



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

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Networking

My goal for my term as President of the San Diego chapter of ASWA is to make our chapter a more valuable vehicle for networking. In pursuit of that goal, I plan to write a series of short columns on networking. This is the first installment and it will cover the issue of "why network?"

WIIFM. That is not a typo. It is an anachronism I learned last week at a presentation on profitability. It stands for **What's In It For Me?** In deciding whether or not to put out the energy to network, a person would go through the mental exercise of "what do I have to do?" (the costs) and "what's it going to get me?" (the benefits).

The costs of networking are not to be minimized. In addition to the time, energy, and money it takes to network, there is the potential hit to self-esteem. Every effort to get to know someone new is a risk in experiencing social awkwardness, feelings of failure, or rejection. For those with any measure of shyness, this is not fun. It is much safer and much less work to gravitate to people you already know. There would be no reason to incur these costs associated with networking unless there were some benefits.

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**Monthly Dinner Meeting
Thursday, August 19, 2004**

- Speaker:** Dana Basney, CPA, CVA, CIRA
Accounting Scams and Scandals
- Time:** 5:30p.m. Registration/Networking
6:15p.m. Buffet Style Dinner
7:00p.m. Speaker Presentation
- Place:** Pride 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: Santa Fe Style, New Mexico Buffet Salad with black olives, tomato, shredded cheese w/ Avocado Vinaigrette, Tortilla Chips with Pico De Gallo, Tortilla Soup, Southwestern rice, Chicken/Beef Fajitas with flour tortillas. 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, August 16, 2004. See detail of prepayment policy on page 2.

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From the President's Office

This is the beginning of the new year for our Chapter. With sadness we say goodbye to board members who are rotating off the board: **Tanya Sweeney, Lara Wadell, Loraine Mageau, and America Armentia**, and thank them for their contributions. We are grateful to those who are again willing to contribute their time and expertise to serve another term on the board: **Jeanette Ding, Nancy Meyn, Karen Ballek, Glenda Moehlenpah, and Sandy Brown**. We welcome new board members, **Elizabeth Childress, Julia Gatch, Joann Cueto, Karen Liang, and Patricia Scerbo**. I believe our new board has the ideal mix of continuity and fresh ideas.

In looking back at the last year, I see many successes. San Diego hosted the National Conference in September. We received recognition from the national chapter for both our growth in new members (thanks to **Lara Wadell and Jeanette Ding**) and for the outstanding quality of our newsletter (thanks to **Glenda Moehlenpah**). One of our own, **Jeanette Ding**, is now a national director. Our experiment of having the Public Relations dinner in June instead of November turned out well. Many long-time members said this year's was the best PR dinner they could remember.

Looking forward, I have asked myself and others "why belong to ASWA?" and "why attend meetings?" I have learned that we have a niche in that we are "women focused" and "promote the development" of our members. Women want to join because we are friendly and not cliquish. Attendees get something personally nourishing from the motivational and personal development speakers we select.

The next question becomes "what more can we do?" We can offer continuing education credit at our meetings, even for the motivational presentations. We can reach out to students and make ASWA their first choice of a professional organization to join. We can reach out to the less involved members and find ways for each member to enjoy greater participation. It is so true in ASWA that the more you give, the more you get. Finally, we can make ASWA a more effective networking organization. Promoting networking and mentoring is my personal passion, so you will hear a lot more about those topics as the year goes on. I hope to see you at the August 19 meeting.
 Gayle Barrett San Diego Chapter President



Announcements

Raffle Report

The June PR Dinner Gala raffle raised \$319 for member support. Thank you to the following members and companies for their support: **Robert Half, Wells Fargo Home Mortgage, Yen Doan Padilla, Radisson Mission Valley, Red Lion Hanalei Hotel, Panda Management Company, Ajilon Finance, San Diego Business Journal, Jeanette Ding, Cynthia Day-Elliott, Ladeki Restaurant Group, Garden Fresh Restaurant Corp., Murrill Eakes & Company, Merrill Lynch, Paychex, OfficeTeam, Glenda Moehlenpah and Nation Smith Herms Diamond**. If you can donate a prize for the next raffle, your contribution would be much appreciated. Please email **Nancy Meyn** at nancy.meyn@ajilonfinance.com.

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! Books are \$40 each and will be available for purchase at the August 19th Meeting. Please contact **Joann Cueto** at joanncueto@yahoo.com for more information.

National Conference

ASWA will hold a Joint National Conference with AWCSPA on November 10, 11, and 12, 2004 at the Hotel InterContinental in Chicago, Illinois. The theme for 2004 is Inspired Solutions. ASWA invites members who will be attending the conference to volunteer to act as moderators, introduce speakers, assist with CPE sign-in, and assist at the registration table. Members interested in volunteering can contact **Janet R. Wade**, Workforce Chairman, by e-mail at janrw@cox.net. More information about the conference is available www.aswa.org

More Announcements

Dinner Meeting Prepayment Policy

1. Prepaid members will pay \$25. Non-prepaid members pay the “at the door” price of \$29.
2. Prepaid guests will pay \$30. Non-prepaid guests pay the “at the door” price of \$34.
3. Prepaid students will pay \$20. Non-pre-paid students will pay the “at the door” price of \$24.
4. **The “check is in the mail” problem:** If your check does not arrive by Monday before the meeting, we cannot make a reservation for you with the hotel and you will have to pay the extra \$4 at the door. If you wish to confirm that your payment was received by the deadline, you can check with Nancy Meyn on Tuesday before the meeting. If you check has still not arrived by Wednesday night, you must pay the full \$29 at the door and we will mail your check back to you after it arrives.
5. **Cancellations:** If you cancel your reservation before Monday prior to the meeting, you can get a refund (minus any PayPal transaction costs). If you cancel after Monday, there is no refund. However, you can give your meal to a coworker, friend, or stranger and get them in for the member price instead of the guest price.
6. Make PayPal payments to: aswa-sandiego@yahoo.com. Send checks to: ASWA, c/o Gayle Barrett, P.O. Box 609, Cardiff, CA 92007
7. To learn more about PayPal go to www.paypal.com. A demo is available on the “send money” tab.

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.

Reproduction compliments of:

*Accountemps Downtown San Diego
600 W. Broadway, Suite 1050
San Diego, CA 92101*

Membership Corner

A warm welcome to our newest members:

Lisa Anguiano
Reshma Bir
Johanna Burgess
Joann Cueto
Tiffany Hernandez
Angela Travers
Silvia Ward

Membership applications can be obtained by contacting **Glenda Moehlenpah**, Membership Director at aswamembership@yahoo.com.

Membership Renewals—Just a reminder that it’s **not too late to renew** your membership from last year. You don’t want to miss out on the great benefits of belonging to ASWA! 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 “Announcing Online Dues Renewal” 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 instructions are on the website.



Member Focus

Congratulations to **Jeanette Ding**, the winner of last year’s New Member Sponsorship Contest. Way to go, Jeanette!

Glenda Moehlenpah is the contributor to a new book, “Just Give Me the Answer\$: Expert Advisors Address Your Most Pressing Financial Questions,” currently sold in bookstores nationwide.

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 accomplishment, engagements, weddings, birth, etc. Or, report the good news for someone else. Submit your announcements for next month’s Member Focus to the Editor.

Networking (Continued)

What are those benefits? People who are self-employed network to get their names out and to hopefully get referrals. What if you are not self-employed? Employers like their employees to network—they think it will get the firm/company more business. Networking makes you look good to the boss. That is a benefit.

What if you find yourself needing a new job? Many jobs are found by word of mouth. Networking can not only increase your likelihood of hearing about a good job, but it can increase your likelihood of getting the job. People who make hiring decisions like personal recommendations. There is a Chinese saying “The best time to plant a tree is ten years ago.” The best time to develop a job referral network is when you have a job, not when you need one.

There are benefits of networking that are not related to employment. You can meet people who know about things that you want to know about and who will be only too happy to share their information with you. For example, the past president of IMA is sharing with me ideas that helped double their membership and I am very interested. Currently, I love telling people about how to buy designer clothes really cheap on eBay and I have found that people love hearing it. There is probably someone in ASWA who can tell you something you really want to know. You just have to find them.

And there are self-esteem benefits. It really feels good to make a nice connection with someone. My all-time favorite ASWA meeting was one in which the entire table participated in a group conversation. We each shared stories about our pets. We talked about Survivor, Joe Millionaire, and American Idol. It was really fun. I left feeling uplifted as a person because of the connections I made.

Have you answered the “what’s in it for me?” question? There are other answers besides potential referrals, enhanced professional image, job contacts, sources of valuable information, and good feelings. Your WIIFM answer could be one not discussed in the column, as there are many benefits to networking. Are you sold on networking yet? Do you want to give it a little try at the next meeting? Our chapter of ASWA is a friendly group. It is the safest place imaginable to practice your networking skills. Come to our August 19th meeting and start building your network.



Member Birthdays

6/07	Maritza Escalante
6/15	Dorothy Metzgar
6/18	Lara Waddell
6/22	Stephanie Shehi-Valdez
6/23	Gayle Barrett
6/24	Joann Cueto
6/27	Sheryl Gerbracht
6/30	Terri Edwards
6/30	Dottie Greenan
7/01	Joyce Alfonso-Bautista
7/05	Narcinia Bocalan-Yule
7/09	Glenda Moehlenpah
7/13	Jo-Ann Gilbert
7/20	Maureen Davis
7/22	Unita Herrick
8/02	Elizabeth Randol
8/13	Balou Lansangan
8/14	Beverly Adkins
8/18	Rene Schad

CALENDAR OF EVENTS

Thurs.
Aug. 19 **Board Meeting-4:45 p.m.**
Monthly Dinner Meeting-5:30 p.m.
Pride Hotel
5975 Lusk Blvd., Sorrento Mesa
Phone: 858-558-1818
All are welcome!

Fri.
Aug 20 **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.
Sept. 16 **Board Meeting-4:45 p.m.**
Monthly Dinner Meeting-5:30 p.m.
Pride Hotel
5975 Lusk Blvd., Sorrento Mesa
Phone: 858-558-1818
All are welcome