

February 2009
Philadelphia Chapter
Volume 58 Number 6

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PRESIDENT'S MESSAGE

Dear Members and Friends of the Philadelphia Chapter:

It's inevitable. With the celebration of a New Year, soon follows the busiest time for those whose responsibilities include year-end closing, year-end audits and the relentless tax season. Is anybody looking forward to this one?

We got a quick tax update at our January meeting with a presentation by Pam Wenner. The meeting was well attended by many of our student members, as well as many tax professionals who added interesting discussion points related to Pam's presentation. With all the changes in the tax law and continued proposed changes that are presented in the media daily, it is helpful to have such reinforcement with tax update presentations.

Speaking of change, with the weakened economy and many in financial distress, some of us are forced to tighten our belts and make changes and sacrifices. This may continue for some time. I pray that our new President and his administration can move us quickly into a positive position.

Change can bring promise for improvement and alternatives taken for a positive difference. Please remember that in your affiliation with ASWA, you have a valuable resource to help sharpen your skills, network with others who could present new opportunities, gain CPE credit at a reasonable cost and other informational tools, as well as a source of wonderfully supportive friends. I know I take advantage of many of these benefits on a regular basis and now more than ever I appreciate the support of all my special ASWA friends. (On a personal note, -- Thank you for being there for me. You know who you are and Michael sends his regards from Provo, Utah!)

February's meeting is sponsored by the American Cornerstone Group and is the second in our series on Eldercare planning. Many of you met our speakers Marc Rosenblum and Steven Brown at our meeting last May when the presentation was Eldercare Law. These gentlemen from American Cornerstone Group plan to continue the subject with a discussion that explores Long-Term Care. I am told that Long-Term Care is one of the best ways to say "I love you" to your family. Perfect for those couples who have exhausted ideas for Valentine's Day???

Hope you will join us at the Bala Cynwyd Library for this informative session that could be helpful to you, your family members and your clients.

Very truly yours,

**Lori Lucente-McKeage
Philadelphia Chapter President**

February 2009 MEETING

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BY LAWS

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MENTOR PROGRAM

Theresa Copeland
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Event

Long-Term Healthcare Insurance –
What Inquiring Minds Need to Know

Location:

Bala Cynwyd Public Library
131 Old Lancaster Road
Bala Cynwyd, PA 19004
610.664.1196

Date/Time:

Wednesday, February 4, 2009 at 6pm

Meeting Fee:

Regular Members: \$ 20
Guests: \$ 25
Student: \$ 15

RSVP:

To Pam Wenner at 610-254-8961 ext 23 or
Email pwenner@bkicpa.com by Friday, January 31, 2009

This seminar is the second in a series on Elder Care that we began in May 2008 starting with a presentation on Elder Law.

About our Speakers:

Marc V. Rosenblum, CLU, ChFC, CSA

Marc is President of American Cornerstone Group. In addition, he is an Investment Advisor Representative of Lincoln Financial Securities Corporation. Marc is committed to help in creating wealth for his clients through well designed financial, estate and insurance planning. A graduate of Temple University, Marc has over 20 years of experience and earned his professional designations from the American College in Bryn Mawr, Pennsylvania.

Steven S. Brown, ChFEBC

Steven is a Financial Services Professional and Licensed Insurance Producer with the American Cornerstone Group. He is also affiliated with Lincoln Financial Securities Corporation. Steven focuses on the marketing for the American Cornerstone Group, Inc. Steven is committed to building long-term business relationships with his clients and addressing their financial concerns, so they have the ability to realize their retirement goals. Steve, who was in the health insurance industry for over 13 years, has been in the financial services industry for approximately 2-1/2 years.

Their presentation will include:

- ◆ Defining what long-term care is and discuss why long-term care insurance is so essential when discussing wealth preservation for an individual.
- ◆ Why long-term care insurance is the BEST way to say you love your family.
- ◆ How much long-term care costs if you self-insure vs. getting an insurance plan.
- ◆ How American Cornerstone can be a great resource for you when you are ready to use long-term care.
- ◆ Why long-term care insurance provides an individual with more options/choices should a long-term care need occur. working with your clients, especially when they have insurance and/or financial planning needs.

More about . . . American Cornerstone Group was founded with the goal of assisting their clients in each and every aspect of their current and future financial needs.

They excel at combining high technology with a personal touch and are able to make recommendations for future changes that will take place in your life and career.

Their personal service has earned them a reputation for excellence in their industry. Their staff consists of experienced insurance and financial professionals with a "hands-on" approach. Not only do their clients find their team members knowledgeable, but they also discover that their staff truly cares about their client's dreams and goals. They do want to do everything in their power to keep their clients focused on where they want to go, advise them on how to get there and continually remind them of the importance of maintaining a disciplined approach to realizing their dreams.

American Cornerstone Group is located at 1022 Colonial Avenue, Second Floor, Bensalem, Pennsylvania 19020. You can contact their staff at (215) 638-7676.

The National Survey:

National sent all of our members a Satisfaction Survey to be filled out by our members. Please take a few minutes to register your opinion. See the memo below. To get what you pay for you need to participate. Your ~~two~~ cents+are so valuable to all of us!!!!

Dear ASWA Member,

We are eager to remind you that your response to the 2008 ASWA Member Satisfaction Survey is critical to ASWA. This survey is conducted annually to ensure that ASWA member services reflect your needs. The goal is to make your membership in ASWA more meaningful to you, so your participation in this survey is greatly appreciated.

The survey will take about 10 minutes to complete. All individual responses are kept confidential; results will be compiled in aggregate form only. This survey is designed to allow only one set of unique responses per member. The survey will be open until 5pm EST on Tuesday, January 20, 2009.

If you have not already done so, please enter the below link into your browser to begin the survey:

http://www.magnetmail.net/forms/display_form.cfm?fid=18360&rtype=nonmm

Thank you,
ASWA Headquarters Staff

🌀 The Spotlight this month: 🌀

Congratulations to **Matthew T. Kenefic**, CPC, on the recent birth of his third daughter, Peyton Ashleigh.

Matt became a member of our Chapter in November 2008 after attending and participating as a sponsor at our student night event. Matt is president of **The Magellan Search Group**. In October 2007 the firm was recognized by the Philadelphia 100 as the 12th fastest growing privately held company in the ten county Philadelphia region. Magellan Search Group prides itself as the premier recruitment solutions provider for the tri state area for Accounting and Financial Professionals.

Congratulations to our Student Member and Mentee, **Stephanie D'Agostino** who was offered a full time position as a Staff Accountant at **Herbein and Company, Inc.**, which is located in Reading, PA. Steph accepted the position and will begin upon graduation in May from Chestnut Hill College. A Jersey girl, hailing from Hammonton, Stephanie is looking forward to relocating and working on the audit staff. She will have some exposure to tax in her assignments. We wish her success in her first accounting position.

And now, meet our Newest Member:

Please welcome, **Laura Taylor!**

After attending school at Delaware Valley College full-time nights and weekends for the last 3 and one-half years, Laura has completed her bachelor's degree in Accounting in December 2008. Laura worked full-time for a BMW dealership for the last nine years while she attended school. In less than a week after the completion of her degree, she left BMW, and accepted and began a position as an accountant with **Pritchard, Bieler, Gruver & Willison PC** (a public accounting firm) in Colmar, PA . Her focus is on tax and ARISA audits.

Laura became a member following our Student Night Event and joined the mentor program for this year. Her Mentor is Pam Wenner.

Hope you all get the opportunity to meet Laura at an upcoming meeting. I would like to congratulate her on her new position and welcome her to ASWA.

The Mentor Program Achievement Contest

The results are in for the second month of the Achievement Contest. There are a few team members who have not yet reported but here are our leaders for the month.

Team Green: - Marian Derr and Kari Davidson move from third to first place this month with 386 points to date. Some of the things this team has reported are various articles and books recommended by Marian which, Kari has read. They have met outside of ASWA and discussed Kari's resume and Marian has passed it to her contacts.

Team Orange: - Mary Claire Corcoran and Stephanie DeAgostino remain this month in second place with 201 pts.

Team Purple: - Renee Cooper and Lori Culbertson are now in third place with 177 points.

Team Pink: - Gwen Ruff and Pam Carcione are far above the rest with 157 points.

Don't be discouraged Teams **Black, Red, Blue** and **Yellow**, there are plenty of opportunities to catch up. Just an FYI, I have not gotten any new members credited to any of our participants yet. The new members must be posted by National and you can check that by going to our membership report on the National website at www.aswa.org and logging in with your membership number. Once your friend appears on the roster you can then report your referral in order for you to get credit for introducing them to ASWA, the point value is excellent. Also, I have not been given any business card referrals to put on our email list. You get one point for gaining business cards and an extra point for passing their interest and contact info to Lori to be added to the email list.

Don't let these points slip through your fingers.



The Chapter Scholarship Applications:

Students - whether you are currently a member or not, if you are currently registered in a two year, 4 year or 5 year or graduate college program and have not yet sent in an application, you will be giving up the opportunity to win a \$ 2,000 cash scholarship. You have until **February 2, 2009** to submit your application to our **Scholarship Co-Chair Jean Rigney**. Her address is included on the copy of the application that is sent to you separately in the email sent with this newsletter. You can also go to our website www.aswa-phil.org to download a copy. As of 1/12/09, there was only one application received, time is running out! Who couldn't use \$2,000 to pay for college expenses?

One more regular member is needed to fill our Scholarship Selection Committee which currently includes: Jean Rigney, Bambi Weber, Lori McKeage, and Marian Borzelleca. We are looking for a non student member who is not involved in the mentor program for the current year. Here is an opportunity to become more involved for a short project! Contact Lori McKeage Today!



ASWA MEETING SCHEDULE

DATE	LOCATION	PROGRAM	SPEAKERS	SPONSORS
Wednesday March 25, 2009	The Pyramid Club Mellon Bank Center 1735 Market Street, 52 nd Floor, Phila., PA	Professional Women's Super Network Event	Organized by the Women's MBA Network as a women's networking event	ASWA is a co-sponsor along with 30+ other Philadelphia Women's organizations
Saturday April 25, 2009	Alice Paul Institute at Paulsdale 128 Hooton Road Mount Laurel, NJ 08054	Identity Theft and Credit Fraud	Representatives of Merrill Lynch	Nancy Gatschet, Merrill Lynch
Wednesday May 13, 2009	To Be Announced	Containing Healthcare Costs	Terriann Procida and Leanne Cindea	Innovative Benefits Planning, LLC and Evesham Capital Management
Wednesday June 17, 2009	To Be Announced	Past Presidents Recognition Installation of Officer	To Be Announced	To Be Announced



The Philadelphia Chapter of ASWA has entered an agreement for alliance with the Greater Philadelphia Chapter of the National Association of Women Business Owners (NAWBO) on January 19, 2009.

NAWBO's Alliance Mission is to:

- Strengthen the network of women's business owners in the Greater Philadelphia area.
- Create innovative and effective ways to work together with the other groups & associations.
- Build strategic alliances, coalitions and affiliations

The Greater Philadelphia Chapter of NAWBO agrees to do the following for these alliances, and the Philadelphia Chapter of the ASWA reciprocates:

Logo placement on Chapter Website ♦ Access to member database one time per year basis ♦ Program Attendance at member rates – unlimited for members of these alliances

For more information regarding NAWBO and their meeting schedule go www.nawbophila.org

Announcements :

Dear Members,

Here is a letter from our National Headquarters for the benefit of those who were unable to attend the meeting in January. **Congratulations** to our member and current **Regional Director, Mary Duff** who has been nominated to serve as a National Director for a two year term. (See the complete slate for the 2009-2010 year on the last page)

“The report of the National Nominating Committee for the 2009-2010 nominated slate of officers and directors is attached. This report is to be presented to your chapter at your regular January meeting or at a special meeting held during January for that purpose.

The Committee is grateful to all chapters that submitted names of members for consideration and is confident that the affairs of the Society will be in capable hands if entrusted to the members listed.

Per Article V, Section 3 of our national bylaws, in the event your chapter desires to place additional names on the ballot:

“Additional nominees may be added to the ballot provided consent of the member has been obtained, and a petition has been signed by at least ten members from each of five chapters and is mailed to the president to be received not later than February 8.

A. If no nominations have been received by the president by February 8, the president shall declare the slate elected and instruct the secretary to notify the members.

B. If additional nominations are received; voting shall be conducted by mail ballot. A plurality shall elect.”

If you have any further questions, please contact National Headquarters.”

Sincerely,

ASWA National Nominating Committee

Melody B. King, CPA
Anne Christensen
Karen J. Gunther (Chair)

The Next Board Meeting

To the Executive Team - please mark your calendar for the next board meeting to be held at 6pm on Tuesday February 17th at the Offices of Isdner & Company located on the 5th floor of Three Bala Plaza West, Bala Cynwyd, PA 19004. We will review the Scholarship Scorecards. Those who are unable to be there have the opportunity to phone in via conference call. An agenda will be emailed to each of our officers, directors and chairwomen prior to the meeting with a reply requirement.

Save the date:

As we did last year, The Philadelphia Chapter of ASWA will be participating as a co-sponsor in the Professional Women's Super Network Event. It will be held at the Pyramid Club on March 25, 2009. More information to come!!!

Last year's event was sponsored by over 40 local chapters of women's business organizations and the event was sold out with over 300 attendees. It was a very successful event for ASWA to network as we gained some very important alliances which lead to two major sponsors for ASWA events this year. Specifically, in our meeting Brenda Grove and Simone Pollard both directors at Villanova University. They facilitated sponsorship for our use of the Villanova Room for this past Student Night. We also connected with Nancy Gatschet, VP at Merrill Lynch who will provide our speakers for the April meeting on Credit Fraud and Identity Theft as well as sponsor the meeting at the Alice Paul Institute, in Mount Laurel, NJ.

In conjunction with this Event, the leaders of all the sponsoring organizations were asked to attend the Women's Leadership Luncheon on December 10, 2008 held at the board room of Wachovia Bank on Broad Street in Philadelphia. I attended, as president of the Philadelphia Chapter of ASWA, along with 35 other leaders of such organizations listed below.

It was a very productive meeting and covered my objectives for participating; which were to bring an awareness to professional women of ASWA's existence, to network with women in other professions in order to develop other professional alliances and to offer our services and benefits, reaching as many professionals in an effort to share resources.

The session was conducted by the Woman's MBA Network, headed by Shari Solomon, Leslie Green and Gwen Fischer. The focus was on Celebrate, Communicate and Collaborate. After which we broke out in sessions of three groups and discussed areas in which we had set objectives such as those I addressed above. In our group we discussed setting up a summer meeting to pool resources of our individual meetings agenda to see if we could share in meeting resources such as speakers, meeting location and sponsorship funding. We planned to contact at least three of the women we met that day and schedule a one-on-one meeting or lunch to learn more about the leader's organization and if there is an affinity with ASWA. There were many, many more issues discussed. After the meeting, I received an email from one of the attorneys who attended who was involved in a nonprofit. She was interested in looking for someone in our organization who would be interested in sitting on their board. After I sent the email to our members, I got a response from one of our members who is interested.

I just know that there are more good things to come from this that will benefit our membership and strengthen our organization. I hope you will all continue to support me in our co-sponsorship in these events.

-Lori McKeage

1040s due Wednesday, April 15, 2009.





REPORT OF THE NATIONAL NOMINATING COMMITTEE SLATED 2009-2010 BOARD OF DIRECTORS

President	Elected in the spring of 2008 for a term starting July 1, 2009 Stacey L. Craig, CPA	Phoenix Chapter
President-Elect	To serve as National President in 2010-2011 Vivian L Moller, CPA	Milwaukee Chapter
Vice Presidents	Tracy L. Johnson, CPA, AAP Monika P. Miles, CPA Cheryl Willers	San Antonio Chapter Silicon Valley Chapter Flagstaff Chapter
Secretary	Berranthia Brown	Atlanta Chapter
Treasurer	Catherine A. Mulder, CPA	Ames Chapter
Directors	To serve two years, July 1, 2009 to June 30, 2011 Mary Duff, CPA Linda Harris, CPA Barbara Steelman, CMA, CIA, MBA Paula Zanni	Philadelphia Chapter Billings Chapter Orange County Chapter Mesa East Valley Chapter
Immediate Past	President Barbara W. Covington	Fort Walton Beach Chapter
Directors	Serving the second year of a two-year term - elected in the spring of 2008 to serve until June 30, 2010 Dianna Patton, CPA, CFP Christina A. Polf, CPA Kathryn Sharp, CPA Gina Slack, CPA	Richmond Chapter Seattle Chapter Member-at-Large Des Moines Chapter

Respectively submitted by the National Nominating Committee:

Melody B. King, CPA	Richmond Chapter
Anne Christensen	Orange County Chapter
Karen J. Gunther (Chair)	Boston Chapter