

**President**

Renee Cooper, CPA  
P.O. Box 3374  
West Chester, PA 19381-3374  
215-601-6846

[tnt\\_cpa@hotmail.com](mailto:tnt_cpa@hotmail.com)

**President Elect**

Pam Wenner  
Beucler, Kelly & Irwin, Ltd.  
125 Strafford Avenue, Suite 116  
Wayne, PA 19087  
H-610.892.9503  
W-610-254-8961 ext 23

[pwenner@bkicpa.com](mailto:pwenner@bkicpa.com)

**Vice-President**

Kathleen Brunner  
Complete Back Office Solutions.  
303 Green Tree Tavern Rd.  
North Wales, PA 19454  
H-215-591-0656  
W-215-327-2077

[kbrunner@completebackoffice.net](mailto:kbrunner@completebackoffice.net)

**Treasurer**

Cynthia J Makarczyk  
J H COHN LLP  
27 Christopher Way  
Eatontown NJ 07724  
H-215.639.6740  
W-732.578.0700 ext 8531  
Fax-732.578.1711

[cmakarczyk@jhcohn.com](mailto:cmakarczyk@jhcohn.com)

**Secretary**

Marian Derr  
CBIZ Accounting Advisory Services, LLC  
401 Plymouth Rd, Suite 200  
Plymouth Meeting, PA 19462  
H-610-406-8304  
W-610-862-2407  
F-610-862-2457

[mderr@cbiz.com](mailto:mderr@cbiz.com)

**Directors**

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

**Immediate Past President/**

Lori Lucente-McKeage, CPA  
: [seagem.llm@comcast.net](mailto:seagem.llm@comcast.net)

**NATIONAL HEADQUARTERS**

1-800-326-2163

**INTERNET ADDRESS**

[www.aswa.org](http://www.aswa.org)

[www.aswa-phila.org](http://www.aswa-phila.org)

**National Regional Director**

**WEBSITE**

Mary Duff, CPA  
Duff Accounting Solutions, LLC  
PO Box 1682  
Southeastern, PA 19399-1682  
W-610-304-4560  
H-610.666.1036

[mduff@duffaccountingsolutions.com](mailto:mduff@duffaccountingsolutions.com)



**PRESIDENT'S MESSAGE**

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

Great Health involves three aspects of our being – mental, physical and spiritual. These were the tenets that Dr. DeMario stated that we needed in order to have a healthy body. We need to strive to maintain a balance between all three. She stressed that we are what we eat, but she has observed that most adults are deficient in Vitamin B-12 and D and she encouraged us to be diligent in having those vitamins in our diets. To be physical, we need to exercise and get enough sleep, reduce stress and definitely make time for ourselves – “me time”. To be spiritual we have to be reflective, have integrity, to do something we value, be generous, grateful and volunteer. I especially like the last tenet since I have always found that I feel renewed when I do volunteer and help a fellow being and of course meet great people.

Our 2009/2010 Mentor/Mentee program is off and running and they have picked a great book that I think we as a chapter should all read. If you are not part of the program this year I encourage you to get your application in early, as these ladies are all about having a good time while learning from each other. To keep up on what our teams are doing join us on Facebook to keep abreast of the activities.

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 check it out.

Our next major event is our 70th Anniversary Celebration. We need volunteers to man the different committees to make this event a fabulous success as only we in Philadelphia can make it. Ladies and gents, if you are new to us as a group, this is a great way to help with something that is going to be phenomenal. 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.

It's still cold outside and now we have lived through a blizzard, it seems like I am always saying snow, but that pesky groundhog saw his shadow. So we will endure for six more weeks but we are accountants and do not mind because we are office bound until the new leaves of spring come out. Keep warm and drink cups of chocolate along with the coffee for those late nights.

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 Business Process Outsourcing meeting in April at our favorite diner, Ponzios, in New Jersey. Remember there is no meeting for March.

Very truly yours,

Renée Cooper  
President of the Philadelphia Chapter

## EMPLOYMENT

Lori Lucente-McKeage, CPA  
Isdaner & Company, LLC  
Three Bala Plaza  
Suite 501 West  
Bala Cynwyd, PA 19004-3484  
W-610-668-4200 x 2017  
Fax-610-667-4329  
H-856-582-5294  
C-609-504-8956

[seagem.llm@comcast.net](mailto:seagem.llm@comcast.net)

## MEMBERSHIP

Mary-Claire Corcoran  
324 Woods Road  
Glenside, PA 19038  
H-215.885.1006  
Fax-215.885.1186

[corc2chel@aol.com](mailto:corc2chel@aol.com)

## NEWSLETTER /PUBLICITY

Jan Spiegel  
1854 Lippincott Road  
Huntingdon Valley, PA 19006  
H-215.947.8617

[jsrspiegel@comcast.net](mailto:jsrspiegel@comcast.net)

## SCHOLARSHIP

Marian Borzelleca  
The Radio Agency  
1400 N. Providence Rd.  
Media, PA 19063  
W-610-892-7300  
H – 610-745-745-6659

[meborzelleca@aol.com](mailto:meborzelleca@aol.com)

## STUDENT NIGHT

Angela Wilsey, CPA  
Ernst & Young, LLP  
2001 Market Street  
Two Commerce Square, Suite 4000  
Philadelphia, PA 19103  
W – 215-448-4095  
H – 610-721-6528

[angela.wilsey@aol.com](mailto:angela.wilsey@aol.com)

Elizabeth Kolar  
Philadelphia CPA Review  
P.O. Box 300

Solebury , PA 18963  
W-877-472-4272

[liz@philadelphiacpareview.com](mailto:liz@philadelphiacpareview.com)

## MEETINGS

Margarita Stanislavskaya  
Mercer County Improvement Authority  
640 S Broad St., 3<sup>rd</sup> Flr  
Trenton, NJ 08650

[mstanislavskava@mercercounty.org](mailto:mstanislavskava@mercercounty.org)

## PROGRAMS

### MEMBER RELATIONS

### LEGISLATION

Open Positions

### BY LAWS

Mary Feeney-Bonawitz, PhD, CPA  
Penn State University  
Schuylkill Haven, PA 19797-2208

[Mfb5@psu.edu](mailto:Mfb5@psu.edu)

### MENTOR PROGRAM

Theresa Copeland  
170 Fariston Drive  
Philadelphia, PA 19120

[territess@yahoo.com](mailto:territess@yahoo.com)

# April Meeting Notice

**Event:** Accounting in the Cloud – an overview of cloud computing, risks, benefits, options.

**Location:** Ponzio's Diner, Ellisburg Circle  
70 and Kings Highway  
Cherry Hill, NJ 08002-3098  
(856) 428-4808

**Date/Time:** Tuesday, April 20 at 6:00 pm

**Cost:**

|             |          |
|-------------|----------|
| Members:    | \$ 25.00 |
| Non-members | \$ 25.00 |
| Students    | \$ 25.00 |

**RSVP:** Please contact Margarita Stanislavskaya by end of day, Thursday, April 15, 2010 by email  
[MStanislavskaya@mercercounty.org](mailto:MStanislavskaya@mercercounty.org)  
or call her days at ☎ (609) 278 - 8134

**Topic:** In its broadest usage, the term *cloud computing* refers to the delivery of scalable IT resources over the Internet, as opposed to hosting and operating those resources locally, such as your place of business. Those resources can include applications and services, as well as the infrastructure on which they operate. By deploying IT infrastructure and services over the network, an organization can purchase these resources on an as-needed basis and avoid the capital costs of software and hardware. With cloud computing, IT capacity can be adjusted quickly and easily to accommodate changes in demand.

## About our Speaker:

**KATHLEEN P. BRUNNER** Chief Executive Officer/President -  
Complete Back Office Solutions

Kathleen Brunner has more than 20 years of leadership experience assisting entrepreneurs and small companies achieve optimal efficiency and productivity from their financial and other back office systems. An accomplished financial and operations strategist, her vision and expertise in business performance have driven notable growth in a variety of business sectors.

Kathleen received her BS Cum Laude from the St. Joseph's University in Philadelphia where she is an active member in the Alumni Association. She also serves as a member of the Women's Leadership Council for Saint Joseph's University in Philadelphia Pa, Parent Advisory Board for LaSalle College High School in Wyndmoor PA, Executive Board of the Parents Council at Ancillae-Assumpta Academy in Wyncote PA. Kathleen is Vice President of the American Society of Women Accountants, Philadelphia Chapter, a member of the Women's in Business Committee for the Central Bucks Chamber of Commerce and a supporting member of the Women's Business Forum in Bucks County. She is a Certified QuickBooks Pro Advisor and a Microsoft Accounting Network Partner. Additionally, she is an active member of the National Association of Women Business Owners, the Institute of Management Accountants, and the Association of Certified Fraud Examiners. She resides with her husband and three sons in Montgomery Township Pennsylvania.

## 🌀 Members in the News 🌀

**Margaret (Peggy) Eichelberger**, joined the Philadelphia Chapter in September and resides in Douglasville, PA. Peggy has her masters in accounting from DeVry University and a BS in accounting from Albright College. She is currently looking for a new job opportunity. Her most recent position was controller for Guardian Fire Equipment. She has worked as a senior supervising accountant in the printing industry and has also worked in public accounting. Peggy found ASWA through our websites. We wish Peggy the best of luck in her search for a new position.

**Linda Miller**, just became a student member in January and resides in Spring City, PA with two grown children and a teenager still at home. She is a non-traditional student with an associate degree in Finance from Ursinus, who has returned to pursue her accounting degree at West Chester University. Linda first attended our Student Night Event, this past November. We hope that ASWA will help her as she completes her studies and explores her career choices.

**Tricia Loughney** became a member in November 2009, "and although I have not had the opportunity yet to meet her, we have learned some about her family life." This is through the voice of her husband, Bob Loughney in his annual accounts of life as an FBI agent, during our student night panel discussions over the past few years. This is how we have been introduced to Tricia: Tricia is currently the director of internal audit at Nova Bank. Previously, she held various positions at T. Rowe Price. She also worked with banking clients on the audit staff of KPMG. A graduate of LaSalle University, Tricia resides in Elkins Park, PA. We look forward to meeting Tricia at one of our future meeting.

Contributed by Lori McKeage

# Our Sponsors

One of the goals of ASWA is to give back, reach out a helping hand to the aspiring accountant behind us and help them attain our level. Without our sponsors we would not be able to give back as much as we have. Every time a meeting is sponsored both for the location and the food, the meeting fees collected goes towards our scholarship fund. As such we are able to give a scholarship to a needy accounting student so that they may fulfill their dream of becoming an accountant. We give thanks to the following individuals and companies who have contributed to our goals during the past year:



Mary Duff – Duff Accounting Solutions



Lyn Kremer



- Laura Vendzules, Esq



## 2010 Philadelphia Women in the Boardroom

Women in the Boardroom, formerly known as Women on Boards, is an executive leadership event designed to assist in the preparation of board service – better qualifying you and connecting you with the right people and resources. Our panelists are executives with for-profit board experience and a desire to share their knowledge and necessary tools for serving as a director. Although the focus is for-profit boards, much of the knowledge gained can be applied to non-profit service.

Having originated in 2002 in a single city, Women in the Boardroom has now become an annual event, scheduled to be in 15 cities in 2010. Don't let the name fool you. All current presidents, directors and professionals in leadership roles – men and women – are encouraged to attend as an opportunity to mentor, learn from each other or find their next great executive or board member.

The event begins with a two-hour panel presentation and Q&A. Topics of discussion include:

- Role of being a director
- Differences of a non-profit, private and public board
- Board selection process
- Being an effective board member
- Positioning yourself for board service/taking the next step

The role of women on boards continues to evolve, as have all other leadership roles for women in business. In today's corporate climate of increased scrutiny of board governance, boards of directors are being held more accountable than ever. Composition is being closely watched and CEOs and directors are frequently broadening their search for new board members to include women and minorities.

Currently, women represent only 15.2% of Fortune 500 company board membership and Women in the Boardroom is out to change that!

**Panel Includes:** Doreen Wright – Former Senior Vice President & Chief Information Officer, Campbell Soup Company; Maureen Breakiron-Evans – Retired Chief Financial Officer, Towers Perrin; (additional panelist to come); *Facilitator:* Elva L. Bankins – Senior Partner, Kelleher Associates LLC  
For information on the panel, visit the [Women on Boards](#) website

### **Monday, May 3, 2010 – 3:00 PM to 6:00 PM**

Hyatt Penn's Landing (201 S. Columbus Blvd, Philadelphia, PA 19106)

Cost: \$125 individual tickets. To register online: [www.PhiladelphiaWITB2010.eventbrite.com](http://www.PhiladelphiaWITB2010.eventbrite.com)

Women in the Boardroom is held in the following cities: Atlanta, Denver, Twin Cities, Milwaukee, Des Moines, San Francisco, Chicago, St. Louis, Dallas, Los Angeles, Philadelphia, Boston, Hartford, Washington D.C. & New York

For more information on our events: [www.womenintheboardroom.com](http://www.womenintheboardroom.com), [info@womenintheboardroom.com](mailto:info@womenintheboardroom.com) or 952.400.0198. Find Women in the Boardroom on Linked In





**GIANNA**  
SKIN & LASER



*When was the last time someone*

***Complimented you on your skin?***

**Special Offer to the Friends and  
Colleagues of**

***Mary Duff***

10% off any service and a complimentary Skin evaluation

- Medical Esthetic Skin Treatments
- Medical Microdermabrasion
- Laser hair and Spider vein removal
- Dermal Fillers
- Non surgical "Face Lift"
- Botox
- Latisse
- Home Skin Rejuvenating treatments

***Call today to take advantage of this special offer!***

**Gianna Skin & Laser**

4667 West Chester Pike  
Newtown Square, PA 19073  
(610) 356-7870  
[www.giannaskin.com](http://www.giannaskin.com)

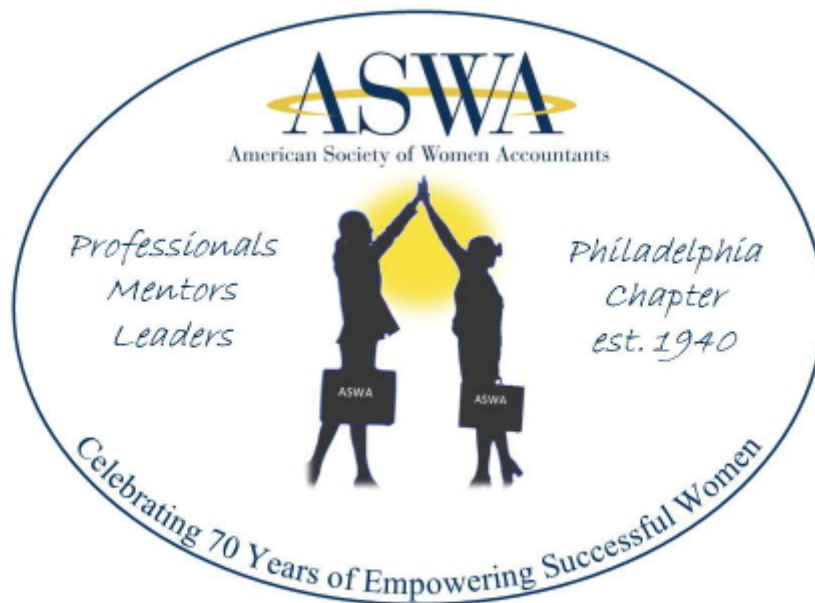


### Upcoming meetings:

**May, 2010**

#### **Reverse Mortgages: What They Are & When Are They Appropriate**

This is a joint meeting with Women in Insurance and Financial Services – our second group alliance



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 April 12th**

*Members and Friends of ASWA Philadelphia,*

*Save the date and come join*

*The Philadelphia Chapter of  
the American Society of Women Accountants  
for an evening of networking and celebration of*

**70 Years of Empowering Successful Women!**



**Thursday evening June 17, 2010  
Knowlton Mansion**

<http://www.conroycatering.com/docs/knowlton.html>

8001 Verree Road  
Philadelphia, Pennsylvania 19111

More details to follow.  
Please share this email with friends and family!