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PRESIDENT'S MESSAGE

Dear Members and Friends of the Philadelphia Chapter:

Our first meeting of the year was definitely a learning experience. Ed Wallace "Relational Capital Value Creation Process" is a great way to network and "realize the full value of your business relationships." He has created a process which is based on a ladder principle and how to move forward from there and that you should always think "relationship first" during all your interactions. He advised using your **Goal-Passion-Struggles (GPS)** to guide you along in your relationship building. We have included some additional information in the newsletter.

Our 2010/2011 Mentor/Mentee program is coming up, so please start thinking about volunteering to mentor an outstanding individual this year. Anyone wanting to be a mentee please do not forget to get your name in the hat. Student Night would be a great way to meet prior mentee and the mentors for this year.

Fall is here and we have great things planned to guide you through the fall into winter. I look forward to the changing leaves and the cool crisp weather.

It is that time again; Student Night is coming up and will be held on Tuesday, November 9th at the Desmond Hotel in Malvern, so dust off your rolodex and get ready to meet the up and coming accounting stars of tomorrow.

Our next meeting is our October meeting where we would be talking about email marketing and social media. See the inside for the details.

Also, as you will see on the website, we have some open positions on our Executive Committee. I ask that you consider volunteering for one of these positions. It is a great way to learn the organization from the inside out and network with the other members. It is not as difficult as it might seem and you have the full support of the other board members to help you through the process. We are also looking for additional volunteers for Student Night to man the registration desk, email me with questions or if you would like to volunteer.

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.

See you in October.

Renée Cooper
President of the Philadelphia Chapter

October Meeting Notice

Event: Email Marketing & Social Media

Location: DeVry University -King of Prussia
Courtside Square shopping center,
(across the street from The Cheesecake Factory,)
150 Allendale Rd,
King of Prussia, PA 19406
Rm #202 (use entrance left of Beal Bank and take elevator to
2nd floor, go thru 1st door to the right)

Date/Time: Tuesday, October 19 at 6:00 pm

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

RSVP: Please contact Margarita Stanislavskaya by end of day,
Friday, October 15, 2010 by email
MStanislavskaya@mercercounty.org
or call her days at ☎ (609) 278 - 8134

Topic: Learn how to maximize the power of relationship
marketing through the use of online communication
tools like email marketing and online surveys. Find out
what Constant Contact is all about and why it's used.

About our Speaker:

**David Yunghans –
Regional Development Director, Philadelphia Metro**

With experience as a small business owner, David brings a wealth of knowledge in the areas of business development, professional training, and corporate meeting planning to help small businesses and nonprofits achieve success. He has served as a training and development resource and has built customized team building programs for numerous small businesses in the insurance, property management and hotel industries. As Constant Contact's Philadelphia-area Regional Development Director, David leverages his training and business development expertise to help local businesses maximize the power of relationship marketing through the use of online communication tools like email marketing and online surveys.

EMPLOYMENT

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STUDENT NIGHT

Open Position

MEETINGS

Margarita Stanislavskaya
Mercer County Improvement Authority
640 S Broad St., 3rd Flr
Trenton, NJ 08650

mstanislavskaya@mercercounty.org

PROGRAMS

Open Position

BY LAWS/ LEGISLATION

Mary Feeney-Bonawitz, PhD, CPA
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MENTOR PROGRAM

Theresa Copeland
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Attention Students!

Attend and Enter
to Win
CPA Review
Course
Scholarships!



Student Night

When : Tuesday, November 9, 2010 6-9 pm

**Where: The Desmond Hotel
Malvern**

Registration will begin at 5:30

Light refreshments will be served.

The price for students is \$10.00 payable at the door - in order to provide refreshments we request an RSVP by October 22, 2010.

Philadelphia CPA Review has donated a review scholarship which will be given away that evening.

Additionally, we are pleased to announce that we will be awarding one \$2,000.00 cash scholarship to a worthy candidate early next year. Entry applications will also be distributed and the requirement details discussed on Student Night. The person who is awarded the Chapter Scholarship will also be eligible for the ASWA National Scholarship.

**To RSVP or for information contact Renée Cooper at
aswaphilly@hotmail.com.**

Also check out our website at WWW.ASWA-PHILA.ORG for a \$5 coupon.

**\$2000
Cash
Scholarship**

🌀 Members in the News 🌀

We have a new CPA in our midst. **Katrina Smith**, our 2009-2010 scholarship winner has just heard that she passed all 4 parts of the CPA exam. She took all four parts in July/August and passed them! "I have Liz and Bob at **Philadelphia CPA Review** to thank for giving me such a solid base and keeping it exciting."

Katrina, who graduated from West Chester University, will start her job at Kreischer Miller in their tax department in October.

"I also wanted to thank ASWA again for the generous scholarship support. The scholarship has allowed me to use my time off to study hard, and I'm glad to say it paid off!"

Please be sure to give Katrina a hearty congrats when you see her at the next meeting.

Meet the newest member of our chapter

Adriana Lopez - currently lives in Boothwyn, PA for almost two years but was born in Mexico and grew up in the state of New Mexico. She graduated from New Mexico State University with a Bachelor of Accountancy and a Bachelor of Business Administration. While in college, Adriana worked for a local CPA firm in their tax department. In 2006, she joined ConocoPhillips in Bartlesville, OK and worked in their Benefits & Payroll Accounting department. After two years, she transferred to their refinery in Trainer, PA and has worked as their financial analyst since then. Adriana recently registered to take the CPA examinations. "I joined ASWA to further develop my networking skills and to regain contact with the accounting community".

We need to have Adriana work with Katrina so that she too can pass the CPA exam!

Adriana has already attended our first meeting and we hope many more to come. Please say hi to her at the next meeting.

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:



DUFF ACCOUNTING
SOLUTIONS, LLC

Mary Duff – Duff Accounting Solutions

PHILADELPHIA
BUSINESS JOURNAL

Lyn Kremer

DILWORTH PAXSON LLP

- Laura Vendzules, Esq

This just in from the JNC:

Mary-Claire just came back from the JNC in Nashville and is happy to report that our chapter won two awards. The first was a 2009-2010 Membership Award for having net 10 growth in the chapter. This is why it's important for us to renew every year and to invite fellow women and men to join our wonderful group. The second was the 2010 President's Communication Award for the best website in the large chapter category. Mary-Claire received huge compliments on behalf of our chapter from Barbara Covington, one of the past national presidents who judge the websites.

Mary-Claire also reports "I again managed to get wine home in my suitcase without it breaking"

2010-2011 Mentoring Program

The ASWA Mentoring Program is now recruiting student and professional members! Please join our fantastic group of mentors, mentees and others to build friendships, business contacts, and have a good time building your career. *We need members to become mentors*.....share your professional experiences with our student members. *We need students to become mentees* and take advantage of our exciting program to help build their professional network. Please go to <http://aswa-phila.org/mentor.html> for more details about the program and to complete your application today! Applications are due November 9, 2010 which is our annual Student Night. You can submit your application anytime to territess@yahoo.com. Please contact Theresa Copeland, Mentor Chairperson if you have any questions, territess@yahoo.com or 215-680-1902. We hope to hear from you soon!



If you are interested in ordering a DVD of our rolling power point slide show that was presented with added pictures of our 70th Anniversary Empowering Successful Women celebration,
Please contact Jeanmarie Leopold at: Jeanmarie.Leopold@pepcoholdings.com

At this time, we are not sure of the exact cost, but it will be minimal. More details will be coming soon in a future newsletter.



Upcoming meetings:

November 9 2010

Student Night

Registration begins 5:30 pm

Desmond Hotel

Malvern, PA 19355

Please see our website for sponsor forms and letters if you know of a firm who would like to sponsor Student Night.

December 3, 2010



Holiday House Party



Newtown Square, PA

Starting at 7:00 pm

Save the date. An email invitation with details will be sent out.

January, 2011

Tax Update

Location to be determined

Deadline for inclusion in the next newsletter is October 18th

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



Association of Government Accountants

Association of Government Accountants-Trenton Chapter
will be holding its Annual Fall Seminar

“Changing Culture of NJ Government”

On Friday, October 29, 2010
At Mercer Conference Center
On the Campus of Mercer County Community College
7 CPE credits will be awarded (Yellow Book qualified)

Contact
Margarita Stanislavskaya, Seminar Co-Chair
mstanislavskaya@mercercounty.org
for more information