

April 2013  
Philadelphia Chapter  
Volume 62 Number 6

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**PRESIDENT'S MESSAGE**

**Dear Members and Friends of the Philadelphia Chapter:**

I don't know about all of you, but I am more than ready for some warmer weather. It's finally creeping out of the 40's, but 59 degrees isn't warm enough. I'm anxiously waiting for the day when I get to enjoy my drive to work when all the trees start to flower. It seems late this year. Are you all as tired of your winter clothing as I am?

Our last meeting was February 5<sup>th</sup> at St. Clair CPA's in Conshohocken. Thanks to Stephanie Sommers and St. Clair's for sponsoring our meeting. Our speaker was Shawn Kershaw. She is an organizing and productivity coach. She had some great suggestions on how to organize our to-do lists and emails. She showed us a bunch of Microsoft Outlook features that I know most of us never knew existed. I found the idea that I could attach an email to a task very useful. We've been able to connect with some great speakers and I hope more of our members can make it to the meetings to enjoy and learn from these very dynamic women.

**Thursday, April 25<sup>th</sup>** is our annual meeting at Ponzio's in Cherry Hill, NJ. I'm very excited that we will have eWomenNetwork's 2012 **Managing Director of the Year, Marilyn Kleinberg**. She will be joining us to share her top 20 tips to networking. Come and listen to: **Connecting the Dots to Success—Your Networking Tip Sheet** so that you can become a more successful networker at our meetings as well as anywhere else you may attend.

I hope everyone had a Happy Easter and Happy Passover. And to us tax preparers, Happy April 15<sup>th</sup>. Hope to see you Thursday, April 25<sup>th</sup>.

*Pam Wenner*

President of the Philadelphia Chapter

# April Meeting Notice

## NATIONAL DIRECTOR

Mary Duff

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**Event:** **Connecting the Dots to Success**

**Location:** **Ponzio's Diner, Ellisburg Circle  
70 and Kings Highway  
Cherry Hill, NJ 08002-3098  
(856) 428-4808**

**Date/Time:** **Thursday, April 25 at 6:00 pm**

**Cost:**

<b>Members:</b>	<b>\$ 25.00</b>
<b>Non-members</b>	<b>\$ 25.00</b>
<b>Students</b>	<b>\$ 25.00</b>

**RSVP:** **Please contact Pam Wenner by end of day,  
Tuesday, April 23, 2013 by email  
[aswaphilly@gmail.com](mailto:aswaphilly@gmail.com)**

**Topic:** **Connecting the Dots to Success—Your Networking Tip Sheet**

Whether you are new to networking or a seasoned pro, here are some quick tips to help you navigate the networking scene. Come to the meeting to hear all 20 tips from Marilyn and learn the best about networking.

1. Beware of the "fishy handshake." Always give a solid handshake—you want to leave an impression that you are serious and committed.
2. Don't overstay your welcome. When leaving a one on one conversation, try to connect them with someone else they should know.
3. When entering a room full of people, look for those that are standing by themselves—reach out to them and start your own group. Chances are, they are overwhelmed and don't know what to do.



## About our Speaker:

**Marilyn Kleinberg**  
**Executive Director eWomenNetwork Southern New Jersey**

Marilyn Kleinberg is a connector. By taking the time to listen, ask questions and clarify needs, she naturally connects people with who they need to know. No college degree required...but college is where her passion for participating, networking, and connecting began. She served as VP of Public Relations Student Society of America at Temple University, later served in several positions and ultimately president of Women in Communications (Philadelphia chapter), volunteered as event chair for



the Chamber of Commerce Southern New Jersey which led to a full-time position as VP of Special Events and Marketing, and currently serves as Executive Managing Director of eWomenNetwork Southern New Jersey. She was named the 2012 International Managing Director of the Year.

**eWomenNetwork** is a membership based business development company designed and created to provide women with opportunities to promote, grow and transact business with other women business professionals. We are a high tech, high touch organization with a focus on each member from a holistic point of view—healthy mind, healthy body, healthy business. Our events are designed to educate and enlighten so that we work smarter, with better tools and better understanding of the process of success. In addition, our strong web-based community is complimented by our monthly local events that bring women together to network, share and learn from each other. Our motto is Give First/Share Always. We teach women to build relationship by sharing our resources with each other and asking how we can help.



**We want to thank our sponsors for a successful Student Night in September.**

### **Gold Sponsors for Student Night:**



### **Silver Sponsors for Student Night**



# Members Corner

**Mary Duff**, founder and president of Duff Accounting Solutions, has recently been selected as **Treasurer for The Accounting Financial Women's Alliance**, formerly The American Society of Women Accountants (ASWA). Her term began December 2012 and will continue through June 30, 2014. This is Mary's second position on the Board where she served as National Director from 2009-2012.

Prior to her most recent position as National Director, Mary was a Regional Director of The American Society of Women Accountants from 2003 to 2009. An active member in the society since 2001, she has also been President of the Philadelphia Chapter from July 2001 to June 2003. In addition, she held the position of National Director of The American Society of Women Accountant Education Foundation Board (ASWAEFB).



## Meet our New Members



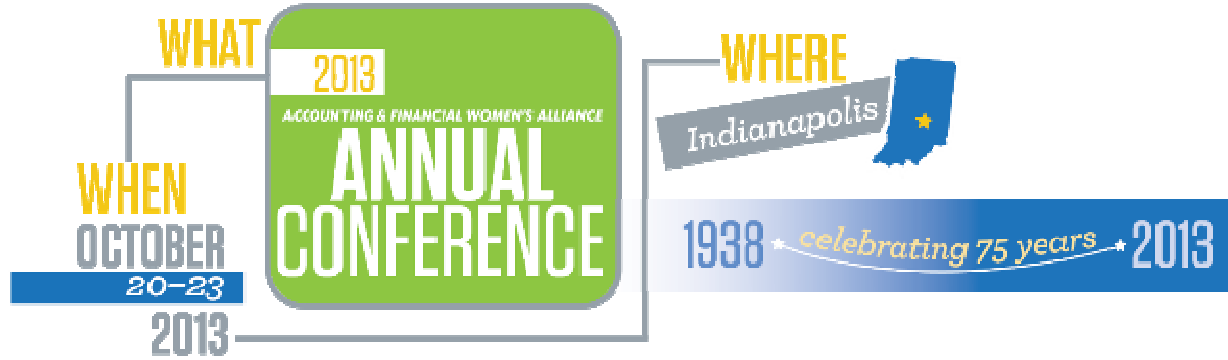
**Rena Ai** is a Graduate Student at Drexel working towards her Master's of Science in Finance. She is expecting to graduate in June of 2014. She did her undergraduate work at the College of Disaster Prevention Technology in Beijing, China.

Rena has been here in Philadelphia since August of 2012 pursuing her degree. Prior to that, she has worked in various businesses in China in the capacity of accountant.

Please be sure to say hello to Rena when you see her at our meetings. She is looking forward to meeting us as well.

**Kathy Rue** is the Manager of Business Development for Bookminders Philadelphia. She joined the company in 2007 as an accountant and was promoted to her current position in 2011. Prior to joining Bookminders, Kathy worked as a Senior Auditor at Price Waterhouse in Pittsburgh, an Audit Manager for Dow Jones in Princeton, NJ and has served the controller roles for several medium sized businesses in the Philadelphia area. She received a Bachelor's degree in Accounting and her Master's degree in Management from Penn State. She lives in Lower Bucks County with her husband and two sons.

# Upcoming Events and Conferences



**2013 Accounting & Financial Women's Alliance Annual Conference**  
**October 20-23, 2013**  
**Hyatt Regency, Indianapolis, IN**



Greetings Southeast and Northeast Regional Chapters

I hope you have the **May 3-4, 2013** dates blocked off to attend the 2013 ASWA **Southeast Regional Conference** to be held in **Richmond Va.** We think it is going to be a good one.

We are looking for speakers in the personal development area and Audit/accounting area. If you know of some good speakers that would be willing to travel to Richmond VA to attend the 2013 Regional conference at a discount and present, please let me know.

Finally, watch for additional information on the 2013 ASWA Southeast Regional conference. Let me know if you have any questions or comments.

Kay Gotshall  
ASWA Co chair 2013 Southeast Regional Conference  
804-273-6223  
[kgotshall@keitercpa.com](mailto:kgotshall@keitercpa.com)

If you find yourselves going out west, here are other regional conferences to be held in May. Contact the chapters for more information.

2013 Northwest Regional Conference – Tacoma, WA, May 17-18

2013 Southwest Regional Conference – Denver, CO, May 30-31



## It's Our 75th Anniversary!

The Accounting & Financial Women's Alliance turns 75 this year! We are planning to celebrate in style during the [2013 Accounting & Financial Women's Alliance Annual Conference](#), which we have intentionally scheduled in Indianapolis, Indiana, the location of our very first chapter! Now, we are counting on you to help us make the most of this special occasion.

***Send Us Your Chapter Memorabilia!*** The conference "Fun Night", to be held on Sunday, October 20th, will serve as the pinnacle of our celebration, where we will gather with members from across the country to commemorate this special 75-year milestone. As part of our celebration, we are asking our chapters to share memorabilia that your chapter has collected over the years. We hope you will have fun with this, and to add some competition, we plan to award chapters for superlatives such as "funniest", "oldest", and more.

***Help Us Create a Documentary!*** We would love to receive video interviews of members who can provide some history about your chapter. If possible, please identify one of your members who has been in the chapter for a long period of time and film them for a minute or two to provide some commentary about the "way things were" back at some point in time. If your chapter is relatively new, we would still love to receive a 1-2 minute clip about your chapter. Ultimately, we'd like to combine these video clips into a short "documentary" to share during the conference and later through social media.

# Our Affiliations

Did you know that we have affiliations with NAWBO, WIFS, ALPFA as well as the other companies you see here ? What does this mean you may ask? By being an affiliate of these professional women's groups, it allows us, the members of ASWA-Philadelphia Chapter to attend their meetings at their member cost, to expand our networks, professionally and personally to help us grow. To know more about them and see their meeting schedules, please check out their websites It also allows us discounts to the CPA review courses and other benefits to the other affiliates (just click on their icons to go to their websites):



*Thank you . . . . .*

. . . . . St. Clair **CPA** Solutions

*We wish to thank St. Clair CPA Solutions and our member Stephanie Sommers for sponsoring and hosting our February meeting.*



# Philadelphia Chapter Scholarship Fund

If you would like to make a contribution or honor someone for a great accomplishment, please think of our Scholarship fund. You may send donations to:

**Mary-Claire Corcoran**  
**324 Woods Road**  
**Glenside, PA 19038**

Please make checks payable to **ASWA Philadelphia Scholarship**. Your contributions will help further the education of a student pursuing a career in accounting. We will also send acknowledgments to your honoree, just send the information.



## Do you know Accountants who are not members of ASWA?

### This is what you should share with them:

By joining the American Society of Women Accountants (ASWA), you can strengthen your professional growth. ASWA offers networking and continuing education with accounting and finance professionals at the local, regional and national levels. Our members communicate both virtually and in-person through online discussion forums, national and regional conferences and chapter meetings.

### Benefits of Membership

The following is a list of current benefits enjoyed by members:

- Prestigious status of professional affiliation
- National contacts for networking and professional information
- Forum for CPE
- Scholarships
- Leadership opportunities in supportive arena
- Subscription to *Accountability* e-newsletter
- National and regional conferences at a discounted rate
- Access to Career Center
- Access to ASWA's LinkedIn group
- National online membership directory
- Discounted membership to the Institute for Management Accountants (IMA)
- Discounted products and services through affiliation agreements (CPA review courses, CCH tax & accounting books, Long Term Care insurance and Bank of America credit card.)

If you know of an accountant who is not a member, please tell them about us! Have them go



to [www.aswa-phila.org](http://www.aswa-phila.org).

Click on **MEMBERSHIP**. Click on the

blue seal at the bottom of the page that says **RENEW-JOIN**.

## Deadline for inclusion in the next newsletter is April 25th

Please forward all submissions to **Jan Spiegel** at: [jsrspiegel@comcast.net](mailto:jsrspiegel@comcast.net).

Use **ASWA newsletter** in the subject for all submissions please.