



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

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**Joan Alleckson -**  
**“Trends in Technology”**

**CPE CREDITS AVAIABLE**

**Special PR Dinner Meeting**  
**Thursday, September 20, 2007**  
**50/50 Opportunity Drawing and**  
**Raffle Prizes**

Joan is an entrepreneur with over 20 years of business experience in finance, operations, and general management. Joan founded Profit Solutions Network to address the needs of both corporations and government agencies to improve their bottom line and budgetary control. Profit Solutions Network assists firms and agencies in their expenditure management by identifying and collecting overpayments of disbursements and identifying cost reduction opportunities.

Prior to founding Profit Solutions Network, Joan was the General Manager of Toro Agricultural Irrigation Division, a worldwide irrigation company with operations in Europe, Australia and the Americas. Immediately prior, she was the Director of Operations for Toro Irrigation and had overall responsibility for manufacturing, logistics, procurement and quality.

Joan also has extensive financial and planning experience through various management positions she has held with Arthur Andersen, Bausch & Lomb, Honeywell, and The Toro Company.

Joan is an active volunteer in the following organizations:

- California Society of CPAs - California State Board and San Diego Board
- California Society of CPAs - State Council
- American Institute of Certified Public Accountants
- Association for Corporate Growth
- Corporate Directors Forum
- Institute of Management Accountants
- National Association of Women Business Owners - California Treasurer

California Department of General Services - Small Business

**Speaker: Joan Alleckson**

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

**Place:** Tom Ham's Lighthouse  
2150 Harbor Island Drive  
San Diego, CA 92101  
619-291-9110

**Cost:** \$38 Members Prepaid - \$50 at door  
\$45 Guests Prepaid - \$50 at door  
\$38 Students Prepaid - \$50 at door

**\*\*\*\* PREPAID DEADLINE \*\*\*\***

**MONDAY SEPTEMBER 17TH**

**Menu:** Buffet will include:

Roast Beef, Baked Mahi-Mahi, Pasta Primavera,  
Salad Bar, Rice and a Vegetable,  
Bread and Butter,  
Dessert

**RSVP:** E-mail RSVP's to [aswasandiego@yahoo.com](mailto:aswasandiego@yahoo.com).  
Please give your name, phone number and state whether you are a guest, member or student.

Pre-payments must be received by Monday Sept. 17th. Mail your check to ASWA c/o Kelly Ferguson, PO Box 21304, El Cajon, CA 92021

**ASWA San Diego  
Board of Directors**

*If you have any questions regarding your ASWA membership, please contact any of the following San Diego ASWA board members:*

**President**

Kathy Culver 619.595.4317  
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**Special arrangements can be made to still get the discounted price for the September dinner.**

**Call Kelly Ferguson (619-768-4256) by Monday, September 17th, if you are not able to get your check to her by the deadline.**

## NEW MEMBERS

**Welcome to our new members:**

***Kayla Clark:***

Kayla is the owner of Certified Estate Advisor, Chartered Senior Financial Planner and is currently earning her CFP and CLU designations.

She lives in Chula Vista with 2 teenage children and 2 cocker spaniels. When she is not working or studying, Kayla loves to cook, garden, read, run, ski, bike and play with her kids and dogs.

***Cindy Lococo***

Cindy first joined ASWA in 1983 and left a few years ago to become her son's den mother for the Cub Scouts. He is now 11 and has entered the Boys Scouts giving her more free time to attend meetings again.

Cindy has worked at the CPA firm of Celeste and Associates in Mission Valley for 17 years.

**Welcome Back Cindy!**

**It looks like both of our new members have a lot of energy, so we welcome any help that you can give to our association.**

### ASWA San Diego Chapter has an Open Position for Corresponding Secretary

This position creates the newsletter and sends out the notices for the monthly meetings.

If you feel that you can't commit to the board but you are interested in doing the newsletter, please contact Kathy Culver—619.595.4317. Any help would be greatly appreciated.