



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

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**SPEAKER BIOS**

An interactive program that will allow you to:

- Achieve greater clarity about what you want and how to get it
- Dismantle obstacles to success
- Increase chances of succeeding by integrating values with vision
- Discover whether your workplace generates creative thinking, collective responsibility and collaborative action
- Leave with a guide to realigning values in the workplace

Jenni Prisk established Prisk Communications in San Diego in 1989 and is the Founder and President of Voices of Women. Jenni has a Teacher's Diploma in Speech and Drama from Trinity College of Music, England; a Certificate in Adult Teaching from the Department of Education, New Zealand; Human Relations Certificate in Communication from the New Zealand Marriage Guidance Council. She is also a member of American Society of Trainers and Developers and a member of Convention and Visitors Bureau, San Diego.

Jason Merchey is a philosophical thinker, author, speaker, poet, blogger, talk radio show host, and, facetiously, "the Wise Guy." He has published a book titled "Building a Life of Value" and hosts a talk radio show "Ethics: From Living Room to Board Room" on WorldTalkRadio.com. He is considered an expert on ethics and values.

Monthly Dinner Meeting  
Thursday, October 20, 2005

**Speaker:** Jenni Prisk and Jason Merchey

**Topic:** Consider and Communicate Your Values

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

**Place:** Country Inn & Suites (formerly the Prime Hotel and formerly 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:** California Fresh—Sunburst salad, sweet watermelon wedges, potatoes au gratin, stuffed chicken California with sliced avocado and melted jack cheese, white fish with Tequila lime butter, churros, sugar cookies and warm rolls

**RSVP:** E-mail rsvps to aswa-sandiego@yahoo.com. Pre-payments must be received by Monday, 8-15. Pre-pay using paypal to aswa-sandiego@yahoo.com or by check to ASWA, c/o Karen Ballek, PO Box 21824, El Cajon, CA 92021

## From the President's Office

Hello Everyone-

I hope everyone is having a great October. I don't know about you, but the year has passed by extremely fast. I have so many things I need to accomplish in what seems a short amount of time. I have been trying to read up on things to help me get more organized, in hopes I can be more efficient. While I was searching I came across an article that I thought would be useful to everyone. I know I can speak for myself when I say I am the queen of procrastination.

Procrastination can be a problem for anyone, and in business, as well as in life the frustration it causes can be crippling. Somewhere, there is probably a reason you are postponing things. While you're thinking about the cause, there are some simple steps you can take to help ease the symptom.

To get your project moving past inaction, it can be helpful to define clear goals and actions for yourself. First, draft a general plan. Determine the desired outcome. What actions are necessary to make it happen? Work out how much time you will need and set a realistic deadline.

Next, refine the plan by getting rid of distractions. Prioritize all actions - placing distractions at the bottom of the list and setting achievable deadlines for each activity. Then break up larger tasks into smaller, more manageable actions. Only undertake one task at a time and complete it fully before moving on. If you need to, delegate tasks to others. Don't struggle to do it all on your own if you don't have to.

The most important thing is to start somewhere. Once you've made a start, the whole undertaking will seem less daunting. Starting small is a good way to get going. Write down two or three tiny tasks that can be completed in five minutes. Do one immediately! Cross it off your action list, which has now begun to shrink. Doesn't that feel good?

Some people are prompted to action by having visible reminders around them. Put lists and notes where you can see them. It also helps to be aware of your most productive time during the day. Use the time when you have the most energy for your most important tasks. If you feel an impulse to take action, do it immediately! When you've had enough, stop.

Being accountable can really help get you out of the procrastination pit. Make a commitment to the deadlines you've set for each action. Tell someone - your partner, friend or coach - when the deadlines are and ask them to hold you accountable.

Most importantly, be kind to yourself. Let yourself enjoy a sense of achievement each time you complete a task and give yourself rewards. This will help keep you motivated and enjoying what you're doing - a sure fire way to get things done!

Elizabeth  
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](mailto:Jeanette.Ding@roberthalf.com)

**Free Raffle Tickets**—It's easy to earn free raffle tickets! Simply bring a guest to a dinner meeting. Each time you bring a guest, you will receive one free raffle ticket for that night's raffle. Keep in mind that all proceeds from our raffle go into the Chapter Professional Development Fund.

Our Chapter donated a San Diego-themed raffle basket for the National Conference, raising over \$150 for the ASWA Educational Foundation! Thanks to Tiffany Hernandez and Jeanette Ding for coordinating the donation.

**We earned \$75.00 from the September meeting "opportunity drawing."**

Thanks to Gayle Barrett, Tiffany Hernandez, Jeanette Ding and Patricia Scerbo for donating prizes.

## Charitable Event

### MAKING STRIDES AGAINST BREAST CANCER WALK

ASWA is coordinating a walk for Breast Cancer. Please join us in this event. The walk is sponsored by The American Cancer Society. The details are as follows:

Date: October 23, 2005  
 Where: Balboa Park  
 Length: 4.5 Miles  
 Time: 8:30 A.M.

There is no registration fee for this walk. Any contributions are welcome from friends, co-workers, and family. It is up to the individual. Members, friends and family can walk as part of team ASWA. When filling out the brochure put your name and your team is the ASWA.

If you have any questions, please contact Sandra Berry, the team leader. Feel free to email Sandra at [SandraJBerry@yahoo.com](mailto:SandraJBerry@yahoo.com).

Please join us in the exciting event for a great cause.



## 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 **Nancy Jacobsen** at [awsamembership@yahoo.com](mailto:awsamembership@yahoo.com).

**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 contracting **Nancy Jacobsen** to order a new one.  
**E-mail:** [aswamembership@yahoo.com](mailto:aswamembership@yahoo.com)

**New members:** **Erica Berent**  
**Kathleen Mac Phearson**

## Fundraising

*We are excited to announce the Fall  
Fundraiser —Gold Canyon Candles!*

*October 17—November 17*

We encourage everyone to get involved with our fall fundraiser! It promises to be a huge success! The candles are perfect for your holiday shopping. They also make great gifts for birthdays and other special occasions. The decorative jar candles are high quality with superior aroma and extraordinary burn. There are 3 sizes and 25 scents. Prices start at only \$12.95 for an 8 ounce candle that burns for at least 50 hours. This fundraising program will generate funds for Professional Development which subsidizes members' costs to attend the National Conference. Are you interested in volunteering to sell the candles? The candles will sell themselves to friends, family and coworkers. Each seller receives a color brochure and order form along with a small kit of 25 lip gloss size smellers. Each scent matches the brochure and order form. Seller packets will be available at the October meeting. If you are unable to attend or want a packet sooner, other arrangements can be made to deliver the packet. If you can help out, contact Lara Price (formerly Waddell) at [laraprice@cox.net](mailto:laraprice@cox.net) or 858-565-7224 (W).

## NATIONAL CONFERENCE

Dear members,

I wish you could have all been at the Joint National Conference with AWSCPA in Philadelphia last month! I am amazed at how each year tops the prior year. This year's conference once again brought together over 200 women in the fields of corporate and public accounting, tax, financial planning, and related fields from all over the country to share ideas, learn from the informative and interesting CPE sessions and each other, make new friends and reunite with long-time friends. The women of this organization are truly amazing and inspiring. I am humbled by and proud of the many accomplishments of this organization and its over 3500 members. Here are a few highlights:

We launched the ASWA Educational Foundation last year and granted several scholarships totalling over \$15,000 to women pursuing 2-yr. degrees, Bachelor's degrees, and advanced certifications. This year promises to be even more impressive! Our chapter donated a San Diego beach-themed basket for the fundraising raffle and contributed to the over \$3000 raised at this conference for scholarships.

We presented the Balance Awards to recognize women and companies who promote work/life balance and sensitivity to the concerns of women in the field. When I heard the stories of deserving nominees and winners, I was amazed by the women who give back by teaching at colleges, encouraging and supporting their staff in career development and networking, and who are able to balance work, life, and community service.

We are offering direct assistance to our members in New Orleans and other areas affected by the recent hurricanes. The generosity of the members of our organization is second to none. We are family and are there for each other. More than once, I was touched to tears by the support we offer each other. It reminded me of how our chapter rallied to support one of our own members, Karen Ballek, whose family lost their home in the fires last year.

On top of that, we are starting an exciting membership campaign, school marketing program, and e-learning initiatives as well. The list just goes on!

If you are ever able to attend ASWA's national conference, or even to start with a regional conference, I highly encourage you to take the opportunity. Attending the conference is an unforgettable experience that is so enjoyable and educational. You will meet amazing women just like yourself from Billings, MT to Fort Walton Beach, FL to San Francisco, CA and all over the country dealing with the same issues and concerns you do. You will make friends easily amongst this friendly group and will find people who even offer to open their homes to you if you'd like to visit their area. Next year's conference is in Las Vegas, Sept. 20-22nd, and I hope you'll join me there.

We have come a long way as an organization since 1938, and I am very proud to be associated with all of you in such a strong group of women who continue to inspire and amaze me.

Jeanette Ding  
National Director

## RECRUIT A MEMBER AND YOU COULD WIN \$3,000!

The National ASWA Membership Committee launches a new Membership Contest for 2005-2006 recognizing members who recruit new members with prizes at different levels through the "Recruiting Counts" Club. In addition, *every* time you recruit a new member, your name goes into a drawing (to take place at the Annual Conference next fall) for a grand prize worth \$3000! See flyer on next page or email Jeanette Ding, National Director, at [jeanette.ding@roberthalf.com](mailto:jeanette.ding@roberthalf.com) for more details.

## ASWA EDUCATIONAL FOUNDATION

The mission of the ASWAEF is to encourage and advance financial literacy, scholarships and life skills through programs of recognition, research and outreach for women in accounting and related fields. ASWAEF grants several scholarships each year, to women pursuing professional certifications (i.e. CPA, CMA, CFP, etc.), those pursuing undergraduate degrees in accounting or related field, and women pursuing 2-year associates degrees in accounting or related fields.

In addition, each year, the ASWA Educational Foundation (ASWAEF) recognizes the "best in market" national, regional and local companies whose commitment to work/life balance place them in the enviable position of earning the prestigious **Balance Award**. This national recognition, which requires application, and conferred by a blue ribbon panel of ASWA judges, reflects a clear prioritization of both the value and the values that winning companies place on their chief asset...their people. In addition, individual winners are presented the "Women of the Year" award, Achievement Award, and the President's Award for showing a commitment to work/life balance and sensitivity to the concerns of women in the industry. The Balance Awards are sponsored by Accountemps and Robert Half Finance and Accounting.

More information on how to nominate an individual or company for consideration, or how to make a tax-deductible contribution, please visit [www.aswa.org](http://www.aswa.org). In addition, donation envelopes will be available at the next dinner meeting.



## 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.

**Christina King has changed positions and is now Sr. Financial Analyst at Time Warner Cable**

*Check out our web site for the latest information regarding meetings and ASWA San Diego:*

**OFFICE SPACE AVAILABLE:** 1-2 Rooms (plus optional lobby space) for sublease in Sorrento Valley for \$600/month plus utilities, hi-speed internet and ample parking included. Call (858) 720-9700

### 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:*

*Robert Calf/Accountemps - La Jolla  
4365 Executive Drive, Suite 450  
San Diego, CA 92121  
858.452.2626*



## Member Birthdays

<b>Cheryl Erler</b>	<b>10/11</b>
<b>Barbara Genet</b>	<b>10/14</b>
<b>Nicole Blazie</b>	<b>10/16</b>
<b>Lisa Anguiano</b>	<b>10/29</b>
<b>Patricia Scerbo</b>	<b>10/30</b>



**HAPPY HALLOWEEN**



## CALENDAR OF EVENTS

- Thurs.  
Oct. 20 Board Meeting-4:45 p.m.  
Monthly Dinner Meeting-5:30 p.m.  
Country Inn and Suites  
5975 Lusk Blvd., Sorrento Mesa  
Phone: 858-558-1818  
All are welcome!
- Fri.  
Oct. 28 Newsletter Deadline  
Please submit any news, announcements or job opportunities to Brenda Sparks at bsparks@san.rr.com or via phone at 619-252-9532
- Thurs.  
Nov. 17 Irving M. Eisenberg  
What You can do to Promote Financial Literacy in Teens and Young Adults