



American Society of Women Accountants

San Diego Chapter

# May 2010 Newsletter

ASWA San Diego  
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## ASWA SAN DIEGO'S 2010 PUBLIC RELATIONS DINNER

**Join ASWA San Diego members and guests at the 2010 Public Relations Dinner on Thursday, May 20th, 2010 at the Prado at Balboa Park as we welcome Vince Reardon as our Keynote Speaker!**

Vince Reardon is an author, a professional speaker and corporate trainer. He was an award-winning corporate communications professional for more than 25 years in San Diego. In the past 12 years he has worked exclusively as an investor relations and corporate communications executive in San Diego. Vince is an experienced writer with numerous writing credits, including the San Diego Union-Tribune, San Diego Magazine, the Los Angeles Times, the Arizona-Republic and the Sacramento Bee. In addition, he has been an on-air business reporter and radio personality at KJQY-FM 104 in San Diego for five years.

Vince will share stories from his book "[Legacy: Passing on Cherished Values in a Values-Starved World](#)" where he interviewed 25 notable Americans (women as well as men) about their lives, the values they cherished, and how they wish to be remembered. They include:

- Emily Warner, first female commercial airline pilot and captain
- Lt. David Lim, police officer, hero and survivor of the collapse of One World Trade Center on 9/11
- Stacy Allison, first American woman to summit Mt. Everest
- Gene Kranz, NASA Flight Director during moon landing of Apollo 11 and the successful rescue of Apollo 13
- Victoria Hale, Ph.D., founder of One World Health, the first non-profit pharmaceutical company serving the developing world
- Lynn Harrell, world-class cellist; two-time Grammy Award winner
- Lynne Cox, youngest American at 15 to swim the English Channel, breaking records held by both men and women

**Other festivities include Board Recognition, Recognition of Scholarship Winners, New Board Installation and Opportunity Drawing. See you there!**

### 2010 Public Relations Dinner Details:

**Thursday, May 20, 2010**

**PRADO RESTAURANT AT BALBOA PARK**

1540 El Prado, Suite 12, San Diego, CA 92101

619-557-9441

**Festivities from 5:30 - 8:30pm**

**Prepaid RSVP's only!**

Members & Students with valid ID \$50 / Guests \$60

**RSVP by 5/10/10 to: [aswasandiego@yahoo.com](mailto:aswasandiego@yahoo.com). Details can be found on [www.aswasandiego.org](http://www.aswasandiego.org).**

*No shows are responsible for and will be billed the At the Door price. Cancellations are accepted only before 5/13/10.*

**Payments must be received by 5/13/10. Pay by [www.paypal.com](http://www.paypal.com) or mail check to:**

ASWA c/o Kelly Ferguson

P.O. Box 21304

El Cajon, CA 92021

*Message from President  
Jeanette Ding*

*For those of you who have attended one of ASWA San Diego's previous Public Relations Dinners, you know how fun they are! This year will be no different. We welcome author and reporter Vince Reardon whose amazing stories will be sure to captivate us.*

*In addition to Vince's presentation, this is the time of the year for us to thank our board of directors for all of their countless hours and energy devoted to planning ASWA San Diego's events and activities. Without the efforts of these women, ASWA San Diego would simply not exist. There would be quarterly socials, monthly dinner meetings or scholarships. Please show your appreciation and support by joining us at this special dinner.*

*We will also have the opportunity to recognize our scholarship winners, network with other professionals and students. Lastly, we have great opportunity prizes you can win while supporting our member development and scholarship efforts. I hope you'll RSVP today to join us on the 20th for another memorable evening at the Prado!*

*We always welcome your feedback, ideas, and participation. If you have a suggestion, please don't hesitate to contact one of the board members or myself. I look forward to hearing from you:  
jeanette.ding@roberthalf.com or  
858-452-2626.*

*See you on the 20th!*

*Jeanette*

**CONGRATULATIONS TO THE 2009-2010  
ASWA SAN DIEGO SCHOLARSHIP WINNERS!**

ASWA San Diego is excited to announce the three well-deserving scholarship winners for 2009-2010:

**Shirin Marashi**

*pursuing Associate's Degree at MiraCosta College, \$500 scholarship winner*

**Melanie Salmonsén**

*pursuing Associate's Degree at MiraCosta College, \$500 scholarship winner*

**Alexandra Demidova**

*pursuing Bachelor's & Master's Degrees at University of San Diego,  
\$1,000 scholarship winner*

In addition to the scholarship to be applied towards tuition and school expenses, scholarship winners also receive a one-year membership in ASWA.

**Happy ASWA Anniversaries to:**



*Lynn Boster, member since 1986  
Elizabeth Randol, member since 1989  
Nancy Bocalan Yule, member since 1991  
Vonnie Greenan, member since 1992  
Nina Straub, member since 2003  
Stephanie Shehi, member since 2003*

*Karen de Los Reyes, member since 2005  
Laurie Kiefer, member since 2005  
Christine Chang, member since 2005  
Pebbles Dumon, member since 2006  
Eleanor Wade, member since 2003  
Michele Carandang, member since 2007  
Miho Pritchett, member since 2008*

*Anna Donato, member since 2008  
Karen Wheeler, member since 2008  
Yasuko Jefferson, member since 2009  
Rachel LeRosen, member since 2009  
Lisa Krenzer, member since 2009  
Elizabeth Simeteys, member since 2009*



## SLATE OF OFFICERS FOR 2010-2011

serving July 1, 2010 – June 30, 2011

**President:**  
Jeanette Ding

**Treasurer/Scholarship Director:**  
Karen Wheeler

**Directors\*:**  
Pebbles Dumon  
Rachelle Mesquit

**Membership Director:**  
Mary Lou Carver

**Secretary/Newsletter Editor:**  
Stephanie Shehi

\*An additional Director may be appointed. If you are interested in serving as a Director on the new board, please contact Jeanette Ding at [jeanette.ding@roberthalf.com](mailto:jeanette.ding@roberthalf.com) or 828-452-2626.

### *Profile of ASWA San Diego Scholarship Recipient Shirin Marashi*

*by Karen Wheeler, Scholarship Director*



**Shirin Marashi** came to the United States just a short two years ago. Her English skills were not strong so she worked day and night at MiraCosta College to quickly learn the English language. During this time, she was recognized by one of the Faculty Directors for her accounting skills. He encouraged her to pass the math proficiency exam so she could tutor other students. She followed this advice and now enjoys sharing her knowledge through tutoring other students and fostering their learning.

Shirin has earned a 4.0 grade point average for each of the five semesters she has attended MiraCosta College and will complete her Associates Degree at the end of the semester. Her future educational goals include transferring to UC Berkeley to earn her Bachelor's Degree and taking the CPA exam. Her ultimate goal is to open her own accounting business and serve many clients!

Congratulations, Shirin, on your accomplishments so far and for being selected as an ASWA San Diego Scholarship recipient for 2009-2010!

### *Profile of ASWA San Diego Scholarship Recipient Alexandra Demidova*

*by Karen Wheeler, Scholarship Director*

**Alexandra Demidova** attends the University of San Diego where she is double majoring in Accounting and Finance **and** she is concurrently pursuing a Master's of Science in Accountancy. She has earned a 3.91 cumulative GPA and a 4.0 GPA in her major. Her future goal is to become a licensed CPA and work in public accounting.

While in school, Alexandra has had several accounting internships including her most recent one at Ernst & Young. This internship led to an offer of full-time employment with the firm starting Fall of 2010. She has also held the position of Director of the Annual Firm Book in USD's Accounting Society and participates in Beta Alpha Psi's professional presentations and networking events.

In addition to her academic endeavors, Alexandra is also a member of USD's women's tennis team and has been recognized with the West Coast Conference All-Academic Team Award and the Intercollegiate Tennis Association's All-Academic Team Award.

Congratulations, Alexandra, on being selected as an ASWA San Diego Scholarship Recipient for 2009-2010!



If you or your company can donate a tax-deductible opportunity drawing prize for our Public Relations Dinner or other meetings, supporting scholarships and member education, please contact Jeanette at [jeanette.ding@roberthalf.com](mailto:jeanette.ding@roberthalf.com) or 858-452-2626.



# CALENDAR OF EVENTS



## Thursday, May 20, 2010

### 2010 ASWA San Diego Public Relations Dinner

**Keynote Speaker: Vince Reardon**

**The Prado Restaurant**

1549 El Prado, San Diego, CA 92101

Networking & Registration begin at 5:30p.m.

Dinner served at 6:15p.m.

**RSVP by May 10, 2010** to [aswasandiego@yahoo.com](mailto:aswasandiego@yahoo.com). Visit [www.aswasandiego.org](http://www.aswasandiego.org).

### HAPPY BELATED BIRTHDAY TO ASWA MEMBERS:

- 2/21 Lisa Mora
- 3/10 Pebbles Dumon
- 3/24 Virginia Fellows
- 4/9 Karen Wheeler
- 4/14 Karen de Los Reyes
- 4/16 Jeanette Ding



### HAPPY BIRTHDAY TO ASWA MEMBERS:

- 5/18 Mary Erlenborn
- 5/23 Rachel LeRosen

Don't forget to visit our web site at [www.aswasandiego.org](http://www.aswasandiego.org) for more information about our chapter, past newsletters, upcoming events, and to contact us! with your ideas & feedback!

**What would you like to do this summer?**  
 We would love your feedback on the following ideas for our Summer Social in July. Please email [aswasandiego@yahoo.com](mailto:aswasandiego@yahoo.com) with your preferences from the list below or any additional suggestions you may have.

- Harbor cruise in San Diego Bay
- A Day in Temecula Wine Tasting Trip
- Luau at the Catamaran
- Mystery Dinner Theatre
- Play at Old Globe or La Jolla Playhouse
- Bowling social
- Padres game

*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](mailto:aswasandiego@yahoo.com)!*