



American Society of Women Accountants

San Diego Chapter

July 2009 Newsletter

ASWA San Diego
Chapter No. 17,
Founded 1949

Volume No. 60, Issue 1

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2009 SUMMER SOCIAL

Luau at the Catamaran Resort

FRIDAY, JULY 24, 2009

Join ASWA San Diego for our Summer Social at the Catamaran Resort Hotel & Spa on Friday, July 24th! A luau is a celebration of life, a time to share traditional food, songs and dances of the Polynesian Islands. The Pride of Polynesia will be giving us a great show of traditional dances from the islands of the South Pacific. For more details and the menu, please visit www.catamaranresort.com/luau or see the enclosed flyer.

The Summer Sunset Luau package includes a lei, Mai Tai drink, scrumptious buffet, and hours of entertainment! ASWA members and guests can RSVP with ASWA to receive reserved seating and discounted prices of \$40 for members, \$48 for guests, and \$20 for children between 5 to 12 (Standard price is \$58 for adults and \$25 for children).

The Catamaran is located at 3999 Mission Blvd., San Diego, CA 92109 (www.catamaranresort.com). Doors open at 6pm. Buffet and entertainment start at 7pm. Please RSVP today to aswasandiego@yahoo.com and prepay via www.paypal.com or mail check to:

ASWA c/o Kelly Ferguson
P.O. Box 21304
El Cajon, CA 92021

Please include names and status of each attendee (member, guest, child) with your RSVP. There will be a registration table at the event to check in by name.

We are expected to exceed our highest attendance for a social event yet, but we believe "the more, the merrier" so **we've extended the RSVP deadline to Friday, July 17th!** RSVP today and join us for the fun!

ASWA SAN DIEGO 2009-2010 BOARD OF DIRECTORS

Message from President Jeanette Ding

We ended our 2008-2009 fiscal year with Carol LeBeau as our Public Relations Dinner Keynote Speaker over a delicious meal at the Prado. I, for one, really enjoyed her presentation and was pleasantly surprised by her humor. It was so nice to see a side of her we don't get to see on the news! I found Carol's speech inspirational and funny, and hope you were able to join us for a great evening.

As our 2009-2010 fiscal year is off to a start, the new board and I are really excited to start with our Summer Social. If you've been to the Catamaran's luaus, then you know that this is a great way to spend an evening—great food, entertainment, and summer night at the bay. We're happy to be able to offer our members and guests reduced pricing, and hope you'll join us! Family, friends, and coworkers—all are welcome!

We also have a presentation planned for August that you won't want to miss (see page 3 for more details). If you have any topics or speakers you are interested in or want to recommend, please contact me at jeanette.ding@roberthalf.com or 858-452-2626. The board and I are committed to enhancing your ASWA experience. We always welcome your feedback, ideas, and participation.

See you at the luau!

Jeanette

PRESIDENT: Jeanette Ding

858-452-2626 / Email: jeanette.ding@roberthalf.com

Jeanette ensures that the San Diego chapter of ASWA runs smoothly with the help of the entire board. Jeanette books speakers, chairs the PR Dinner Committee and is currently also acting as Newsletter Editor.

VICE PRESIDENT: Joyce Thornton

858-277-9235 / Email: jctoffice@aol.com

Joyce books dinner meeting locations and coordinates menus with restaurants, and coordinates solicitation of prizes for our opportunity drawing fundraisers.

MEMBERSHIP DIRECTOR: Stephanie Shehi

619-525-7140 / Email: sshehi@mcbg.com

Stephanie is our "go to" person for all membership related questions for potential and existing members, and ensures our membership applications are processed timely and correctly. She also helps gather member profiles, birthdays, and anniversaries for the newsletters.

TREASURER: Kelly Ferguson

619-768-4256 / Email: kferguson@bdimont.net

Kelly manages the accounting operations for our chapter, including coordination of audit, preparing our annual budget, and preparing monthly financial reports.

SECRETARY: Mary Lou Carver

619-876-5439 / Email: mcarver@eset.com

As a first year board member, Mary Lou records the minutes of all official chapter meetings including board and dinner meetings.

DIRECTOR: Karen Wheeler

619-275-0822 / Email: kandmwheeler@yahoo.com

As a first year board member, Karen supports the activities of the board in ensuring successful meetings and the mission of ASWA. Karen also chairs our Scholarship Committee.

DIRECTOR: Anna Donato

619-702-1700 / Email: anna.donato78@gmail.com

As a first year board member, Anna supports the activities of the board in ensuring successful meetings and the mission of ASWA. Anna will also chair a committee to be determined as our fiscal year gets underway.

AUGUST 2009 Dinner Meeting

Jeff Debrosse, Director of Research North America for ESET, LLC
Securing Our eCity (www.securingourecity.org)

FREE Cyber Security Training (and software!)

The economy may be weak, but cybercrime has never been stronger. Cybercrime is growing at an alarming rate – over 50% last year alone! In early 2009 Gartner issued a report stating Identity Theft was the #1 threat to consumers. A March 2009 KPMG report said 50% of IT professionals think their businesses are sufficiently protected against malware. A November 2008 article appearing on PCMag.com stated that "cybercrime is likely to wreak as much havoc as the credit crisis in the coming years..." And according to Kilian Strauss, a computer security expert from the Organization for Security and Cooperation in Europe (OSCE), cybercrime will cause over \$100 billion in financial damage annually on a worldwide basis.

Education is the #1 deterrent to cybercrime victimization, and serves as the backbone to "Securing Our eCity." Led by ESET and the San Diego Chamber of Commerce, Securing Our eCity is a coalition of public and private stakeholders focused on combating cybercrime through educational programs, tools and technologies, and coordination with legislative and law enforcement agencies. Join us for our August dinner meeting as Jeff teaches us about the growing threat of cybercrime, and how best to defend against it.

What you don't know can hurt you! Attend ASWA San Diego's August dinner meeting and learn:

- Today's 5 biggest online threats
- 12 things to do TODAY, to keep yourself safe
- To stay one step ahead of cybercriminals
- Real-life case studies (or horror stories) from San Diego

Attendees will receive a free copy of ESET NOD 32 Antivirus Software! For more information about Securing Our eCity and future events, please visit www.securingourecity.org.

Thursday, August 20, 2009

THE BUTCHER SHOP

5255 Kearny Villa Road, San Diego, CA 92123 / 619-565-2272

Networking & Cash Bar begin at 5:45pm / Dinner served at 6:30pm

MENU:

*Choice of: **Prime Rib of Beef** (8 oz.) - Angus Beef Prime Rib served Au Jus with Creamed Horseradish, Garlic Mashed Potatoes, and Fresh Vegetables **OR Fillet of Salmon** – Sauteed Salmon Fillet topped with Dill Buerre Blanc, Rice Pilaf, and Fresh Vegetables.
 (Vegetarian Pasta is also available upon request.)*

*Served with Mixed Green Salad with Cherry Tomatoes, Chopped Egg, Cucumber, Croutons and Honey Mustard Dressing,
 Rolls and Butter*

*Served with choice of: Amaretto Biscotti Torte
 Tea and Coffee are included.*

Prepaid Prices: Members & Students with valid ID \$35 / Guests \$40

At the Door Prices: Members & Students with valid ID \$40 / Guests \$45

For prepaid pricing, payments must be received by 8/10/09 by mail to ASWA c/o Kelly Ferguson, P. O. Box 21304, El Cajon, CA 92021 or www.paypal.com to aswasandiego@yahoo.com.



American Society of Women Accountants

CALENDAR OF EVENTS

ASWA SUMMER SOCIAL Summer Sunset Luau on Mission Bay

Friday, July 24, 2009

Catamaran Resort Hotel & Spa
3999 Mission Blvd., San Diego, CA 92109

Doors Open at 6:00p.m. / Live Hawaiian music at 6:00p.m.

Buffet and Entertainment at 7:00p.m.

Performances at 8:00p.m.

<http://www.catamaranluau.com>

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!

Prepaid Prices: \$40 Members / \$48 Guests / \$20 Children 5-12

**RSVP before July 17th to aswasandiego@yahoo.com to ensure seating
and discounted ticket.** This is not available by directly contacting the Cata-
maran.

THURSDAY, AUGUST 20, 2009

MEMBER DINNER MEETING - all are welcome!

**Jeff Debrosse, Director of Research North America for ESET, LLC
Securing Our eCity (www.securingourecity.org)**

REGISTRATION / NETWORKING AT 5:30P.M.

DINNER SERVED AT 6:15P.M.

The Butcher Shop

5255 Kearny Villa Road, San Diego, CA 92123
858.565.2272

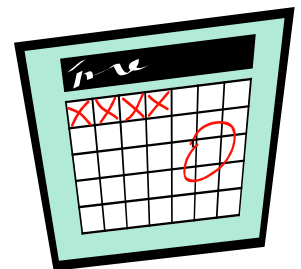
OCTOBER 19-21, 2009

**ASWA / AWSCPA Joint Inspired Solutions
Conference**

Palms Casino Resort

Las Vegas, Nevada

www.aswa.org



Newsletter
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Robert Half / Accountemps
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!