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PRESIDENT'S MESSAGE

Dear Members and Friends of the Philadelphia Chapter:

We had a great night at our annual April meeting at Ponzio's Diner. We spent longer than usual networking. It was really nice to catch up with everyone and connect with some of the guests that joined us. Since our speaker was there to talk to us about networking, it seemed only right that we really took advantage of our time together. **Marilyn Kleinberg** is a dynamic and charismatic speaker and I feel fortunate that she was able to spend the evening with us.

We also had the opportunity to meet our new scholarship winner, **Ashley Bauscher**. I am so pleased that we picked a student that is so enthusiastic about her education, the people she's been able to network with and her career path. I found her to be refreshing in her eagerness to soak in all the information our members were anxious to share with her. I hope everyone has an opportunity to meet Ashley at our June meeting when we'll be presenting her check for \$2,000.

I wanted to remind everyone that our organization is approaching its 75th anniversary. The **National Annual Conference** is bound to be a big celebration and you don't want to miss out on all the fun. In between all the fun, there will also be some great opportunities to network with other chapters from around the country, improve your leadership skills, and get some interesting continuing education credits. This year's conference is scheduled for **October 20 to 23rd in Indianapolis, IN**. This is where the first chapter was started.

This month we'll be meeting at DeVry University at their King of Prussia campus. Our new member **Kathy Rue** will be speaking about some advanced topics related to **QuickBooks**. As many of our members use QB's and some of us use it a lot, this should be a helpful evening. Hope to see everyone there.

Pam Wenner

President of the Philadelphia Chapter

May Meeting Notice

NATIONAL DIRECTOR

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Event: Advanced QuickBooks

Location: DeVry University
150 Allendale Rd
King of Prussia, PA 19406
Phone: 484-686-2999

Date/Time: Tuesday, May 21 at 6:00 pm

Cost:

Members:	\$ 20.00
Non-members	\$ 25.00
Students	\$ 15.00

RSVP: Please contact Pam Wenner by end of day,
Monday, May 20, 2013 by email
afwaphilly@gmail.com

Topic: Advanced QuickBooks for Small Businesses

QuickBooks can be configured to accommodate many different business types and industries. Learn some advanced functionalities of QuickBooks to meet the needs of your or your client's business. Also learn the intricacies of the QuickBooks reporting system and how to extract the information you need from this powerful management information system.

- Profit center reporting
- Time and expense tracking
- Retail sales
- Create management reports
- Create a budget
- Track projects/jobs/departments

About our Speaker:

Kathy Rue, Director of Operations, Bookmindors Philadelphia

Kathy is the Manager of Business Development for Bookmindors Philadelphia. She joined the company in 2007 as an accountant and was promoted to her current position in 2011. Prior to joining Bookmindors, 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.

Kathy received her BS in Accounting from Penn State in 1984 (High Distinction) and her MS in Management from Penn State in 1993 (Highest Distinction). She lives in Lower Bucks County with her husband and two sons.

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

Gold Sponsors for Student Night:



Silver Sponsors for Student Night



Calendar of Events 2012-2013



June	Chapter Meeting	Wednesday, June 19th W. Laurel Hill Cemetery – Bala Cynwyd Conservatory Installation of new officers
July	Planning Meeting	Date in July to be announced Location to be announced To plan our calendar for the next fiscal year

Deadline for inclusion in the next newsletter is May 22th

Please forward all submissions to **Jan Spiegel** at: jsrspiegel@comcast.net.

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

And the winner is.....

The Philadelphia chapter of Women's Alliance (AFWA), proud to announce our **Ashley Bauscher**, who is at **Alvernia University**, Pennsylvania. Of all the has shown outstanding Accounting/Finance involved as a student **PICPA, IMA** and she tells of the Philadelphia chapter of the **AFWA**. Ashley is also a member of Phi Beta Lambda, the ***Society for Human Resource Management (SHRM) and a VITA volunteer.***



the Accounting & Financial formerly known as ASWA) is 2013 Scholarship winner, completing her junior year just outside of Reading applications received, Ashley grades (3.95 overall/4.0 in courses) while being member of the **AICPA**,

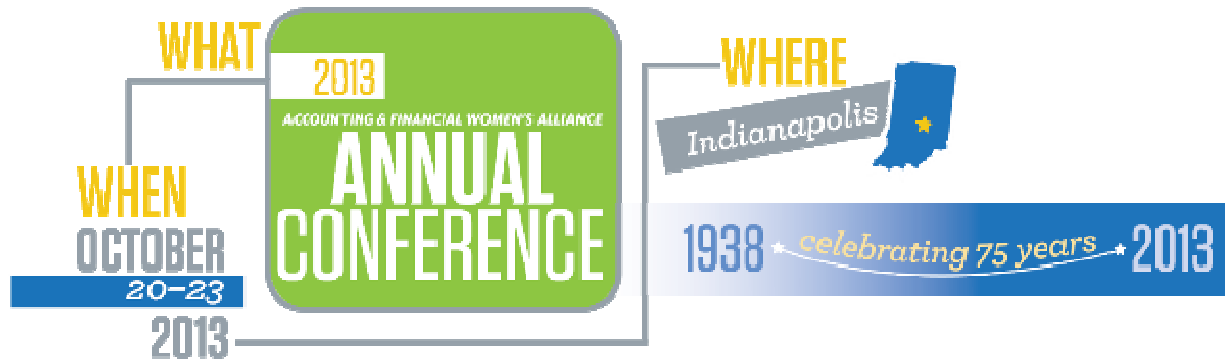
us, soon a student member

In her essay she says, "I will be in my senior year at Alvernia University, and will earn my Bachelors' degree in Accounting. Looking back at the type of student I had been ten years ago, I am amazed at my progress and all that I have accomplished in the last two years. I worked as a medical assistant for six years and had very little to show for it. I know deep down that I was meant for something more, but I did not know what, and this feeling led me to find out by re-enrolling in college. Two semesters into the business program, I found something that I enjoyed and excelled at: accounting. Not many people find accounting as fascinating as I do, but there is something about the ethical aspect of auditing that is driving me to become a CPA. "

She continues with "I believe that my dedication and participation will prepare me for the CPA exam as well as a fulfilling career. Although it took ten years, I am happy to have found a career incorporating ethical values that match my own."

We will be making our presentation of the scholarship award at our June meeting, so please come and congratulate Ashley. She has a bubbly and enthusiastic personality that you will certainly not want to miss.

Upcoming Events and Conferences



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

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.

☞ *What other Chapters are doing* ☞

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



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):



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 AFWA?

This is what you should share with them:

By joining the Accounting and Financial Women's Alliance (AFWA), you can strengthen your professional growth. AFWA 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.

Click on **MEMBERSHIP**. Click on the

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