



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

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Earl Jacobsen
How to Succeed as a Small Business

Monthly Dinner Meeting
Thursday, October 19, 2006

Our speaker brings to us his 43 years of experience in the computer industry, where he worked at large well-known companies. Mr. Jacobsen has shouldered in-charge responsibilities for many facets of the business enterprise including sales, marketing, engineering, manufacturing, financial services, and human resources.

In retirement, Mr. Jacobsen provides business counseling through SCORE (Senior Core of Retired Executives) and presents workshops such as "How to Develop Your Competitive Advantage" and "How to Develop a Winning Business Plan." Mr. Jacobsen is also the father of our beloved membership director, Nancy Jacobsen.

In addition to an informative program, our meeting provides an outstanding opportunity to network with professionals involved in accounting, finance, and financial services fields.

Speaker: Earl Jacobsen
How to Succeed as a Small Business

Time: 5:30 pm - Registration & Networking
6:15 pm - Dinner
7:00 pm - Speaker Presentation

Place: Country Inn & Suites
5975 Lusk Blvd., Sorrento Mesa
(east from I-805, off Mira Mesa Blvd.)
Phone: 858- 558-1818

Cost: \$29 Members
\$30 Guests Prepaid - \$35 at door
\$20 Students Prepaid - \$25 at door

Menu: Teriyaki Tri-Tip —
Tri-Tip Marinated in Our Teriyaki Sauce,
Polynesian Coconut Rice—Steamed
White Rice with Ginger and Coconut,
Stir Fry Vegetables, New York Style
Cheesecake with Raspberry Sauce.
Coffee and Tea.

RSVP: E-mail to aswasandiego@yahoo.com.
Prepay using **paypal**: to aswasandiego@yahoo.com
Pre-payments must be received by **Monday, 10-16**,
or mail check to: ASWA c/o Lynn D. Boster,
900 Lane Ave, Ste 100, Chula Vista, CA 91914.

From the President's Office

Well everyone, it is that time of year again to pull out the warmer clothes, and dust off the Halloween decorations. This is one my favorite times of year, and the best time of all to have an excuse to eat a lot of candy.

For all of you that were not able to make the last dinner meeting, you missed a great speaker: Van Goodwin of Littler Middleton who talked about employment and labor law updates, and topics. He was so good and there was so much participation that the meeting went longer than normal.

This month we are coordinating a team together to walk in the 9th annual "Making Strides Against Breast Cancer" walk in Balboa Park. Anyone that wants more information, please contact Sandra Berry at sandrajberry@yahoo.com.

I hope to see you at the upcoming meeting! Happy Halloween!

Elizabeth



Membership Campaign And Recruiting Counts Contest

The "ASWA Recruiting Counts Club"

The ASWA National Board of Directors and membership Committee recognize that every time you recruit a new member, you're not only supporting your chapter but you're also enriching ASWA on a national level. In their desire to recognize your efforts, they have launched the "ASWA Recruiting Counts Club".

The Club consists of various "gemstone" levels that you will achieve as you recruit more members. After recruiting just 2 new members, you'll become an official "Recruiting Counts Club" member and you'll receive the official "Recruiting Counts" lapel pin. Recruit even more members and you'll receive more valuable thank you gifts!

The "9 in 9" Contest!

Every chapter that recruits 9 new approved members in the 9 month contest period (September 1, 2006 through May 31, 2007) will receive one free 2007 conference registration for the 2007 ASWA / AWSCPA Joint National Conference to be held at Disney Coronado Springs Resort in Orlando, Florida during October 25-27, 2007!



For more details, go to <http://www.aswa.org/files/public/ASWA2006MembershipCampaignFlyer.pdf>.

2006 ASWA / AWSCPA Joint National Conference in Las Vegas!

I was very fortunate to be a San Diego delegate to the JNC in Las Vegas last month. My first day was a dizzy blur of slot machines and conference instructions, and I was amazed to see so many women -over 200- from different parts of the country. But I was soon attending interesting lectures on subjects such as annuities, money mgmt, and FASB updates. The final highlight was meeting the new officers and voting for the Nominating Committee - it was like being at the United Nations! —Silvia Ward



The San Diego Chapter of American Society of Women Accountants invites you to join us at an upcoming event for networking, fun, and professional development!

10/19/06 Dinner Meeting

Speaker: Earl Jacobsen, SCORE

"How to Succeed As a Small Business"

Country Inn & Suites, 5975 Lusk Blvd., San Diego, CA 92121

10/22/06

Team ASWA

Making Strides Against Breast Cancer Walk

11/16/06 Dinner Meeting

Speaker: Eric Kaufmann, Insight Consulting

"The Execution MAP - An effective guide for completing projects on time, and working with others to meet objectives."

Country Inn & Suites, 5975 Lusk Blvd., San Diego, CA 92121

12/7/06 Holiday Social

"Dirty Santa" Gift Exchange

Corvette Diner, Hillcrest

1/18/07 Dinner Meeting w/ AWSCPA

Speaker: Ann Regan, ID Analytics

"Identity Fraud Detection and Prevention"

Country Inn & Suites, 5975 Lusk Blvd., San Diego, CA 92121

Please visit www.aswasandiego.org for more details!



San Diego Chapter of ASWA's
Annual Holiday Social

Once again it's that time of year
For all good people to share some cheer
Come together with not much ado
We want to celebrate the holidays with you
We'll mix and mingle, and make the bells jingle

DATE:

Thursday, December 7th

TIME:

6:30pm

LOCATION:

Corvette Diner, 3946 5th Ave. San Diego CA 92103

The meal will be provided at no cost to you!
This year we are having "Dirty Santa" gift exchange.
Everyone that is attending needs to bring a wrapped gift
valuing up to \$25.00.

Catch up with good friends
Upon your laughter we depend
Dress to impress with bundles of holiday spirit

ANNOUNCEMENTS

9th Annual **Making Strides** Walk !! Against Breast Cancer

The 9th Annual Making Strides Against Breast Cancer Walk will be Sunday, October 22, 2006. It is a 3.5 mile walk starting in Balboa Park. ASWA will be coordinating a Team to walk this year. Information and Registration forms will be available at the October 19th dinner meeting.

If you plan on participating, please email Sandra Berry at sandrajberry@yahoo.com as soon as possible so that she can coordinate the ASWA Team!



The September ASWA Dinner
Raffle
raised \$65.00

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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Robert Katz/Accountemps - La Jolla
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Member Birthdays

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

Just in time for
Halloween!!!



Please Welcome New Member:
Karen Saunders !

Karen is the Controller for the
Andrew Lauren Company

CALENDAR OF EVENTS

Thurs. Board Meeting-4:45 p.m.
Oct. 19 Monthly Dinner Meeting 5:30 p.m
Earl Jacobsen from SCORE
Country Inn & Suites
5975 Lusk Blvd., Sorrento Mesa
Phone: 858-558-1818
All are welcome!

Wed. Newsletter Deadline
Nov. 1 Please submit any news to the editor at silvia_ward25@yahoo.com or call (619) 491-9446.

Thurs. Monthly Dinner Meeting-5:30 p.m
Nov. 16 Eric Kaufmann,
Insight Consulting

Thurs. Holiday Social
Dec. 7 "Dirty Santa" Gift Exchange
Corvette Diner, Hillcrest