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ASWA SAN DIEGO FEBRUARY DINNER MEETING

Doug Walker, M.S., Partner of A-Ha! Performance and Author presents

THE ESSENTIALS OF SUCCESS: ADDRESSING AND IMPROVING PERFORMANCE



Douglas Walker, MS is co-founder of A-HA! Performance Solutions, creator of the A-ha! Performance Model, a highly regarded manager and sought after key-note speaker, trainer, executive coach, human capital management consultant, executive career advisor, and leading expert in intrinsic motivation management. He teaches at SDSU and UCSD and served as Senior Faculty at the William Glasser Institute and as the Managing Consultant of the San Diego office of DBM, an international leader in transition services. He is also the author of "A-Ha! Performance: Building and Managing a Self-Motivated Workforce," an Amazon Best Seller.

Doug will lead us through an easy step-by-step process, the A-HA! Performance model, which offers managers an effective way to identify employees' personal motivations so as to promote a higher level of productivity and quality of work. Because this style of management addresses motivation on the internal and personal levels, the results it produces are powerful, consistent and self sustaining. A-HA! managed employees leave work more energized to engage a rewarding work-life balance.

When we are personally motivated we perform better. This axiom is not a surprise to any of us. Great sports stories, courageous acts of love, even traumatic self-sacrificing heroism are all borne out of intense personal motivation. Yet, typically, businesses command employees from an almost mechanical task manager mind-set instead of being motivational managers.



A-HA! Performance provides a practical, proven strategy and series of ready-to-implement-today techniques for making the shift from task management to motivational management. Not only does it work for leaders, managers and organizations as a more effective and healthy managerial approach for orchestrating work effort, it is also a great way to reinvigorate—even re-engage—ourselves with our own personal drive for accomplishment, happiness, and well-being.

Join us on February 21st to hear Doug speak on the A-Ha! Performance model and share with us how we can address and improve performance in ourselves and our staff!

For more information about Doug Walker, M.S. or A-Ha! Performance, please visit www.ahaperformance.com.

DINNER MEETING DETAILS

Thurs., February 21, 2008

HARRY'S BAR & AMERICAN GRILL
4370 La Jolla Village Dr., Ste. 150
San Diego, CA 92122
858.373.1252

Networking 5:30pm, Dinner 6:15pm

MENU:

Insalata Cesare (caesar salad)

Involtni di Mozzarella Alla Griglia (Grilled Mozzarella cheese wrapped with prosciutto, white truffle oil, basil, grilled Ciabatta bread)

Choice of Capellini al Pomodoro e Basilico con Pollo (Angel hair pasta, fresh tomatoes, basil, garlic with chicken) OR Rigatone Con Salsiccia di Pollo & Spinaci (Tube-shaped pasta, garlic, chicken sausages, spinach, Gorgonzola cheese, creamy tomato sauce)

Chef's Dessert

Tea and Coffee

Members & Students \$35.00

Guests \$45.00

RSVP with entrée choice to:

aswasandiego@yahoo.com

SEATING IS LIMITED, SO RSVP TODAY!

**Message from President
Kathy Culver**

I would like to thank all the members that have been attending our monthly meetings. This is where I feel that you can get more from your membership in ASWA. We try and make the speakers topics something that can help you in either your personal lives or your professional lives. I also want to thank everyone that fills out the evaluations that we have handed out at the monthly meetings. These are a big help in determining if we are giving you what you want from this association. Without that, how would we know that what we are doing is benefiting you? We can always use every ones help and if you can't be on the board then help us by giving your feedback and encouraging other members to do the same.

Talking about the board, we need to start getting the 2008 – 2009 board elected in the next few months. The new board takes over July 1, 2008. If you would like to be a board member, please give me a call. I do know how hard it is to find time, but somehow we do find the time for things that can make us grow. So please do your part and help keep ASWA of San Diego going. I am including a list of the offices and their duties. If you have any interest in being an active participant, please call 619-595-4317 or email me at culverk@higgslaw.com.

*We look forward to seeing you at the February meeting.
Kathy*

MEMBER BIRTHDAYS



2/6 Marilyn Dreyer
2/23 Kathy Culver

Please wish **Nina Straub** a belated happy birthday (12/8)! Please email stephanie_shehi@intuit.com with your birthday so we don't miss it!

MEMBER ANNIVERSARY

2/10 Stephanie Shehi

Join us in congratulating Stephanie on her 5-year anniversary with ASWA!



2008 MEMBERSHIP DRIVE

Invite your friends and co-workers to join ASWA!

As an active member, each time you sponsor a new member between January 1, 2008 to June 15, 2008, you will be entered in a drawing to win a \$50 Westfield gift card!

Join now!

Each new member who joins between January 1, 2008 to June 15, 2008 will receive 50% off your first member meeting (within the first 60 days of membership approval).

WELCOME TO OUR NEWEST MEMBERS!



Susan Cailing
KTU&A

Miho Pritchett

MEET NEW MEMBER LAURIE ARMIGO!

Hi! I have been a long time resident in beautiful Scripps Ranch...since 1983! For the past 8 years I have been working with small to medium businesses here in San Diego in the outsourced payroll industry. Previously I worked for Intuit Payroll Services and am now with Perquest Payroll which is relatively new to the San Diego marketplace. I am excited to meet you all and share business practices as well as making many new friends. Thanks for having me aboard and a prosperous and healthy 2008 to you all! ~Laurie

MEMBER PROFILE: STEPHANIE SHEHI

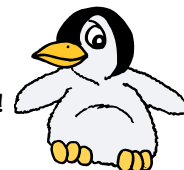
How well do you know our Membership Director Stephanie Shehi?

On February 10th, Stephanie celebrated her fifth anniversary as an ASWA member. Stephanie is a Tax Analyst Programmer in the Business Development Team at Intuit, where she has been for about 2 1/2 years. Her previous professional experience includes both private and public accounting, focusing in tax. Stephanie is originally from Kansas, and moved to San Diego in July 2002 when her husband took a job at Spawar. Stephanie is a CPA, CFM, and CMA, and also belongs to the IMA.

Besides attending ASWA meetings and serv-

ing as Membership Director this year, Stephanie also finds time to enjoy such hobbies as going to movies, traveling, reading James Patterson books and biographies, and walking marathons (which she usually does without training very much so it makes it interesting!) Some little known facts about Stephanie:

- She was an assistant manager at Wal-Mart for 8 years before she went back to grad school for accounting.
- She collect penguins!





Do you have an exciting change in your career/life, or know another member who does? Share news about promotions, new employment, engagements, weddings, babies, and other momentous occasions with fellow ASWA members by emailing Newsletter Editor Jeanette Ding at 858.452.2626 or via email jeanette.ding@roberthalf.com

The Importance of Recognizing Employees

Article submitted by Jessa Snyder, Division Director, Accountemps

If you want to instill loyalty and create a positive corporate culture, don't underestimate the power of regularly patting accounting staff on the back for a job well done. Praising your employees for stellar work is vital to maintaining morale and boosting productivity.

Offering a simple "thank you" may have more impact on people than you realize. In a recent survey commissioned by Accountemps, workers polled cited frequent recognition of accomplishments as the most effective non-monetary motivator. Following are excellent ways to show high-performing team members you value their dedication and hard work:

Say it like you mean it.

There is no substitute for inspiring employees on a regular basis by offering your gratitude for their efforts. But don't give praise just for the sake of giving praise. Your attempts to motivate will backfire if people

don't consider your words heartfelt.

Publicize achievements.

Spread the word about noteworthy individual and team accomplishments during meetings or in e-mails to your entire department. When one of your accountants truly goes above and beyond the call of duty, consider acknowledging his or her efforts in the company newsletter or in a memo to senior management.

Explain the bigger picture.

People tend to work harder when they know their work matters. To help your staff feel more personally invested in the success of the organization, share information about the business and how standout efforts contribute to the company's bottom line and overall goals.

Make it formal. While companywide recognition programs may already exist, you can create more targeted initiatives for

your team. Tie the program to your department's mission and identify specific actions that merit honors. To encourage buy-in, ask your staff to help establish the guidelines and brainstorm possible rewards.

When your accountants exceed your expectations, complete projects at record speed or come in under budget, remember to show your appreciation promptly. Put simply, managers who take the time to offer kudos reap significant benefits in terms of increased employee output and retention.

For more information, please email jessa.snyder@accountemps.com. 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 and the Asia-Pacific region. www.accountemps.com

2008-2009 Board of Officers elections are coming soon (April)!

Don't want to be on the board but want to be involved in shaping the future of our chapter? Help select the 2008-2009 slate of officers by joining the Nominating Committee!

OR better yet, if you'd like to join the board, see the attached list of ASWA San Diego board positions, let us know which position(s) you may be interested in. We'd love your involvement!

Email culverk@biggsloan.com or aswasandiego@yahoo.com for more details.

DID YOU KNOW?

Need an icebreaker for your next networking meeting or party?



- **Why do people sign their letters with xxx's (kisses)?**

When the majority of people were unable to read and write, an X was a valid signature. They often kissed the mark to show their agreement and complete sincerity. The practice of kissing the X led to its becoming the symbol of a kiss.

- **Chinese New Year celebrates the first day of the Chinese Lunar Calendar and is the most important yearly festival for the Chinese. Each year is named after one of the 12 animals of the Chinese Zodiac. The 2008 Chinese New Year celebrates the **Year of the Rat** and is falls on February 7th. (source: kidzworld.com)**

- **Worldwide, over 50 million roses are given on Valentine's Day alone. (source: kidzworld.com)**



American Society of Women Accountants

SAN DIEGO CHAPTER 2007-2008 BOARD OF DIRECTORS

SERVING JULY 1, 2007 - JUNE 30, 2008

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Don't forget to visit our
web site at

www.aswasandiego.org

for more information
about our chapter, past
newsletters, upcoming
events, and to tell us your
ideas and feedback!

MARK YOUR CALENDARS!

FEBRUARY 21, 2008 @ 6:15PM / NETWORKING @ 5:30PM
ASWA MEMBER DINNER MEETING - *guests are welcome!*

Doug Walker, M.S., A-Ha! Performance & Author presents
"The Essentials of Success: Addressing and Improving Performance"
Harry's Bar and American Grill
4370 La Jolla Village Dr., Ste. 150
San Diego, CA 92122
858.373.1252

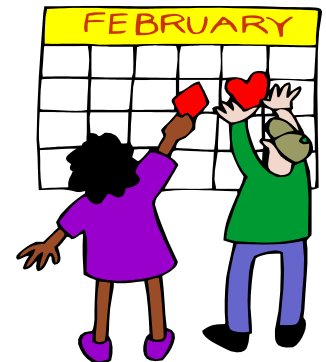
APRIL 17, 2008 @ 6:15PM / NETWORKING @ 5:30PM
ASWA MEMBER DINNER MEETING - *guests are welcome!*

Speaker and location to be announced.

OCTOBER 28—30, 2008

ASWA / AWSCPA JOINT INSPIRED SOLUTIONS NATIONAL CONFERENCE

The Fairmont Dallas, Dallas Texas — for more information, visit www.aswa.org.



**Newsletter
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4365 Executive Drive, Suite 450
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Do you have a speaker you've seen or would like to see, or a location you like for meetings? We welcome your suggestions and feedback! Please email culverk@biggsllaw.com or aswaandiego@yahoo.com.