
- A map for completing projects on time and on budget.

Monthly Dinner Meeting
Thursday, November 16, 2006

Speaker: Eric Kaufmann
The Execution MAP: A Journey to Masterful Accountability

Time: 5:30 pm - Registration & Networking
6:15 pm - Dinner
7:00 pm - Speaker Presentation

Place: Country Inn & Suites
5975 Lusk Blvd., Sorrento Mesa
(east from I-805, off Mira Mesa Blvd.)
Phone: 858- 558-1818

Cost: \$29 Members
\$30 Guests Prepaid - \$35 at door
\$20 Students Prepaid - \$25 at door

Menu: Tuscany Pasta with fresh mushrooms, roma tomatoes, capers, fresh basil and garlic sautéed in olive oil and tossed with penne pasta.
Basil Grilled Chicken; skinless chicken breast in a basil vinaigrette marinade.
Sautéed Italian Vegetable Medley; zucchini, yellow squash and plum tomatoes seasoned with oregano, basil and roasted garlic.
Peach Cobbler with Sabayon. Coffee and Tea.

RSVP: E-mail to aswasandiego@yahoo.com.
Prepay using **paypal:** to aswasandiego@yahoo.com
Pre-payments must be received by **Monday, 11-13,** or **mail check** to: ASWA c/o Lynn D. Boster, 900 Lane Ave, Ste 100, Chula Vista, CA 91914.

From the President's Office

Hello Everyone!

I hope everyone is having a great year so far. Can you believe the holidays are here? It is that time to be around friends and family and enjoy each others company.

As a member we become ambassadors for ASWA. We all should work on recruitment or staying in touch with member-friends – talk to them, ask questions; find out how ASWA can help. Tell them about the ASWA resources (job bank, roundtables, CPE, camaraderie, interacting with peers, etc.). Find out why they have stopped coming to dinner meetings.

This is a volunteer organization and we do not have enough volunteers currently to effectively recruit and retain members, expand our contacts and market our Organization, and meet the needs and expectations of our members. We're spreading the effort over too few people. Please consider how you can help!

*Happy
Thanksgiving!*



Get Flexible: Addressing the Scheduling Needs of Professional Women

As you may have noticed, women are entering the accounting field in greater numbers. More than 50 percent of certified public accountants are women, and females now earn more than half of all bachelor's and master's degrees in accounting, according to research conducted by the American Institute of Certified Public Accountants.

As a result, it's critical that organizations and finance departments offer programs to meet the needs of female accountants. Following are non-traditional work arrangements that will help you attract and retain professionals who are both career-minded and family-oriented.

Telecommuting – Technological advancements have made telecommuting viable for many employees. With a computer, Internet connection, phone and fax machine, just about anyone can now work from home. Telecommuting enables a valued employee to continue contributing to your organization during parental or other leaves. This option not only eliminates the stress, time and cost of commuting, it promotes more harmonious work/life balance.

Flexible scheduling – "Flextime," as it is known, enables accountants to vary start and end times around an organization's mandatory core hours. While one employee might work the standard 9-to-5, another might come in at 7 a.m. and leave at 3 p.m. to be at home when her child returns from school each day.

A compressed workweek – With this arrangement, an accountant will work a full 40-hour week, but won't be in the office all five days. For example, a professional might work four 10-hour days in order to stay home one day a week to save on daycare expenses, care for a sick relative or attend continuing-education classes.

Job sharing – As the name implies, two people share a job title. Cost-effective job sharing arrangements can benefit your firm and the two employees. Your company gains a level of "people insurance" should one of the workers go on leave, while the professionals dividing the workload can stay on track for advancement while working part-time.

There are many programs and strategies companies can implement to help workers better balance their lives. Building a daycare center on site might not be in your control as a manager, but you likely have the ability to offer alternative work arrangements. Doing so will appeal to all workers, particularly career-driven women with family commitments and ambitious personal goals.

Accountemps is the world's first and largest temporary staffing service specializing in the placement of accounting, finance and bookkeeping professionals. The company has more than 350 offices throughout North America, Europe, Australia and New Zealand, and offers online job search services at www.accountemps.com. For more information, please contact Chelsea Van Zee at 858.452.2626.



**The San Diego Chapter of American Society of Women Accountants
invites you to join us at an upcoming event for networking, fun,
and professional development!**

11/16/06 Dinner Meeting

Speaker: Eric Kaufmann, Insight Consulting

"The Execution MAP

**An effective guide for completing projects on time,
and working with others to meet objectives."**

Country Inn & Suites

5975 Lusk Blvd., San Diego, CA 92121

12/7/06 Holiday Social

"Dirty Santa" Gift Exchange

Corvette Diner, Hillcrest

(please bring gift to exchange)

1/18/07 Dinner Meeting w/ AWSCPA

Speaker: Ann Regan, ID Analytics

"Identity Fraud Detection and Prevention"

Country Inn & Suites

5975 Lusk Blvd., San Diego, CA 92121

Please visit www.aswasandiego.org for more details!



San Diego Chapter of ASWA's Annual Holiday Social

Once again it's that time of year
For all good people to share some cheer
Come together with not much ado
We want to celebrate the holidays with you
We'll mix and mingle, and make the bells jingle

DATE:

Thursday, December 7th

TIME:

6:30 p.m.

LOCATION:

Corvette Diner, 3946 5th Ave. San Diego CA 92103

The meal will be provided at no cost to you!
This year we are having "Dirty Santa" gift exchange.
Everyone that is attending needs to bring a wrapped gift
valuing up to \$25.00.

Catch up with good friends
Upon your laughter we depend
Dress to impress with bundles of holiday spirit
Our time will be grand, we hope you can make it!
Bring yourself and as many guests as you like!
Please RSVP as soon as possible!



ANNOUNCEMENTS

ASWA BOARD DIRECTOR !!! Position Open !!!

Do you want to develop your leadership and planning skills while contributing to ASWA and to the community?

ASWA is now looking for a Director. This position assists the overall objectives of the ASWA San Diego chapter, and may head a committee, for example: Fundraising & Charitable Events, Student Relations & Scholarships. Should be able to attend a majority of board meetings (just prior to the dinner meetings).

Serving as a General Director will expose you to a decision-making environment and give you the satisfaction of contributing to the success of your organization.

For more information, please email aswasandiego@yahoo.com.

Are you looking to advertise a position, for a new job, or career search resources? Contact Jeanette Ding at jeanette.ding@roberthalf.com or 858-452-2626 and visit www.aswasandiego.org for job search resources and upcoming career fairs.

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

!! Birthdays !!

Anna Arroyo	11/16
Vonnie Greenan	11/22

Long-Standing Members!!

Dorothy Metzgar	32 years
Marilyn Dreyer	31 years
Dorothy Greenan	28 years
Pearl Kugel	24 years
Virginia Fellows	22 years
Mary Erlenborn	21 years
Lynn Boster	20 years
Elizabeth Randol	17 years
Narcinia Bocalan-Yule	15 years
Euvoughn Greenan	14 years

!! Thank you !!



The October ASWA Dinner
Donations raised \$65.00.

CALENDAR OF EVENTS

- Thurs. Nov. 16** Board Meeting- 4:45 p.m.
Monthly Dinner Meeting - 5:30 p.m.
Eric Kaufmann
The Execution MAP: A Journey to Masterful Accountability
Country Inn & Suites
5975 Lusk Blvd., Sorrento Mesa
Phone: 858-558-1818
All are welcome!
- Wed. Dec. 1** Newsletter Deadline
Please submit any news to the editor at silvia_ward25@yahoo.com or call (619) 491-9446.
- Thurs. Dec. 7** Holiday Social
"Dirty Santa" Gift Exchange
Corvette Diner, San Diego