



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

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Holiday Social

Have you attended an ASWA Holiday Social? If not, you don't know what you are missing. This event is a tremendous amount of fun. This year's social is the first Thursday in December, the 2nd, at 6:00 PM. It will be held at Mimi's Cafe, 5180 Mission Center Road, in Mission Valley. The cozy, homey atmosphere of Mimi's makes it feel like a family get-together. We will have a dinner with a choice of Braised Lamb Shanks or Garlic and Artichoke Chicken, both served with all the fixings. If you still have room, there will be a choice of desserts. The cost is the same as for the regular dinner meeting (see column to right). Some members dig into their pockets and enjoy a little holiday cheer.

The highlight of the evening is the auction. Members and sponsors of ASWA donate gift baskets, holiday crafts, decorations, and items suitable for gift giving. The competition during the bidding can get fierce. Even those who lose the struggle for the perfect item still have fun. Rumor has it that some of the most competitive bidders get a big portion of their holiday shopping done at this event. The proceeds go to our Member Development Fund. Start the holiday season with friends from ASWA at this great event on December 2nd. If you can, bring an item for the auction (but it is not necessary to do so to participate). RSVP following the directions under the regular dinner meeting description.

*Monthly Dinner Meeting
Thursday, November 18, 2004*

Speaker: Oliva Hom
Investing in Real Estate—How to build your Equity

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

Place: Prime Hotel (formerly the 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 Parmesan
Boneless chicken breast, topped with marinara sauce and mozzarella cheese, fresh vegetables and dinner rolls. Garden or Caesar salad, soup of the day. Chef's Dessert of the Day. Coffee and Tea. Vegetarian entree is available upon request.

RSVP: E-mail rsvps to aswasandiego@yahoo.com. Pre-payments must be received by Monday, 11-15. Pre-pay using paypal to aswasandiego@yahoo.com or by check to ASWA, c/o Gayle Barrett, PO Box 609, Cardiff, CA 92007

From the President's Office

Hello to all. The Meet the Candidates event was fun and enlightening. Because of the interest in this election, the candidates had multiple events to attend that night. There were fewer candidates than in prior years but each got more time. Candidate Larry Stirling, candidate for State Senate, District 39, gave away copies of his book "Leading at a Higher Level" which chronicled interesting moments in San Diego history. Darby Kernan spoke for Christine Kehoe, also a candidate for the District 39 seat. Rudy Fernandez, representing Mayor Dick Murphy, was the recipient of some tough questions regarding the budget and pension problems. I personally had a very good time talking with Cathy Poncabare, who had taken leave from her position in the governor's office to campaign for Tricia Hunter. I learned that Francine Busby, who is running for Congress, lives in Cardiff as I do. The audience encouraged Todd Gloria, who represented Susan Davis, to seek office himself because he was such a good speaker. The appetizers were good and the wine glasses were large and full. It was an interesting event.

As I explained last month, our chapter is in the process of determining which charitable activities we want to support. At the September 23 board meeting, officers brainstormed about possible charities whose missions are consistent with the identity of our organization. We had a lively discussion of the alternatives at the September 23 dinner meeting. The board came to the following conclusions at our October meeting.

There was more support for breast cancer and domestic violence charities than for micro loans. October is breast cancer awareness month. Our chapter would like to sponsor a team for a walk in October 2005. The planning for this will occur in next summer. Victims of domestic violence could receive help from us more immediately. Women who leave abusive partners often leave everything behind. They need clothes for themselves and their children. Starting in January we will collect clothes for them at each meeting. So if you are thinking about cleaning out your closets and getting rid of those clothes you and your children no longer wear, please save them to donate to victims of domestic violence through our chapter.

Gayle Barrett

San Diego Chapter President



Announcements

Employment

Need a job or have an opening? Please contact the Chairman of the Employment Committee, **Jeanette Ding** at 858 452-2626 or Jeanette. Ding@roberthalf.com

Entertainment Books for Sale!

Support ASWA by selling these popular money-saving books! They are wonderful. They practically pay for themselves with the \$60 worth of coupons for Ralphs and the \$20 worth of coupons for Longs.

Besides coupons for almost every fast food place in town, there are free meals available at over 100 of the finest restaurants in town. There are coupons for movies, museums, skiing, whale watching, and major entertainment parks. The Entertainment Book will get you off the couch, out of the house, and take you places you would never think about otherwise.

How often can you be practical, adventurous, and philanthropic at the same time. Books are \$40 each and are available for purchase at the October 21st Meeting. Contact **Joann Cueto** at joanncueto@yahoo.com for more information.

Registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be addressed to the National Registry of CPE Sponsors, 150 Fourth Avenue North, Nashville, TN, 37219-2417.

Networking

Last month we discussed welcoming people into your group at networking events. After saying hello, it may be time for you to use your *elevator speech*. An elevator speech is a short (15-30 second, 150 word) sound bite that succinctly and memorably introduces you. It focuses on the benefits you provide. And it is delivered effortlessly. A great elevator speech makes a lasting first impression, showcases your professionalism, and allows you to position yourself.

“Hi, I am Jane Doe, and accountant with xx years of experience” is less than memorable. To create a more interesting elevator speech, approach it from what benefits your clients or customers derive from your services. People are interested in how you can help them. It is back to the principle we discussed a few months ago—What’s in it for me (the listener of your elevator speech)?

Here is a catchy one developed by an Avon lady: “I help women look beautiful.” Who isn’t interested in looking beautiful? How do you help those who could use your services? A recruiter could say “I help people get better paying and more satisfying jobs.” The trick to developing a good elevator speech is thinking about the deliverable.

Maybe you have the kind of job in which you don’t have to sell your services. You still need a good elevator speech if you want people to remember you, especially when they know of a job that has your name written all over it. Think about the benefits your employer derives from your work. Here is a clever elevator speech used by an IRS agent: “I’m a government fundraiser.”

The best elevator speeches leave the listener wanting more information. You do not have to include your title. After you have worked out the wording, then practice saying it. The goal is to sound confident, sincere, and engaging.

Most of the suggestions in these columns are things to practice at events. Developing an elevator speech is something that you have to do before you get to the event. I challenge you to use your commuting time to think about what benefits people get from your work and find a succinct, interesting way to say it.

Gayle Barrett San Diego Chapter President

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 **Glenda Moehlenpah** at awsamembership@yahoo.com.

Membership Renewals—Just a reminder that it’s **not too late to renew** your membership. You don’t want to miss out on the great benefits of belonging to ASWA! These benefits include a strong network of personal and professional relationships, information about local employment opportunities, opportunities to develop your leadership and business management skills, monthly chapter newsletter, stimulating presentations, inexpensive CPE credits, interesting conversation with friendly accountants, nice meals, raffle prizes, and opportunities to help with scholarships and charitable activities.

You can even renew your dues online. Simply go to www.aswa.org to access your renewal form and make your secure payment online via credit card. Look for the heading “Renew Your Dues Online” located on the home page. The process only takes a few minutes to complete. Or you can print the form and send it with your payment to ASWA’s lockbox. The complete instructions are on the website. If you would like assistance or need a duplicate renewal notice sent by regular mail, feel free to contact **Glenda Moehlenpah**, Membership Director.

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 contacting **Glenda Moehlenpah** to order a new one.

Do you have exciting news to share? 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 **Glenda Moehlehpah**.



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.

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

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.

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Member Birthdays

Anna Arroyo	11/16
Vonnie Greenan	11/22
Holly Reed-Falk	11/27
Teresa Moore	12/02
Sandra Brown	12/04
Nina Straub	12/08
Nancy Mean	12/11
Paula Mudarri	12/11
Yen Doan-Padilla	12/23



CALENDAR OF EVENTS

- Thurs.
Nov. 18 Board Meeting-4:45 p.m.
Monthly Dinner Meeting-5:30 p.m.
Prime Hotel
5975 Lusk Blvd., Sorrento Mesa
Phone: 858-558-1818
All are welcome!
- Fri.
Dec. 31 Newsletter Deadline
Please submit any news, announcements or job opportunities to Karen Ballek at bythebookske@yahoo.com or via phone at 619-672-1998
- Thurs.
Dec. 2 Board Meeting-4:45 p.m.
Annual Holiday Social & Auction—
6:00 p.m.
Mimi's Café
5180 Mission Center Road
Mission Valley
619-491-0284