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PRESIDENT'S MESSAGE

Dear Members and Friends of the Philadelphia Chapter:

Our December social was a culinary delight. We started off with a tasting at Fogo de Chao, off to Smoking Betty's for dinner and dessert at Chez Colette at the Sofitel Hotel. Thanks to Pam Wenner for providing us this option to kick off the Holiday Season. Robert Weinberg of City Food Tours was an excellent host for the night and the weather could not have been better.

Our 2009/2010 Mentor kickoff was a great success. Thanks to the mentors and mentees that were there and to Mary-Claire for the use of her lovely home. I think we really got the ball rolling and I am sure this year will be just as informative and educational to both mentors and mentees. Check out the website for the new pictures of our teams for this year and Facebook for the teams themselves.

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. All scholarship applications are due **February 2, 2010**.

Remember to join us on LinkedIn ASWA-Philly group. We are trimming the emails you will receive and posting more of our information on LinkedIn, so please check it out.

Our next major event is our 70th Anniversary Gala, Kathy and Pam have definitely hit the ground running with this event. They have put together a schedule that guides us through the entire process. We need volunteers to man the different committees. Ladies and gents, even if you are new to us as a group, this is a great way to help with something that is going to be fabulous. Even if you have an hour just to attend a meeting, we would love your input. We will be reaching out to you to help with the different committees. Please remember it is a committee so you are not on your own.

The weather is cold, the holidays are upon us. I wish each and every one of you a Spectacular Holiday and a Prosperous New Year.

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 at our Tax Update meeting in January.

Very truly yours,

Renée Cooper
President of the Philadelphia Chapter

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PROGRAMS

MEMBER RELATIONS

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Open Positions

BY LAWS

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MENTOR PROGRAM

Theresa Copeland
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January Meeting Notice

- Event:** Tax Update
- Location:** Offices of Dilworth Paxson, LLP
Centre Square Building (East Tower)
1500 Market Street, suite 3500 E
Philadelphia, PA 19102
- Date/Time:** Thursday, January 7th at 6:00 pm
- Cost:**
- | | |
|-------------|----------|
| Members: | \$ 20.00 |
| Non-members | \$ 25.00 |
| Students | \$ 15.00 |
- RSVP:** Please contact Margarita Stanislavskaya by end of day,
Monday, January 5, 2009 by email
MStanislavskaya@mercercounty.org
or call her days at ☎ (609) 278 - 8134
- Topic:** Federal, PA and Local Individual and Business tax updates will be reviewed.

About our Speakers:

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 prepares individual, corporation, S corporation, partnership, LLC, nonprofit, gift, estate, and trust returns.

Her client service experience includes startup 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 Treasurer and past President of her community's homeowners' association.

About our Speakers continued.....

Pamela K. Wenner

Pam is a supervisor for Beucler, Kelly & Irwin, Ltd. in Wayne, PA and has been working there for 10 years. She specializes in the preparation of individual and corporate multi-state tax returns. She also supervises BK&I's bookkeeping and payroll services. Not only is she a key leader for the tax department, she is dedicated to providing prompt client service.

Pam is a graduate of West Chester University, earning her B.S. in Accounting in 1998

Pam has been a member of the American Society of Women Accountants for 10 years and has served on the Board of Directors for the last 6 years. Other positions she has held is Treasurer, Vice President and has also been a mentor in the mentor/mentee program for three years.

We want to thank Laura E. Vendzules, Esq. for allowing us to use the firm's board room for our meeting this month. She is a Partner in their Litigation Department and Member, Consumer Financial Services Group. Ms. Vendzules focuses her practice on commercial litigation with a concentration including complex business disputes, derivative litigation, directors and officers liability, shareholder and partnership issues advising special litigation committees, healthcare litigation, governmental liability and immunity, class actions, and real estate and title insurance litigation. She practices in state and federal courts in all phases of civil litigation including pretrial, trial and appellate proceedings.



Members in the News

Congratulations Judy!!

It is official, Judy is gainfully employed! She started her new job on Tuesday, December 1st. She will be an accountant for the **Philadelphia Corporation for Aging**, on Broad and Fairmont (a subway commute away). PCA is a non-profit organization, funded by the Pennsylvania Lottery, so it touches on both worlds, non-profit and government.

"Which means, great benefits, lots of time off, 9-5 (finally), PENSION, giving back to my community, and not a great salary. Going for quality of life folks!! I already have social plans for early evenings all next week. No more long hours, yeah!!!!!" says Judy.

"Thank you all for your help and support during my job hunting era. I do appreciate all you have done for me. The way I feel now is, I am going to put my 20 years in and call it a day!! Happy Thanksgiving!! All the best!!"

Judy, congrats on a hunt well done. If you have any tips for the rest of us, please do tell!



Holiday Greetings



Marian Derr, Lori McKeage and Renee Cooper send their best wishes for a wonderful holiday to all you. May you have a happy and safe holiday.



Create a Productive Personal Development Plan

Many of us start the year with the best of intentions and as the year progresses we get caught up in the “busyness” of life. This is the perfect time of year to reflect on what you want to achieve, create a plan and stick to it.

Identify your focus – rather than thinking really long term, focus on what you can achieve in the next 3-6 months. This will give you a greater sense of priority.

Identify your style – are you a ‘Do it yourself’ type person or do you prefer to attend a program, participate in training or attend a conference? Once you know your style you will be better equipped to create your plan.

Identify resources – once you know your focus for the next few months, determine what resources you need to achieve your goals. Are there books you can read? Conferences you can attend for CLE credits? Coaching you can pay for? What resources do you need to achieve your plan?

Identify how much time – ask yourself how much time you are willing to commit to your personal development. You need to treat this as a high priority and schedule it.

Identify experts who can help you – once you know your area of development brainstorm who will help you achieve this? Do you need a personal trainer? Is a coach something you should consider? Who can help you achieve?

Identify when you will do it – attorneys constantly tell me that they do the ‘urgent’ and regret not spending time on the important activities. Be different. Schedule time in your calendar to achieve your personal development goals and treat the time as a priority, just like you treat your clients as a priority.

Identify what you will ignore or delete – often to achieve our goals we have to give up or say no to activities. Determine the activities in your life that you can place on hold or delete in order to focus on your personal development area.

Identify an accountability partner – the best way to stay on track is to create a level of accountability to someone. You might hire a coach or tell a friend, but do let someone know what you are working on so they can support you. **Identify your plan in writing** – help stay on track by detailing on paper your new development plan and how you will achieve it. Post it somewhere you can see it on a daily basis.

Identify when you have achieved – be clear when developing your plan exactly how you will measure your success. It is important to know when you can begin the next personal development journey.

If you want to boost your productivity the best way to do that is determine what area you want to focus on and then decide how you are going to achieve that. You don’t need to do it alone, recruit help, keep yourself accountable and enjoy your results!



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 great time at the Mentor Program Brunch held at Mary-Claire Corcoran's home on Sunday, December 6, 2009. Thank you, Mary-Claire for hosting this event.

The students were excited about being selected as mentees and meeting their respective mentor. Everyone was enthusiastic about getting started. The 2009-2010 Mentor Program participants consist of the following members:

2009-2010 Mentor-Mentee Teams

Green Team:	Marian Derr (mentor) and Damali McIlwain (mentee)
Red Team:	Pam Wenner (mentor) and Lynette Colon (mentee)
Yellow Team:	Mary Feeney Bonawitz (mentor) and (Open to Penn State Student)*
Orange Team:	Mary-Claire Corcoran (mentor) and Thanh Huynh (mentee)
Pink Team:	Lori McKeage (mentor) and Kim Buziak (mentee)
Blue Team:	Tracey Bond-Wright (mentor) and Brianna Castrataro (mentee)
Brown Team:	Judy Maira (mentor) and Samantha Wolf (mentee)
Black Team:	Angela Wilsey (mentor) and Stephanie Calcaterra (mentee)
Purple Team:	Gwen Ruff (mentor) and Allyse Regan (mentee)
White Team:	Theresa Copeland (mentor Chair) and Kelly Brennan (mentee)

Student Mentors: Sunny Chanthavong, Pamela Carcione and Katrina Smith

This year, we have scheduled several group activities. Our next group activity takes place at the **Ronald Mc Donald House**. It is scheduled for **Monday, January 11, 2010 at 6pm**. It is open to anyone that is interested in serving dinner to families who have loved ones who are hospitalized. Some of the mentor program participants volunteer monthly. This event takes place the second Monday of each month at the Ronald McDonald House, 40th & Chestnut Street in Philadelphia. For more information, please contact Mary-Claire Corcoran, 215-885-1006 or Lori McKeage 856-582-5294/609-504-8956.

Our **Book Club event** begins with a discussion between our teams scheduled for **Saturday, January 23, 2010 at 6 pm**. It will be held at the home of Angela Wilsey. Contact Angela at 610-721-6528 for directions. We will discuss the book, "Pitch Like a Girl" by Ronna Lichenburg.

Lastly, 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. Come and join the fun!

If interested, please contact me immediately at territess@yahoo.com or 215-680-1902. You will be immediately paired with a mentee as the program has already started. I will forward an application to your attention for you to complete.....return it back to me immediately.

Theresa Copeland, Mentor Chair

4 Dangerous Myths About Job References

In order to get a job, you need to have some solid references. Many job hunters don't place much emphasis on professional *references* because they've worked so hard and feel they're not that important. The truth is **job references** make a huge impact on landing that dream job you've always wanted. To make sure you approach **job references** correctly, read these 4 dangerous, common myths about *job references* and make sure you avoid them!

#1: References are old-school; no one uses them anymore.

Don't listen to people who tell you that references don't matter in the "new economy." The vast majority of employers do check references, and they matter.

#2: Employers will only call the references on the list you gave them.

Employers can call anyone you've worked for or who might know you, and good reference-checkers won't limit themselves to the formal list of references you provide. They'll call former managers, listed or not—and sometimes, especially those not listed, since they know the omission may have been intentional and thus notable. After all, the list you hand over is, of course, the people likely to present you in the most flattering light, and they want to see you in brighter lighting. The only thing typically considered off-limits in reference-checking is calling your current employer—all else is all fair game.

#3: Past employers can't say anything bad about you.

At least once a month, I hear someone say it's illegal for employers to provide a detailed reference, or any information beyond confirming job title and dates of employment. Not true. It's legal for an employer to give a detailed reference, including negative information, as long as it's factually accurate. (That said, some companies do have policies that they won't give references, but these policies are easily gotten around. I've never had a problem obtaining a reference for a candidate, and I've checked a ton of them.)

#4: You'll never be able to get a new job with a bad reference out there.

If you're worried about a potential bad reference, do damage control! Call your old boss and ask if she'd be willing to reach an agreement with you on what she'll say to future reference calls. When you call, say something like this: "I'm concerned that the reference you're providing for me is preventing me from getting work. Could we work something out so that this isn't standing in my way?" Also, it won't hurt to soften her up a little first by telling her that you've learned from the situation, appreciate the chance she gave you, and so forth.

Alison Green is the author of [Managing to Change the World: The Nonprofit Leader's Guide to Getting Results](#). She is chief of staff for the Marijuana Policy Project, a nonprofit lobbying organization, where she oversees day-to-day management of the staff as well as hiring, firing, and staff development. Her writings have been published in the Washington Post, the New York Times, Maxim, and dozens of other newspapers. She blogs at Ask a Manager.



Upcoming meetings:

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 17, 2010: American Society of Women Accountants, Philadelphia Chapter will celebrate our **70th Anniversary with a Gala at the Pennsylvania Convention Center**. 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 January 12th