

August 2009
Philadelphia Chapter
Volume 59 Number 2

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PRESIDENT'S MESSAGE

Dear Members and Friends of the Philadelphia Chapter:

Our Planning meeting in July was a resounding success. We got the calendar layout for the upcoming CPE year and got great volunteers for the Anniversary Gala slated for next June. Everyone had great ideas, which the membership will certainly benefit from during the upcoming year.

Planning for our Student Night got off to a jump start and as head of that committee any volunteers to help out before and the day of the event would be greatly appreciated.

Our Mentor program will kick off its first meeting on Sunday, August 30th with a brainstorming session, fun and games.

The Anniversary Gala Planning Committee co-chaired by Pam Wenner and Kathy Brunner have a great crew to support them in pulling off this event and any member wishing to volunteer ideas and or time are more than welcome. Their initial meeting was held on August 13th, but you can contact either one of these ladies to offer your assistance.

Our next meeting will kick off our meeting schedule for the year and it will help us navigate National's website and LinkedIn. If you have not received your invitation to join the Philadelphia Chapter LinkedIn network, please email myself or Mary Duff.

Ladies and Gents this is shaping up to be a spectacular year and I hope you will join us throughout the next 10 months as we strive to make ASWA the best it can be. 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.

Well, enjoy the remainder of your summer what few weeks are left. I hope to see you in September.

Very truly yours,

Renée Cooper
President of the Philadelphia Chapter

September Meeting Notice

EMPLOYMENT

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MEETINGS

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PROGRAMS

MEMBER RELATIONS

LEGISLATION

Open Positions

BY LAWS

Mary Feeney-Bonawitz, PhD, CPA
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MENTOR PROGRAM

Theresa Copeland
170 Fariston Drive
Philadelphia, PA 19120

Event: Website Update and Information
Session

Location: West Valley Corporate Center
950 West Valley Rd.
Ste 2602,
Wayne, PA 19087

Date/Time: Thursday, September 17, 2009 at
6:30pm.

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

RSVP: Please contact Pam Wenner by end of
day,
Wednesday September 17, 2009 by email
pwenner@bkicpa.com
or call her at (610)-254-8961 ext 23.

Topic: Review of updated National website, what
new features are available, how to
navigate the website and get the full use of
the website.
What is LinkedIn? Why should you join?
How will it expand your network and work
for you?

For Directions:

From points East (Willow Grove, Plymouth Mtg, NJ Turnpike):
I-276 W/Pa Turnpike toward Harrisburg. Merge onto I-76 E via **Exit 326** toward
O-476/Phila/US-202/Valley Forge. Take the **US-422 W/Swedesford Rd** exit,
#328A toward Pottstown. Keep right at the fork in the ramp. Keep left at
the fork to go on **Swedesford Rd**. Turn **left** onto **W Valley Rd**. 950 W Valley Rd
is on the right.

From points West (West Chester and South 202):
Take **US-202 north**. Take the exit toward **North Valley Forge Rd/West Valley**
Rd. Merge onto **E Swedesford Rd**. Turn **right** onto **W Valley Rd**. 950 W Valley
Rd is on the right.

From NJ/Center City/City Line:
Take the Schuylkill (76) west. Take the **US-202/US-422 W** exit, **EXIT 328B-A**,
toward **King of Prussia/West Chester/Pottstown**. Take the **US-422 W** exit,
EXIT 328A, toward **Pottstown /Swedesford Rd**. Keep **right** at the fork in
the ramp. Keep **left** at the fork to go on **Swedesford Rd**. Turn **left** onto **W**
Valley Rd. 950 W Valley Rd is on the right.

See MapQuest for more details or call Mary-Claire.

Following, is a very timely article from Neen James, MBA regarding our second September meeting topic of LinkedIn.

How to use LinkedIn Productively

For those of you who have been following the brilliant blogs by public relations expert and author of *Everyday Public Relations for Lawyers*, Gina Rubel, www.furiarubel.com, you will know that social media is a huge asset to attorneys.

Following her great advice I thought you might enjoy some productivity tips on how to use these tools. This week we will focus on one of my favourites, LinkedIn www.linkedin.com. It is predominately a professional site that is used primarily for business connections unlike other sites that are more informal including Facebook and YouTube.com

If you want to increase your network, boost your productivity and develop your book of business you can achieve this by getting familiar with LinkedIn (LI) and using this in your everyday interactions with colleagues and clients.

Set it up – if you are not already on LI, log onto www.linkedin.com and create a free account. Take the time to create a profile for others to view then you are all set up. This is like your online resume.

Spend 15 minutes per day – when you initially set up your account, dedicate 15 minutes per day for 2 weeks to get your profile established, learn the different functionality of the site and invite others to be connected to you.

Expand your network – you can easily build an online ‘rolodex’ by inviting people you want to be connected to can help increase your network. This invitation is emailed to them and they can accept your request.

Use Outlook – LI has the ability to search your outlook contacts against those people in LI, use this facility to quickly build your connections.

Reach out – LI is a fantastic tool to reach out to previous firms or business connections you have enjoyed working with.

Use the search facility – if you want to find out if someone is already a user, simply use the search function on your home page, type in their name and the system will advise you if they are linked. If so, you can send them an invitation to join your network.

Ask others to introduce you – LI gives you the ability to see your connection’s network so if there is someone you have wanted to meet, you can ask your direct connection to make an introduction for you.

Connect others - Many people frequently ask me to make introductions to people in my network and I am happy to make a ‘warm’ introduction for them. LI is an easy way to do this.

Break the ice – LI is an easy way to find out information about someone before you contact them and also gives you conversation topics when you do connect. You might notice they serve on a Board you are interested in or studied at a school you also attended. You can find common ground in some profiles.

Neen James article continued...

Showcase your connections – LI shows the people and companies you are associated with and helps other see who you have done business with.

Review history – LI is an informative research tool if you want to investigate someone's history of work or college related activities. i.e. Alumni or Boards of Directors they serve on.

Announce news – provide information of case wins, publish press releases and share your good news with your network using LI.

Up to date – most people are more likely to keep their LI profile up to date when they change roles or firms (however they may not send you their new email or company information) – LI is up often more up to date.

Research tool – use LI to pose a question to selected people in your network for research. I use this frequently and people take the time to respond as it appears as an email in their inbox and allows them to provide a quick response.

Dinner dates – if you are going to be in a city on business you can notify people in your network and reconnect with them for a coffee or meal.

Increased web presence – although you and your firm may already have a website, LI provides another opportunity for people to access information about you and also increases your search in Google.

Invest – LI allows you to grow your connections before you need them. If you find yourself looking for a new opportunity or client; having an established network allows you to reach out to them when you need it.

Introduce yourself – occasionally you may see someone you have wanted to connect with that is connected to someone in your network. You might like to reach out to that person directly via LI and ask them to be connected to you.

LinkedIn is a great business tool. It requires an investment of your time to establish it and maintain it but once you begin using it you will find it can greatly increase your opportunities for connections, new business and building stronger relationships – so log on now!

Neen James, MBA, is an International Productivity Expert: by looking at how attorneys they spend their time and energy – and where they focus their attention – Neen helps them rocket-charge their productivity and performance. A dynamic speaker and author, Neen demonstrates how boosting your productivity can help you achieve amazing results. With her unique voice (Aussie accent), sense of fun and common-sense, Neen delivers a powerful lesson in productivity. Find out more and subscribe to Neen's monthly e-zine at <http://neenjames.com>

Look for the logo:



Attention ASWA-Philadelphia Chapter #6:

Below is a proposed change to the amendments of the bylaws. Please read it and send any comments, agreement or disagreement of the change you may have to Renee at: tnt_cpa@hotmail.com. This will be voted on at the National Conference in Las Vegas

PROPOSAL #1 BYLAW AMENDMENT FOR 2009 ANNUAL MEETING

Proposed Amendment – from the ASWA National Board

Proposed Amendment to Article IV - Chapters

Amendment #1 Amend Article IV Section 1 by eliminating Item A and “OR”

Current Bylaw

Article IV Chapters
Section 1

Chapter charters are approved, granted and monitored by the board of directors. Chapter charter petitions will be accepted from:

- A. Thirty or more members or prospective members eligible for membership submitting the following:
1. Membership applications and dues for the current year for each prospective member or a change form for current members.
 2. The proposed chapter bylaws.

OR

- B. A core group of individuals eligible for membership submitting the following:
1. An approved two-year plan of action for the prospective chapter.
 2. Membership applications and dues for the current year for each of the core group of individuals.
 3. The proposed chapter bylaws.

Proposed Amendment

Article IV Chapters
Section 1

Chapter charters are approved, granted and monitored by the board of directors. Chapter charter petitions will be accepted from a core group of individuals eligible for membership submitting the following:

1. An approved two-year plan of action for the prospective chapter.
2. Membership applications and dues for the current year for each of the core group of individuals.
3. The proposed chapter bylaws.

Proposed Amendment – from the ASWA National Board*Rationale:*

This amendment will serve to clarify the chartering process. It will not change the requirements needed to charter as chartering groups have had the option of item B if they didn't meet the 30-member requirement set forth in item A. Removing item A will strengthen the process, as all chartering groups will be required to submit a two-year plan of action regardless of the number of prospective members involved.

As of June 30, 2009 ASWA had 80 active chapters. 36% of those chapters had 30 or fewer members making up 18% of our total membership. Many of these chapters have been in the small size category for years and have been very dynamic and successful.

Of the 3 chapters that have chartered in the past two years all have followed the procedures of Item B, which includes submitting a 2-year plan of action for the chapter. This was done whether or not they had 30 or more prospective members for the new chapter.

We believe the mentoring provided by the Chapter Partnering Committee of the national board, well before the chartering petition is submitted, encourages a core of chapter leaders with strategic plans to build a strong and vital chapter. A written 2-year plan for development and growth of a chapter plays a greater role in the success of a chapter than the number of members the chapter has when it is chartered.



2009 Joint National Conference *October 19-21, 2009*
Palms Casino Resort
Las Vegas, NV

Early bird registration end September 25, 2009. To see a copy of the full brochure with CPE go to the National website, www.aswa.org and follow the link to the conference.

🌀 The Spotlight this month: 🌀

Jeannette Bowden recently completed the QuickBooks Certified User course and has opened her accounting and bookkeeping service firm for local area small businesses in Chester County, PA. The firm name is **JMB QuickBooks, LLP**, specializing in QuickBooks, either as a bookkeeper or as an accountant. Jeannette has a Bachelor of Science degree in Accounting from Neumann University and an Associate Degree in Accounting from St. Joseph's University. She has over 10 years experience as an owner of a similar small business performing automated bookkeeping tasks for area local businesses in Delaware County. She then acquired another 10 years experience as a staff accountant, as well as the Billing Manager, for one of the divisions of Verizon, Inc., annual revenues at the time of \$360 million/year.

Jeannette loved both worlds but "I prefer helping the small business owner and am happy to have re-opened my business in Chester County".

Jeannette is currently seeking new clients and would love to partner with any of the wonderful women she met at her first ASWA meeting this past June. She said that, "I was so happy to find an organization where I felt the immediate warmth and acceptance of women in my profession who are working both at the level I wish to pursue currently as well as high level positions in all types of businesses – it was a breath of fresh air!" She had taken the last few years off when she and her husband adopted a son from the Ukraine. He is 6 now. "We met and adopted him when he was only 15 months old and it has been such a blessing to have him in our lives! He was in an orphanage that would make you cry your eyes out but the nurses there evidently loved him very much and he is doing great!" She is ready to open her business again and loves QuickBooks so she plans to specialize in that and eventually pursue the Certified Pro Adviser certification.

Jeannette was the chair for an Alex's Lemonade Stand at her homeowners' association sponsored in May. It was a great success. This was her first event, but she hopes to make it an annual mission. "I am a firm believer in teamwork both on the job and at home and I had the extreme pleasure of having all my adult kids help out in running the stand as well as their little brother Nick – Dan (27), Megan (24), and Ryan (20) – a super team! Nick's role was to fill the cups and hand them out but he felt he had to also taste test quite a few!"

Please make sure you take the opportunity to introduce yourself to Jeannette at the next meeting.

Congratulations Diana Vogrin!

Diana was recently promoted to Director of Permanent Recruiting at Aspire Financial Search. Diana has been a member of the Philadelphia Chapter since January 2008, when she also became a mentor in our pilot program. Since joining ASWA she has provided our employment committee with many job opportunities to share with our members. Diana is a graduate of Drexel University. She began her career in public accounting at Arthur Andersen and KPMG. She has working in internal audit and held various managerial accounting positions; Diana has been a recruiter for the past 8 years and specializes in the accounting and finance industry. We are so happy to have her continued support. For more info on Diana, go to LinkedIn. And don't forget to sign up on our LinkedIn group if you haven't already!

Meet: our New Member

Nora Perrone lives in Aston, PA with her husband, Bob, and two children, Robbie (15) and Caroline (13). She will graduate in December 2009 from Neumann University with a Bachelor of Science in Accounting. She has accepted an offer of employment from Cover and Rossiter in Wilmington, DE for the position of Staff Accountant/Auditor. Nora will begin part-time employment with Cover & Rossiter in September 2009 and move to full-time employment in January 2010. She is currently attending the Philadelphia CPA Review course on Regulation.

With Nora's busy schedule, we hope to see her at our meetings when possible. Please be sure to say hello.



Upcoming meetings:

October 7, 2009

Sponsor/Location: Philadelphia Business Journal-400 Market St, Philadelphia.

Topic: News You Can Use – ROI in the Blink of an Eye

Speaker: Betty Michelli

November 12, 2009

Student Night

Location: Villanova University

Far future: American Society of Women Accountants, Philadelphia Chapter will celebrate their 70th anniversary. Date will be in the late Spring/early Summer. Please plan on being there. Watch this space for more details.

If you would like to serve on one of our many committees for this event, please contact Kathy Brunner or Pam Wenner. Their information is on the first page.