

July 2009
Philadelphia Chapter
Volume 59 Number 1



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PRESIDENT'S MESSAGE

Dear Members and Friends of the Philadelphia Chapter:

This is my inaugural message to you as Chapter President. I think we all wish to thank Lori for doing a great job these past two years and I look forward to my tenure as president. I wish to thank everyone who has volunteered to continue to steer our organization forward be it as an Executive team member or a committee member. We will accept any time you are able to volunteer, be it hosting a meeting to one of many events held such as Student Night or our Anniversary event next year. On page 3 there are a number of committee chair positions still open. Any time you are able to give is greatly appreciated.

Our next meeting will be our July annual planning meeting held at Mary-Claire Corcoran's house. I hope to see everyone there, if you are unable to attend, please email me your ideas. I plan to reveal my goals for the upcoming year.

If you missed out on our June meeting, you missed a chance to meet some of our gems. It was held on the beautiful Bryn Mawr College campus. There were a number of past presidents in attendance and I am sure everyone took the opportunity to catch up with them and re-establish relationships. There were a few new members and guests among our attendees and we welcome them with open arms. We hope our guests will join the ranks of our members and be able to fully enjoy all that ASWA has to offer.

Congrats to our mentor-mentee team of Marian Derr and Kari Davidson for doing a fantastic job of taking the opportunity and capitalizing on it. Congrats to Sunny Chanthavong, she won for the best co-mentor. Thanks to the other mentors for their time commitment to our program and to the mentees for choosing to take advantage of this program. We are once again asking for volunteers for mentors and encourage any students or new grads to apply for mentee positions. I really think this year will be interesting and competitive.

Well, enjoy the remainder of your summer and hope to see you on July 25. If you can't make it to the meeting I hope to see you in September.

Very truly yours,

Renée Cooper
President of the Philadelphia Chapter

July Meeting Notice

EMPLOYMENT

Lori Lucente-McKeage, CPA
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MEMBERSHIP

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324 Woods Road
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NEWSLETTER

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STUDENT NIGHT

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MEETINGS PROGRAMS MEMBER RELATIONS LEGISLATION

Open Positions

BY LAWS

Mary Feeney-Bonowitz, PhD, CPA
Penn State University
Schuylkill Haven, PA 19797-2208
Mfb5@psu.edu

MENTOR PROGRAM

Theresa Copeland
170 Fariston Drive
Philadelphia, PA 19120

Event: ANNUAL PLANNING MEETING

**Location: Mary-Claire Corcoran's House
324 Woods Road
Glenside, PA 19038
☎: 215-885-1006**

Date/Time: Saturday, July 25, 2009 at 10:00am.

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

Topic: Gathering ideas on topics and speakers for the upcoming year and laying out the meeting schedule for 2009 - 2010. So, if there is a special topic you would like to see presented, please come to the meeting and suggest it.

If you are unable to attend, please e-mail your suggestions to Renee at tnt_cpa@hotmail.com

For Directions to Mary-Claire's:

From points West (West Chester, King of Prussia, Plymouth Meeting):
I-276 Pennsylvania Turnpike East toward New Jersey.

Take the PA-309 exit, #339 at Fort Washington/Philadelphia.

Head for 309 South - Philadelphia. Take PA-73 exit toward Flourtown.

Turn left onto Station Ave. Turn Right onto Woods Rd. House is on the right.

From NJ/Center City/City Line:

Take the Schuylkill (76) west. Take exit 340A toward Lincoln Dr/Kelly Dr. Follow signs until you are on Lincoln Dr. continue approx 3.6 miles until W Allens Lane and turn right.

Turn right on Germantown Ave. Turn Left onto E Mt Airy Ave. E Mt Airy becomes Easton Rd. Easton becomes Wadsworth Ave and then turns back to Easton. Turn slight left onto Limekiln Pk/PA-152. Turn left onto Church Rd/PA-73. Turn Right onto Station Ave. Turn Right onto Woods Rd. End at 324 Woods Rd Glenside, PA 19038-1429

See MapQuest for more details or call Mary-Claire.

**ASWA – Philadelphia, Chapter 6
Slate of Officers and Board Members
2009- 2010**

Pam Wenner	President Elect
Kathleen Brunner	Vice President
Cindy Makarczyk	Treasurer
Marian Derr, CPA	Secretary

Lori L. McKeage, CPA	Immediate Past President
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Our Directors:

Mary-Claire Corcoran, CPA
Barbara Wiesenbach
Angela Wilsey, CPA
Anne Zmijewski

Committee Chairs:

Mary Duff and Kathy Brunner	Website
Lori McKeage	Employment
Mary Claire Corcoran	Membership
Jan Spiegel	Newsletter/ Publicity
Marian Borzelleca	Scholarship
Angela Wilsey with Liz Kolar as Student Night Moderator . .	Student Activities
Mary Feeney Bonawitz	By Laws
..	
Theresa Copeland	Mentor Program

Open Committee Chairs:

Meetings
Programs
Member Relations
Legislation

Inspiring Volunteers

ASWA committee members get “paid” for the work they perform in lots of ways. In addition to education and networking opportunities, ASWA provides a safe, non-threatening environment for its members to develop the skills they need to move ahead in their own careers. We encourage our members to seek committee assignments where they can enhance their skills needed to move ahead in your professional careers. For those who have the skills, it’s time to pay it forward by building future leaders.

Summer Job-Search Strategies

It's easy to lose career focus during the summer months. Kids home from school, warm sunny weather and household projects tend to distract job seekers. Additionally, the interview process often gets disrupted while employers accommodate multiple vacation schedules. These interruptions become an easy excuse to put a job search on hold till September. Don't give in to the temptation to take the summer off. Your summer sabbatical will add months to your job search. Additionally, the increased competition in September means a smaller margin of error in interview performance. Keep your job-search momentum throughout the summer to avoid frustration in the fall.

Here are three tips to keep your job search moving forward.

1. Stay on track.

Keep a schedule of weekly job-search activities that include networking for leads. Summer is a great time for increased social activities, which can quite naturally lead to discussions about your search. Additionally, tap into your on line social network to find people who know people within your targeted companies who may be able to introduce you to hiring managers. Don't over look the potential help of others in uncovering job leads.

Don't let your project "to-do" list take precedence over your job search activities. Yes, Summer is a great time to build a deck, paint a kitchen or landscape your yard, but don't allow your projects to keep you from moving forward toward a new job. Take care of your job-search goals first, then use all those extra day-light hours to fix up your nest.

2. Don't get impatient.

It's easy to let job-search activities slide when interviews get delayed, rescheduled or canceled. It's best to accept that hiring stalls are a natural summer phenomenon. Use your extra time to research targeted companies in greater depth. The insider information you pick up may give you the extra "leg up" in the interview to win out your competition. Remember, even though the hiring process seems slower during summer companies still interview and make offers June through August.

3. Keep your interview skills sharp.

The normal tendency in summer is to neglect critical interviewing skills. The idea is "once interviews start back up I'll pull out that book and get ready." Bad idea. Don't get caught off guard. Start perfecting your interview skills BEFORE your next interview is scheduled. Minimally you should be able to:

- * State your strengths and weaknesses
- * Give reasons for short job durations
- * Sell your transferable skills
- * Give examples of your accomplishments

Remember, these are just the minimum issues you should be able to handle in an interview. Every job seeker has their own list of questions they hope they don't get asked. You must identify the questions that make you squirm and be ready with great answers.

Following these tips will help you maintain your job search momentum during the busy Summer months. Remember, work on your job search, then work on your tan. Build your interview skills then build the deck. You'll be way ahead of the September crowd and months ahead in landing your next job.

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 about Deborah Walker, Career Coach at:

<http://www.AlphaAdvantage.com>

Current News about the Mentor Program

This year's Mentor Program winners were announced at the Annual Chapter Meeting on June 17th. For those of you who were unable to attend this meeting, you missed a lot of excitement and laughter. The contest consisted of 8 teams competing against one another by participating in various activities which involved the mentor, mentee, and co-mentor. The top scorers were:

Green Team - Marian Derr, Mentor and Kari Davidson, Mentee – earned 1,246 points!!!

Orange Team – Mary-Claire Corcoran, Mentor and Stephanie D'Agostino, Mentee-earned 892 points!!

Red Team – Pam Wenner, Mentor and Laura Taylor, Mentee – earned 791 points!

Congratulations to the **Green Team!!!!!!!** Both Marian and Kari were awarded VISA Gift Certificates worth \$100 each.

Also, the co-mentors earned points for their participation. The top scorer with 402 points was Sunny Chanthavong. She was awarded an ASWA Student membership for her next membership renewal. Pauline Faliszek came in second with 200 points and Katie Williams came in third with 180 points.

Next year, we are aiming to have 10 teams as we experienced during our Pilot Program last year. It only takes a few hours each month to share your experience and give guidance to an accounting or finance college student. Members, please sign up to become a Mentor for the 2009-2010 membership year. Send me an email at territess@yahoo.com or call me, Theresa Copeland, 215-924-5265 with your contact information and include a line or two explaining why you would like to participate in next year's Mentor Program. I would appreciate if you could respond in the affirmative by July 25, 2009.

Submitted by Theresa Copeland, ASWA Mentor Chair



Sick Bay Report

Anne Zmijewski is continuing treatment to conquer her leukemia. She remains weak but is in great spirits. She has not been back to work since learning about her illness in February. She is also preparing for a bone marrow transplant sometime soon. Although she is not up to entertaining visitors, she would love to hear from you. You may email her at azmijewski@comcast.net. Please keep Anne in your thoughts and prayer and hopefully we will see her at a meeting very soon.

We would like to send warm wishes to our ASWA sister, Jane Rose who had a full knee replacement on June 3. She says the recovery has been very slow and she is not yet back to work. Jane has been a member since 1987. She is the Vice President of RTD Financial Advisors in Philadelphia and was also Mary-Claire Corcoran's accounting professor at Rutgers University-Camden in a past life.

We are all hoping for a speedy recovery for Jane and hope to see her at a meeting soon.

2008 – 2009 CPE

Below is the list of meetings held by ASWA-Philadelphia that is eligible for CPE. Please check your records and report your CPE.

September 11, 2008

Who's in Charge? How to Manage Your Clients Gracefully and Successfully, So that they don't Manage You.

Monday, January 5, 2009

Federal Tax Update for 2008

Wednesday, February 4, 2009

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

Saturday, April 25, 2009

Identity Theft – Protecting Your Personal Information

Wednesday, May 13, 2009

Containing Client Benefit Costs: Present & Future



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

The Spotlight this month:

Please find the attached press release. The Philadelphia Chapter of ASWA is very proud of our dedicated active member, Mary Duff who has been appointed to the National Board of Directors of the [American Society of Women Accountants](#) (ASWA), and to the National Board of Directors of [The American Society of Women Accountant Education Foundation Board](#) (ASWAEFB).

We wish Mary much success in these two and one year terms, respectively, and to ensure that she knows she has our chapter's continued support with her increased responsibilities to our Nation's members.

Mary Duff Has Been Appointed to National Director of American Society of Women Accountants

Philadelphia, PA, June 17, 2009 – Mary Duff, founder and president of [Duff Accounting Solutions](#), a full service accounting firm, has been appointed to a two year term as National Director of the [American Society of Women Accountants](#) (ASWA), a national trade group advancing women in the field of accounting. Duff's term will run from July 2009 to June 2011.

A Certified Public Accountant (CPA), Duff has been an active leader for women in accounting. Prior to her current term as National Director of The American Society of Women Accountants, she was Regional Director from 2003 to 2009. Her involvement also included President of the Philadelphia Chapter from July 2001 to June 2003. She has been active in the society since 2001. And just recently, the trade group also installed Duff as the National Director of [The American Society of Women Accountant Education Foundation Board](#) (ASWAEFB) for a one year term from July 2009 to June 2010.

Before entering public accounting, Duff worked for Shared Medical Systems in their Accounts Receivable and Billing Departments. In 1990, she joined Irwin & Company, a Radnor, Pennsylvania CPA firm that later became Beucler, Kelly & Irwin, Ltd. Duff has been involved in compilation, review and tax engagements for closely held businesses for over 20 years. In 1999, she was named President of BKI Solutions, Inc. predecessor to Duff Accounting Solutions LLC.

Duff is a Certified Professional Advisor for QuickBooks. She is a recognized member of the local business community and is actively involved with the North Penn and Phoenixville Chamber of Commerce. Duff is currently a Board member of the Philadelphia Chapter of the National Association of Women's Business Owners, and on the Board of the Center for Advancement in Cancer Education.

Mary holds a Bachelor of Science degree in Accounting from the University of Scranton.

For more information about this announcement or Duff Accounting solutions, please contact Tony DeFazio at DeFazio Communications at 484-532-7783 or tony@defaziocommunications.com

ABOUT ASWA :

ASWA was formed in 1938 to increase the opportunities for women in all fields of accounting and finance. The first chapter was chartered in Indianapolis, Indiana. Members include partners in national, regional and local CPA firms, financial officers, controllers, academicians, financial analysts and data processing consultants, recent college graduates and women returning to the work force. The majority of our members have attained professional certifications such as CPA, CMA, CIA, and CFP. The mission of ASWA is to enable women in all accounting and related fields to achieve their full personal, professional and economic potential and to contribute to the future development of their profession.