

April - 2011
Philadelphia Chapter
Volume 60 Number 7

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PRESIDENT'S MESSAGE

Dear Members and Friends of the Philadelphia Chapter:

We see the end in sight and it is that final push that is needed to get us through the last few weeks of Tax Season. I hope this one has not been any more hectic than prior years and that you are ready to emerge from your self-imposed cocoon. I always think of us accountants as butterflies emerging from our cocoon to enjoy the weather and be set for summer after tax season.

With that in mind, join us for a kick off meeting at Ponzio's for our last few meetings of this fiscal year. I am sure you would welcome a change from all those numbers and enjoy chatting with friends, enjoying a good meal and a fabulous dessert.

We had a great many applicants for our scholarship this year and it felt great to give this year's scholarship to an aspiring accountant. Thanks to the scholarship committee for giving of their time during a hectic period for us all. We hope to honor her at one of our upcoming meetings.

Our next event is our April meeting on Bank Credit Demystified given by Cynthia Osofsky of Sovereign Bank.

It is Spring but still cold outside, the Phillies have started their season and would you believe snow showers were coming down the day before the opening game? I hope the weather makes up its mind that it is Spring and bring on the usual warm temperatures instead of winter holding on with its last gasp. I hope everyone had a productive and prosperous tax season and look forward to the remainder of our year.

As always, we have great ideas and great expectations, but it takes the continued support of you, our members, to make these ideas and expectations come to fruition.

I hope to see you this month.

Renée Cooper
President of the Philadelphia Chapter

April Meeting Notice

Event: The Bank Credit Process – Demystified

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

Date/Time: Wednesday, April 27 at 6:00 pm

Cost:

Members:	\$ 25.00
Non-members	\$ 25.00
Students	\$ 25.00

RSVP: Please contact Margarita Stanislavskaya by end of day,
Friday, April 22, 2010 by email
MStanislavskaya@mercercounty.org
or call her days at ☎ (609) 278 - 8134

Meet our Speaker:



Cynthia Osofsky, MBA
Osofsky and Associates LLC

Cynthia is a marketing and sales executive with extensive experience in the Financial Services, Insurance, Health and Employee Benefits, and Banking industries. Over 20 years experience directing teams in B to B sales environments; 8 years experience in Product Development and Marketing in financial services. She has proven expertise in service businesses, client management, and turnarounds.

Cynthia's current experience includes being the principal of Osofsky and Associates LLC where she advises small and mid-sized businesses on strategy and business development. She also provides communications support to companies for training materials, marketing collateral, and sales literature and presentations. "As I have worked with a lot of companies as a banker and most recently as CMO of the NJEDA, I am well versed in many different industries' issues related to their strategies, growth plans and challenges."

Cynthia is also a Visiting Professor of Business Administration at the Keller Graduate School of Management, where she teaches the core Marketing Management class and the core Leadership and Organizational Behavior class. Cynthia is currently teaching an undergrad class on Customer Service.

As well as being a Vice President of Sovereign/Santander, in the Financial Services industry of Commercial banking in greater Philadelphia, including the surrounding counties in PA and NJ.

Bio continued on page 2

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MEETINGS

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PROGRAMS

Open Position

BY LAWS/ LEGISLATION

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Our Sponsors

One of the goals of ASWA is to give back, reach out a helping hand to the aspiring accountant behind us and help them attain our level. Without our sponsors we would not be able to give back as much as we have. Every time a meeting is sponsored both for the location and the food, the meeting fees collected goes towards our scholarship fund. As such we are able to give a scholarship to a needy accounting student so that they may fulfill their dream of becoming an accountant. We give thanks to the following individuals and companies who have contributed to our goals during the past year:



Mary Duff – Duff Accounting Solutions



Lyn Kremer



Clifton Gunderson LLP
www.cliftoncpa.com
COUNT ON INSIGHT
Haskins, CPA

Virginia J.



Suzanne Clarkson



Speaker's bio continued from page 1:

Cynthia's past experience has been as:

Senior Vice President of Customer Solutions at the NJ Economic Development Authority
Senior Vice President, Wholesale Banking, Sun National Bank
VP, Marketing, Product Development, Client Management, AIG
VP, Marketing and Relationship Management, Prudential Financial
Senior Vice President, Corporate Banking, PNC Bank
Vice President, Commercial Banking, Irving Trust Company (The Bank of New York)

Cynthia's education included:

University of Southern California, where she earned her MBA in Finance and Marketing
Cornell University where she earned her BS in Consumer Economics, Agricultural Economics, Latin American Studies

Groups and Associations:

Financial Women's Association Professional Licenses: Life and Health, NASD Series 7,24,63 Forum of Executive Women, Philadelphia Women's Investment Network, Philadelphia YMCA of Greater Phila, Board Member Business Volunteer for the Arts - Strategy Consultant Volunteer Red Cross of Southeastern PA - Spectrum Committee Member

Members Corner

Condolences go to Cathy Minns, whose mother passed away in February

Also to Jeanmarie, whose mother passed away just before Christmas.

A new year, a new slate of officers for the 2011-2012 year

We are currently working on the new slate of officers and committee chairs for the next year. Below is a list of positions, some are already spoken for, some are not. If you are interested in any of them, please speak up.

Executive Board:

President	Pam Wenner
President Elect	
Vice-President	
Treasurer	
Secretary	

Directors

Committee Chairs

- Legislation/Bylaw
- Employment/ Member Relations
- Meeting
- Membership
- Mentor Program
- Newsletter
- Program
- Scholarship
- Student Night
- Website

If you are interested, please email Pam Wenner at pwenner@bkicpa.com, to express your interest in being on the team for the next year. The best way to get involved is to serve on a committee.

This is where the organization enhances its goal to “Empower Successful Women”. ASWA offers the opportunities for our members to take on various leadership roles within an organization in a progression of responsibilities. This is one of the most valuable benefits of your membership because you assume such responsibilities with the support of valued friends in the profession at your side as you grow into the leadership role.



"Looking for a few ambitious partners to help grow a startup energy business. Learn how to get paid on your energy bill and the energy bill of many others! Learn why energy is the right financial opportunity to get paid both immediate income and long-term income on a life essential service that's in everyone's budget. People aren't going to take a cold shower in the dark. So what are you waiting for? Call Mihai Todea now at 267-549-7754".



Upcoming meetings:

May, 2011

Ethics

6:00 to 8:30 pm

Wayne Assigned Council

June, 2011

Installation of Officers

6:00 to 8:30 pm

Bryn Mawr, PA

Deadline for inclusion in the next newsletter is April 25th

Please forward all submissions to Jan Spiegel. Use **ASWA newsletter** in the subject for all submissions please.