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Philadelphia Chapter  
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**PRESIDENT'S MESSAGE**

**Dear Members and Friends of the Philadelphia Chapter:**

We just had a fabulous December fun event that I would like to share with those who were unable to join us. Many of our members and guests attended the local magazine program in Philly called "The 10! Show". It airs on NBC 10 at 11 am, following the Today Show. This was also a fund raising event for our chapter to our Scholarship Fund. A Great Big Thank You to those who joined us and contributed more than \$400 to the Scholarship toward our next award of \$ 2000 in the spring of 2009.

ASWA was the only group in the audience and we felt very special when Lori Wilson and Terry Ruggles addressed us many times during the program. Lori kind of put me on the spot, when she came up to me before the show and said "I might have to ask you on camera to come up with some last minute tax tips for me to save on my taxes this year, if time permits." So I rallied the ladies around me and we came up with a few good ones. We were all prepared but time flew and I didn't get to have my 15 seconds of fame. Lori gave The American Society of Women Accountants a nice mention at the end of the program and took pictures with our members. The show was a lot of fun.

Following the show was lunch at The New Tavern in Bala Cynwyd, where we continued our networking and where a couple of our new mentor program teams eagerly began plotting their tactics for carrying out this years' Achievement Contest. The first month results are in and reported on the following pages. See who is in the lead.

We also shared a birthday cake for Mary-Claire Corcoran's upcoming (huh-um) special birthday this month. Most people took the day off as we had to get there by 9am and lunch finished by 2pm, so it was the prefect day to catch up on those Holiday Chores.

Once a year, I especially look forward to a non-business meeting where we can socialize with our members and just enjoy the company of the friends we have made through ASWA. This was such an event and makes our organization even that much more valuable to me than any other.

But as professionals, we have to get back to business, therefore our first meeting of the New Year, in early January is on the latest Federal Tax Updates to prepare us for the 2008 filing season. Please join us as our Chapter Vice President, Pamela Wenner presents the many changes, and nuances in the latest tax law.

A meeting notice was sent out early to gather an estimated attendance required for our caterer at the Pennsylvania Convention Center due to the holidays. I'd like to thank George Brunner, Chief Technology Officer at the convention center for sponsoring our meeting location. George is our director Kathy Brunner's husband and we appreciate his support for ASWA.

At this time, I want to wish you all a glorious month of holiday celebrations with family and friends. Make the most of the time we have to share with those we care most about! I wish you all a Healthy Prosperous New Year.

**Very truly yours,**

**Lori Lucente-McKeage  
Philadelphia Chapter President**

# January 2009 MEETING

**Event: Federal Tax Update for 2008**

**Location:** The Pennsylvania Convention Center  
1101 Arch Street  
Philadelphia, PA

Conference Room "A" has been reserved for our meeting. This conference room is located behind the welcome desk. The guard who is stationed at the front door can direct you once you arrive.

**Date/Time:** Monday, January 5, 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](mailto:pwenner@bkicpa.com) by December  
22, 2008. **Your immediate response is required.**

**About our Speaker:** Pamela K. Wenner

Pam is a supervisor and has been working for Beucler, Kelly & Irwin, Ltd. for 10 years. She joined the firm upon graduation with a B.S. in accounting from West Chester University. Pam specializes in the preparation of individual and corporate multi-state returns and works with clients on payroll and sales and use tax issues. Not only is she a key leader for the tax department, she is dedicated to providing prompt client service. Pam has been a member of the American Society of Women Accountants since January 2000 and has served on the Board of Directors for the last 7 years as Secretary, Treasurer and now Vice President. As an ASWA member, Pam has also served as the Newsletter Chair and currently, she is Meetings Chair and is the person you RSVP to for our meetings. She is also the Education and Legislation Chair. She almost never says no!!!!!!!!!!!!!!

Pam's presentation for this meeting will include the Federal Tax Updates for preparing 2008 Corporate and Individual Tax Return.

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## **MENTOR PROGRAM**

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## 🎀 The Spotlight this month: 🎀

**Marian R. Derr**, CPA, is a tax manager with CBIZ MHM, LLC, Plymouth Meeting, PA, where she is responsible for managing clients' tax engagements. Marian has more than 30 years of experience with Big Four and regional accounting firms in tax planning, research, compliance, and dealing with tax authorities. Her areas of expertise include federal, state, local, and international taxes. She works with individual, corporation, S-corporation, partnership, LLC, nonprofit, gift, estate, and trust returns.

Her client service experience includes start up companies, real estate, health care, manufacturing, construction, entrepreneurial services, research and development, and oil and gas engagements.

Marian is a graduate of Ursinus College with majors in Mathematics and Economics.

Her professional memberships include:

- Pennsylvania Institute of Certified Public Accountants, where she serves on the State and Local Tax Committee
- American Institute of Certified Public Accountants
- American Society of Women Accountants (ASWA)

Marian currently participates in the ASWA's mentor program. She has been active in mentoring staff and training other engagement managers and developing and presenting tax technical training seminars throughout her career.

Marian also currently serves as President of her community's homeowners' association. She became a member of ASWA in June of this year but has been a guest speaker at our meetings in past years.

I am sure you will have an opportunity to meet Marian at a future meeting, we are very pleased to have her join and also to participate in this years' mentor program.





# ASWA

# MEETING SCHEDULE

2008-2009

Yellow highlight is that the date needs to be confirmed (TBC)

DATE	LOCATION	PROGRAM	SPEAKER
Monday January 5, 2008	Pennsylvania Convention Center 1101 Arch Street, Philadelphia PA	2008 Federal Tax Update	Pamela Wenner, Tax Supervisor at Buecler, Kelly and Irwin
Wednesday February, 4, 2008	Bala Cynwyd Library 131 Old Lancaster Road, Bala Cynwyd, PA 19004	Long-term Care – Second in Series	American Cornerstone Group, Inc.
<b>MARCH</b>	<b>NO MEETING DUE TO TAX DEADLINES FOR APRIL 15<sup>TH</sup></b>		
Saturday, April 25, 2009	Alice Paul Institute at Paulsdale 128 Hooton Road, Mount Laurel NJ 08054		Identity Theft and Fraud
Wednesday, May 13, 2009 (TBC)	Not yet determined	Containing Healthcare Cost	Terriann Procida, Innovative Benefit Planning, L.L.C. and Leanne CindeaEvesham Capital Management
Wednesday, June 17, 2009 (TBC)	Not yet determined	Past Presidents Recognition/ INSTALLATION OF OFFICERS	May be a purely social networking meeting as LY, maybe be a professional management session.

## Avoid These Top Five Resume Mistakes!

Over the years as a recruiter and career coach, I've seen the consequences of poorly written resumes, resulting in the frustration of a long and fruitless job search. Most resume problems can be traced to these top five resume mistakes.

### #1 No resume focus.

The most effective resumes leave no doubt as to the job seeker's career objective. A one-size-fits-all resume gives the impression that the job seeker is uncertain of his career goal. An employer once told me that if a candidate is interested in two completely different positions, he must not be very good at either. If you have more than one career objective, you need more than one resume.

### #2 Lack of marketing strategy.

Job seekers rarely see their search for what it is—a sales campaign. Think of your resume as marketing material designed to create a powerful first impression and win a multitude of job interviews. Translate your career history into an effective marketing piece by selling toward the reader's buying motives: solving problems, saving time, cutting costs or increasing profits.

### #3 No accomplishment statements.

95% of all resumes lack accomplishment statements. Accomplishments allow employers to visualize your contribution to their company. Quantifiable accomplishments motivate employers to call you before their competition discovers you. These statements can dollarize your worth and increase your bargaining power.

### #4 Lack of resume keywords.

These days, resumes are screened by both humans and computers. A resume lacking in keywords runs the risk of being read by neither. An average screening of a resume is 15 seconds or less, so more attention is paid to resumes using the same words found in the job description. Candidate-tracking software retrieves resumes by keywords. A keyword-focused resume will put you front and center.

### #5 Incorrect resume format.

Basically, there are three resume formats: chronological, functional and hybrid.

Chronological: The chronological is best known and easiest to write, a time line style resume. This format works well if your objective is to remain in the same industry or occupation.

Functional: The functional resume places transferable skills and accomplishments at the beginning of your resume. However, a poorly crafted functional resume can be confusing, causing the reader to believe the candidate has something to hide.

Hybrid: The hybrid resume combines the best features of other resumes. It showcases skills and accomplishments while maintaining ease of reading. This is the best format for job seekers of all level. The Hybrid resume is well worth the additional time and effort to craft.

Once your resume is designed to avoid the top five resume mistakes, you will be well on your way to winning interviews and reaching your career objective.

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Article submitted by: Deborah Walker, CCMC is a career coach helping job seekers compete in the toughest job markets. Her clients gain top performing skills in resume writing, interview preparation and salary negotiation. Learn more career tips at: <http://www.AlphaAdvantage.com>

## 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

## 2009 Scholarship

We just received the official notice regarding the National Scholarship Application forms. The winner of our Chapter Scholarship will have their application sent on to the National Scholarship Contest by our Scholarship Committee. Students, please go to the website and download the application for our chapter scholarship at [WWW.ASWA-Phila.org](http://WWW.ASWA-Phila.org). **The deadline for filing applications for the Chapter Scholarship is February 2, 2009.** Take it with you on break and get started. The winner will be announced in the Spring of 2009 and will receive a check for \$2000.00. The winner will then be submitted to National, making them eligible for another scholarship.

The Scholarship Committee is looking for two regular members who are not involved in the mentor program as a mentor, to participate on the selection committee. Please contact Lori McKeage as indicated on page 1, if you are available to assist during the week of February 15<sup>th</sup> for the selection process.