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ASWA SAN DIEGO SEPTEMBER DINNER MEETING



Grace L. Judson presents

WALKING THE HIGH WIRE: WOMEN AND GENDER ROLE EXPECTATIONS

Professionally acceptable behavior is gender-specific. The rules are so deeply ingrained in all of us that we don't realize how much it affects everything we do. Nonetheless, those rules are why women take home only 77% of men's salaries, why women's boardroom presence in today's corporate world is decreasing, and why – oddly enough – the current economic downturn is hurting men more than women.

The fact is, gender rules exist. Trying to pretend they don't, trying to deny their reality, or trying to behave in ways that appear reasonable but break the rules – it doesn't work, and it's painful and frustrating. The "right and wrong" of gender rules can be debated till we're all blue in the face, but that won't change the realities we live with.

Join ASWA San Diego on Thursday, September 18, 2008 as Grace L. Judson of Svaha Concepts presents "Walking the High Wire: Women and Gender Role Expectations." In this interactive presentation, we will talk about the subtle realities of gender politics and what you can do about them. Drawing on individual ex-

periences, Ms. Judson will create a shared understanding of ways to adapt your behavior to communicate more effectively and get your work recognized and rewarded, so you can create more success and find more personal satisfaction in your job.

Grace Judson is an executive coach and business consultant with more than two decades' experience in strategic planning, coaching, business planning, and tactical execution. Her career includes over ten years in senior management. She specializes in corporate politics and workplace culture issues.

Ms. Judson founded Svaha Concepts, drawing on her extensive management background, proven expertise in strategic planning, process management, workflow, and knowledge management, her skills and training as a mentor and coach – and on her belief in the power of individual action to create change.

Ms. Judson is an instructor at the University of California, San Diego Extension School, and delivers workshops and presentations to corporations and professional organiza-

tions on various business-related topics. She is a member of American Society for Training & Development, Organizational Development Network, Women in Technology International. Judson has written several books and workbooks related to her areas of expertise.

For more information, please visit www.svahaconcepts.com.

Meeting Details:
Thursday, September 18, 2008
COZYMEL'S RESTAURANT
4303 La Jolla Village Drive
San Diego, CA 92122
858-658-0438
Networking/Registration 5:30pm
Dinner 6:15pm

BUFFET MENU:
Carne Asada Steak, Pollo Poblano, Salmon Tropical, Refried Beans, Vegetables, Rice, Chips & Salsa, and Mini Desserts

Prepaid Prices:
Members \$35 / Guests \$45
At the door Prices:
Members \$40 / Guests \$50

RSVP by 9/15/08 to:
aswasandiego@yahoo.com
No shows will be billed At the Door price.

Send payments by 9/15/08 to:
ASWA c/o Kelly Ferguson
P.O. Box 21304
San Diego, CA 92021

*Message from
President
Jeanette Ding*

As the summer comes to a close, many of us are entering into one of the busiest times of the year at work. I hope that you will make time to attend ASWA San Diego's dinner meetings and social events.

Our September meeting will be at Cozymel's. We welcome Grace Judson as our speaker, who will deliver a topic that is relevant to all of our female members. Be sure to join us on the 18th, where you will see some familiar faces, meet new friends and professional contacts, and learn valuable tools that will help you succeed in the workplace.

I also invite you to join me at ASWA's Joint National Conference with AWSCPA from October 28-30 in Dallas. Please consider attending this CPE-filled event, as it is a memorable experience and will allow you to see firsthand what ASWA as a national organization is about, as well as network with accounting/finance professionals from all over the country. Volunteer to be a delegate for our chapter and we may be able to offer you some financial assistance as well.

I look forward to seeing you at Cozymel's and hopefully in Dallas! Please consider bringing a friend or coworker as well to check out ASWA San Diego. For each guest you bring, you will earn a free opportunity drawing ticket to win prizes, too!

Jeanette

Happy Birthday to these ASWA members!!



Cindy Loccoco - Sept 3
Shannon Toma - Sept 9
Lynn Boster - Sept. 14
Laurie Keifer - Sept. 17

***Also, please wish Chapter Treasurer Kelly Ferguson a belated birthday (August 23rd)!**

Get more involved with ASWA!

If you've been thinking about getting involved or have ideas on speakers, activities or fund-raising for our chapter, please let us know! We always welcome new ideas, and could always use a helping hand as we try to make your ASWA experience the best it can be.

Have you considered joining the board? We have two open Director positions available that would allow you to be involved with the planning and operations of the chapter without as much of the time commitment of some of the other board positions. As Director, you would assist with the overall objectives of the board and would serve as Committee Chair for one of the committees, such as Fundraising / Charitable Activities, Student Relations / Scholarships, or Accounting Day. Tell us what you're passionate about and lead that initiative!

Or, you can just get involved on a committee. Even if you just have a good idea, don't be shy — let us know! Please contact Jeanette Ding at 858-452-2626 or jeanette.ding@roberthalf.com for more information, or email aswasandiego@yahoo.com.



Happy Anniversary to these ASWA members!

Marilyn Dreyer - 23 years!! (9/1)
Jeanette Ding - 8 years (9/7)
Kelly Ferguson - 3 years (9/15)

2008 Membership Drive Results

From January 1, 2008 to June 15, 2008, active members who sponsored a new member were eligible to be entered in a drawing to win a \$50 Westfield gift card! The winner will be announced at the September meeting. New members in this time frame also received 50% off their first dinner meeting (within 60 days of joining). We had nine new members join ASWA San Diego during this time. Four were sponsored by Chapter President Jeanette Ding. Let's keep this momentum going! Help spread the word about ASWA to your friends and coworkers, and invite them to a meeting or event. We all benefit from networking with and learning from each other.

How to Avoid Sabotaging Your Job Search

Courtesy of www.workvine.com / Robert Half International

The last thing you want to do when looking for a new job is to make the search difficult for yourself. Here are seven common job search mistakes and how to avoid them:

- **Keeping your job search to yourself.** Spread the word about your job hunt to everyone you know, including family members, friends, professors and former coworkers. Also take advantage of professional networking websites such as LinkedIn and work with staffing firms that specialize in your field and maintain a broad base of contacts in the local business community.
- **Adopting a one-size-fits-all approach.** Tailor each resume and cover letter to the particular opportunity, and try to obtain the name of the hiring manager so you can personalize your cover letter. A little detective work can go a long way in helping you stand out.
- **Failing to proofread.** Make sure your resume and cover letter are error free. Be vigilant about spelling, grammar and punctuation in all of your written communication with hiring managers, including e-mails and thank-you notes. Ask a detail-oriented friend to review all of your materials before submitting them.
- **Not doing your research.** Applicants who uncover beyond-the-basics knowledge of the job and company by using the Internet and corporate websites are better able to communicate specific ways they can contribute to the organization's success.
- **Posting indiscriminately.** Consider your online image, and don't post anything online that would appear unprofessional (think spring break photos, rants about a former employer, etc.) to a hiring manager or recruiter.
- **Failing to thank others.** Express appreciation to everyone who helps you in your job search, whether or not their efforts on your behalf are successful. Also be sure to send thank-you notes to every hiring manager you meet.

More career tips and resources like this are available on www.workvine.com, brought to you by Robert Half and Yahoo Hot Jobs! Robert Half is the world's largest specialized staffing firm and a leading authority on workplace and management trends. For more information, visit www.rhi.com.

Member Profile: Mary Lou Carver



If you didn't get a chance to share a glass of wine with one of our newer members Mary Lou Carver at ASWA San Diego's summer wine social, here's what you missed!

Mary Lou grew up in rural central Indiana. She earned her BS in Accounting from Manchester College, N Manchester, IN, in 1983. Mary Lou moved to San Diego in December 2000 and earned her MS in Accounting from San Diego

State University in 2005, where she was a member of Beta Gamma Sigma. Her career includes internal audit and accounting for companies such as Indiana Bureau of Motor Vehicles, Thomson Consumer Electronics and PHD Penske Leasing.

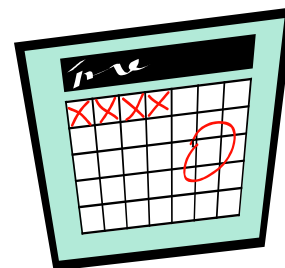
Mary Lou is currently the Accounting Manager for ESET, LLC, a software company based in downtown San Diego. In her spare time, besides wine tasting, Mary Lou just tries to enjoy living in beautiful, sunny San Diego and playing with her one year old mini-dachshund Ruthie.

Would you or your employer like to donate a tax-deductible prize for our Opportunity Drawings supporting student scholarships and member development? If so, please contact Vice President Joyce

Thornton at jctoffice@aol.com.



MARK YOUR CALENDARS!



THURSDAY, SEPTEMBER 18, 2008

MEMBER DINNER MEETING – all are welcome!

“Walking the High Wire: Women and Gender Role Expectations” presented by *Grace Judson*

REGISTRATION / NETWORKING AT 5:30P.M.

DINNER SERVED AT 6:15P.M.

Cozymel's Restaurant

858-658-0438

4303 La Jolla Village Drive, San Diego, CA 92122

(located at the west side of the UTC parking lot)

THURSDAY, OCTOBER 16, 2008

MEMBER DINNER MEETING – all are welcome!

REGISTRATION / NETWORKING AT 5:30P.M.

DINNER SERVED AT 6:15P.M.

Location and Speaker 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.

If you are interested in attending as one of the San Diego chapter delegates, the chapter may be able to assist you with a subsidy! For more information, please contact Jeanette Ding at jeanette.ding@roberthalf.com or 858-452-2626 no later than September 26, 2008.

THURSDAY, DECEMBER 11, 2008

ASWA SAN DIEGO HOLIDAY SOCIAL – all are welcome!

REGISTRATION / NETWORKING AT 5:30P.M.

DINNER SERVED AT 6:15P.M.

Event to be announced...

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!

**Newsletter
Reproduction
compliments of:**

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!