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PRESIDENT'S MESSAGE

Dear Members and Friends of the Philadelphia Chapter:

Our Annual Student Night was once again a resounding success. Thanks to the many members who take the time out of their busy schedules to engineer this much appreciated event for the various students. Thanks to the professors and students for being a part of this great event, your attendance encourages us to keep this event going. Thanks to the speakers for giving of their time to talk about the accounting world and what paths are available to the students. Thanks to our members for their support on this night. Last, but certainly not least, thanks to our sponsors, for without their generosity this event could not occur. Pictures would be on Facebook and our website soon.

Our experience at the Joint National Conference in Las Vegas was great. It was a wonderful networking event and we were able to both give and receive great ideas from other chapters on how to keep our members involved. We had great CPE sessions that were very informative and overall a great time in Las Vegas overall. We have posted some of the pictures of our road trip on Facebook so definitely check them out. I hope to implement some of the ideas we got over the next few months. One that is especially dear to me is expanding our services to women in need that is women who may have been displaced and would benefit from our members giving some basic accounting advice. I will be turning to our generous membership for volunteers/teachers for this project. So look for more details to come in the forthcoming weeks.

Mentors please encourage your mentees to apply for our scholarship; their chances of winning are always good. Applications for the program are available on our website. We encourage the mentors and mentees to join us on Facebook as well as LinkedIn.

Our next major event is our 70th Anniversary Gala, for which both Kathy and Pam have hit the ground running with this event. We would love to see more of our members help out with the upcoming gala. Even if you have an hour just to attend a meeting, we would love your input.

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 at the December social.

Very truly yours,

Renée Cooper
President of the Philadelphia Chapter

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PROGRAMS

MEMBER RELATIONS

LEGISLATION

Open Positions

BY LAWS

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MENTOR PROGRAM

Theresa Copeland
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Philadelphia, PA 19120

territess@yahoo.com

December Social

Date: Thursday, December 3, 2009 6-9 pm

Location: Fogo de Chao Brazilian Steakhouse,
1337 Chestnut St, Philadelphia

Price: \$84.00

RSVP: Please contact Margarita Stanislavskaya by end of day,
Monday, November 23, 2009 by email at:
MStanislavskaya@mercercounty.org
or call her days at (609) 278 - 8134

Your experience will include:

Your tasting adventure begins at Fogo de Chao Brazilian Steakhouse, 1337 Chestnut St, Philadelphia, for a demonstration and tasting of 4 festive, traditional Brazilian drinks that includes the national drink of Brazil--the Caipirinha, as well as Xingu Beer, a Caipiroska, and a Malbec. As you enjoy your drinks, your guide will share the quirky stories behind each drink, demonstrate how to make them, and share insight into some Brazilian traditions. You'll even learn how to toast in Portuguese!

We will then escort you just a couple of blocks to a hearty dinner at Smokin' Betty's. One of the newest restaurants in the city, it features a variety of updated BBQ and American favorites, and is the perfect location for a fun, casual dinner.

Our final stop on this tour will bring us to La Bourse at the Sofitel at 17th and Sansom Streets for a Gourmet Dessert Extravaganza, with a specially selected assortment of 5 beautiful French pastries. We will discuss how each of the pastries and their components are made, some history about French desserts, and of course, enjoy the mastery of the Sofitel's Pastry Chef. Flavored iced tea and ice water will also be served.

Members in the News

Judy Maira is an experienced Accountant, who has spent the past sixteen years working for ClubCorp USA, a Dallas based company, owning over 200 private clubs nationally and internationally, one of which being the Pyramid Club in downtown Philadelphia, where Judy was the Accountant for the past twelve years. Judy grew up in Northeastern Pennsylvania, and has lived in Colorado, Florida and Louisiana, before relocating to Philadelphia, which as she puts it, brought her back home. Judy is a recent graduate of Temple University and is currently pursuing employment as a Staff Accountant, and also pursuing her certification with the Institute of Management Accountants. Judy is a big Philadelphia Phillies fan and enjoys spending leisure time with her family and friends. She lives in South Philadelphia with her elderly cat Lagni.

Please be sure to say hello to Judy. She's very outgoing and is very involved with our chapter.



Thanks and Congrats

Congrats to Liz Kolar for winning Influential Woman of the Year at the annual ASWA Foundation Awards Luncheon in Las Vegas.

Thanks to everyone that made our Annual Student Night a great success. Without the participation of our generous members we would not have been able to make a success of this event. Ladies and Gents I offer my thanks to you. I think it was a great success and I have had positive feedback in regards to the event. This event is a godsend to some of our students that do not have this networking opportunity at their colleges. It exposes them to a wide variety of accounting fields, which is the whole purpose of the night. We received both membership applications and mentee applications on that night.

I look forward to expanding our Annual Student Night. I saw some new schools at our event and I would like to build upon that for the next year. I would love to have filled the room, but we must walk before we run. As such I would like us to strive to do better and greater things next year.

Again thanks to everyone and see you at our December social.

Renee

And the winner is



The winner of Becker's scholarship is **Julia Padabed** from Delaware Valley College.



The winner of the Yaeger scholarship is **Katelin Matecki** from Temple University.

PhiladelphiaCPAReview.com

Philadelphia CPA Review's winner is **Courtney Gardener** from WCU.

Thanks to all of the students who have attended and expressed their interests in pursuing the Accounting field, by entering the CPA Review course "lottery". Congratulations to you all.



The Holidays are coming



Are you planning on sending Holiday cards to your fellow members this year? If so, rather than send individual cards to your dear mentors, mentees, and friends, send a donation to the Scholarship fund, and we will pass your Holiday Greetings to them. Please send all greetings/donations to Renee Cooper at: P.O. Box 3374, West Chester, PA 19381-3374. All greetings will be listed in next month's newsletter.



Is Facebook a productivity killer? Using Facebook Productively

Following last week's article on how to use LinkedIn more productively I thought this week we can focus on Facebook. *(Newsletter editor note: See article in our August 2009 issue)*

I see it all the time; my clients complain about it, has it happened to you? On a daily basis, highly intelligent adults find themselves wasting valuable time (our most precious resource) glued to their computer, accepting friend requests, instant messaging, updating status, checking out photos, commenting on things they usually wouldn't spend time on...how do I know all this? I too was initially sucked into Facebook (FB)!

Facebook is a **brilliant online social media tool** that can help you reconnect with colleagues and associates, deepen existing relationships, share resources and manage your communications. Facebook can make you more productive however you need to apply these strategies to avoid the productivity trap:

Determine purpose – can you articulate why you have a FB account? Do you want to update people on your firm's pro bono work? Do you want to share interesting articles or blogs you have read? Do you want to look cool to your teenagers? Do you want to reconnect in a cheaper, faster, more efficient way? Whatever your reason, be clear about what you want to use it for.

Go on a Facebook diet – just like you allocate a certain number of meals or calories per day, limit your time on FB. You might determine that 60 minutes per day will work for you (30 in the morning and 30 at night). I spend no more than 15 minutes in the morning and then occasionally I will check it at night. My business requires significant travel so I also enjoy FB when I am waiting at airports. Determine how many minutes per day you will invest.

Use Positive Language – always ensure your status updates, items posted and photos are all positive. If you don't want grandma seeing those photos – don't post them!

We don't care what you ate for dinner – stop providing status updates on what you just ate – your 'friends' don't care. Use the status updates to share a bit of yourself, your opportunities, your client's successes - that is productive. What you ate for dinner... not productive.

Repost great stories and ideas – share resources, recommended articles, photos, posts, and blog entries of your colleagues, clients and friends. It helps them and adds value to your page. Gina Rubel from Furia Rubel is very good at this – she is one of the best using Facebook (www.furiarubel.com)

Turn off sounds and online status – change your settings to remove all bells, whistles, chimes when messages come into your FB page. Also change your online status if you don't want people instant messaging you when they can see you are online.

Clear inbox regularly – just like you read your email inbox daily, clear your FB inbox too.

Make friend suggestions – if you see someone new to FB or you connect with someone new, take a few minutes to make friend suggestions to help them expand their FB friends list too.

Comment on status updates – encourage and support other users, their posts and share them with your groups. Michael Port recently suggested a great referral program for small business using Facebook (www.bookyourselfsolid.com)

Create groups – allocate 'friends' to groups and categories to target your communications and resource sharing.

Facebook is a great tool for personal and professional use. It is initially addictive but you can put yourself on a FB diet and boost your productivity today.



Neen James, MBA CSP, is an International Productivity Expert: by looking at how attorneys 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>

.....and now a word on our Mentor/Mentee program.....

Hello Members!

We had a very success Student Night!!!!!!!!!!!!!! We collected 9 student applications. We have a total of 12 students that are interested in participating in this year's program. It would be great if we could offer mentorship to all 12 students but that would mean that we would have to recruit 3 additional mentors....so far, we have a commitment from 9 professionals to participate as mentors in this year's program.

Professional members, there is still time for you to become a mentor this year. It will only require 4 hours a month of your time to share with a student. Give a student a chance to visit your place of business, meet and network with colleagues. This is just one activity to enrich a student in learning about their career choices. As we climb the ladder to success, we should be reaching back to lead others to the pathways of success.

Student members, there is still time to be a mentee. Don't give up a wonderful opportunity to enhance your educational experience and build a network of resources with the leadership of a Mentor.

Professional and Student Members.....Don't delay your participation any longer.....please contact me, immediately at territess@yahoo.com or 215-680-1902 as we have scheduled a Brunch on December 6th to Kick-off this year's activities. I will forward an application to your attention for you to complete.....return it back to me immediately.

Theresa Copeland, Mentor Chair

Happy Thanksgiving to you all





Upcoming meetings:

January 7, 2010

Tax Update

Location: Dilworth Paxson LLP
1500 Market St, Suite 3500E
Philadelphia, PA 19102
Marian Derr, Pam Wenner - presenters
RSVP by 12/29/09.

February 3, 2010

Women's Health

Location: Bala Cynwyd Library

March, 2010

No meeting – Tax Time! ☺

April 20, 2010

Business Process Outsourcing

Ponzio Restaurant, NJ

Far future – June 17th 2010: 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.

Deadline for inclusion in the next newsletter is December 11th