

ASWA

American Society of Women Accountants

November 2007

Philadelphia Chapter

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PRESIDENT'S MESSAGE

Dear Members and Friends of Our Chapter:

I am writing this letter as I await my departure from a fabulous Joint National Conference of the ASWA and ASWCPA at Disney's Coronado Springs Resort in Orlando Florida. The weather was not perfect. We had showers and clouds most of the time but that certainly did not dampen the spirit that I take home with me. To give you some idea of the wonderful time we spent, the knowledge gained at the 24 hours of CPE sessions and the tremendous networking opportunities that Mary-Claire Corcoran, Mary Duff and Mary Feeney-Bonawitz and I bring back; you can check out my 2007 JNC Memory Boards that will be displayed at the Student Night Event!

Speaking of which, our Student Night Planning Meeting held on October 18th was very successful in bringing together our board and executive team as well as some new members to help in planning the success of the event. I am very pleased with the sponsorship we have gathered as well. You can see the list of those companies who will have representatives at the event to share insight into their business and job opportunities available for the future. Whether you are a student or a member looking for a new job opportunity or future manpower for your company, there will be a multitude of benefits to derive from this Event.

Now for the opportunity that means most to me this year. It is the kick-off of our pilot Mentoring Program. The main reason I joined ASWA back when I was a junior at Drexel, and my main goal; was to be involved with women in the accounting profession that I could consider as mentors. I believe that this is the most valuable benefit that the organization has to offer. Until now, we have not had a formal mentoring program within our chapter. Though I can't list here the women, over the years of my involvement with ASWA, who have influenced me or helped in the development of my career, it would take to many pages and it is unfortunate not to be able to sing each one of their praise. Now, with this program, I believe, ASWA will provide a formal way for our seasoned members to seek self-gratification in knowing that you have personally participated in accomplishing the mission of our organization which 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.* We have established the guidelines for you to do just that on a more personal basis. Please evaluate your time and what you feel the effort under our guidelines will require of you to take on a protégé for a six-month period. We are looking for 10 women this year to make the commitment in order to accomplish the pilot program successfully. I am sure that with the success of this program, we will strengthen the membership with new young talent, in order to ensure a healthy future for the chapter in developing new leaders for future growth. I believe that by being a mentor in this program our members will feel more satisfaction in being a participating member of ASWA. Please see the Guidelines that have been developed by our Chairperson, Theresa Copeland. This is currently a work in progress. We would like to have your participation to help in its success!

I am very excited about these opportunities that have come my way and I have so much to look forward to this year for our Chapter of ASWA. Hope you will be a part of it!!!

Very truly yours,
Lori Lucente-McKeage
Philadelphia Chapter President

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MENTOR PROGRAM

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EMPLOYMENT

Lori Lucente McKeage

Student Night Notice

- Topic:** Student Night Event
- Date:** Tuesday, November 13, 2007
- Time:** 6:00 p.m. - Registration will begin at 5:30 p.m.
(The first 75 students to register will receive an ASWA Canvas Bag filled with The Sponsor Giveaways and Literature)
- Cost:** \$ 5.00 for Students and Professors
\$ 26.00 for Regular Members
\$ 30.00 for Non-Members
- Location:** Doubletree Guest Suites
640 West Germantown Pike
Plymouth Meeting, PA 14946
www.doubletreeplymouth.com
610.834.8300

RSVP to: Pam Wenner by end of day **Thursday November 8, 2007** at email pwenner@bkicpa.com or call her at (610)-254-8961 ext 23.

Special Note: For those members and friends of ASWA who are unable to attend but are interested in supporting this event as you have in the past, please send a check payable to ASWA Scholarship for a minimum of \$ 20.00, to our treasurer, Renee Cooper at her business address listed in the side bar on Page 1. Indicate on the check stub that you are "Sponsoring a Student for the Student Night Event" and we will send you a receipt for your contribution to the Event for your records.

Directions to Doubletree Guest Suites

New York/ New Jersey Turnpike

Take the New Jersey Turnpike to Exit 6 -- Pennsylvania Turnpike. Go west on the Turnpike to Exit 333 -- Norristown. Following signs to Plymouth Road, turn left at the first light onto Plymouth Road. Turn right onto Germantown Pike at the next light. Proceed on Germantown Pike and turn right onto Hickory Road at the second light. Go to first light and make a left onto Fountain Road. Hotel is at the first stop sign on your right.

Downtown Philadelphia

Take Interstate 76 west to Exit 331B -- Plymouth Meeting/Route 476. Take Route 476 north to Exit 20 -- Germantown Pike West. At the third light, turn right onto Hickory Road. Go to first light and make a left onto Fountain Road. Hotel is at the first stop sign on your right.

Route 476

Take Route 476 to Exit 20 -- Germantown Pike West. At the third light, turn right onto Hickory Road. Go to first light and make a left onto Fountain Road. Hotel is at the first stop sign on your right.

From the Airport

Take Interstate 95 South to Route 476 North. Follow 476 North to Exit 20 -- Germantown Pike West (the last exit). Merge with Germantown Pike -- at the third light turn right onto Hickory Road. Go to first light and make a left onto Fountain Road. Hotel is at the first stop sign on your right.

**ASWA PHILADELPHIA CHAPTER
MEETING SCHEDULE**

DATE	LOCATION	TOPIC
November 13, 2007	Doubletree Guest Suites 640 West Germantown Pike Plymouth Meeting PA 14946	Student Night
December 7 , 2007	City Avenue and Monument Road Bala Cynwyd, PA	The 10! Show Lunch at Olive Garden Restaurant
January 8, 2008	Liberty Personnel Service, Inc. 410 Feheley Drive King of Prussia	ESOP Plans SES Advisors
February 4, 2008	Towers Perrin Centre Square East 1500 Market Street Philadelphia, PA 19102-4790	Is It Time to Make a Change ?
March 2008		No meeting due to tax deadlines
April 22, 2008	Ponzio's Restaurant 7 West Route 70 Ellisburg Circle Route 70 and Kings Highway Cherry Hill, NJ 856.428.4808	Sharpen Your Delegating Skills
May 15, 2008	Dilworth Paxton 3200 Mellon Bank Center 1735 Market Street Philadelphia PA	Legal advice in Planning for Eldercare Timothy J. Rice, Esq.
June 17, 2008	Bryn Mawr College	Past Presidents Recognition Installation of Officers

**This is a tentative schedule.
Dates and topics may be announced in the newsletter or on the website until both
the location and the speaker have been confirmed.**

National's Campaign to Increase Membership

I hope that I have brought back to you some of the excitement experienced at a National ASWA Conference. If you have not had an opportunity to attend a conference, National has put together a membership campaign that offers incentives for existing members and new members to win a free conference registration. Based on the 2007 conference registration fee, the savings to a member would be worth at least \$ 495.00. See the Campaign Poster on the next page.

To understand what we need to do to succeed, we had 48 members for the 2006-2007 year. We are considered a medium sized chapter. According to the specs, for every 8 new members we obtain this year, we can earn an additional free registration for a new member.

For the new year 2007-2008, we would have to retain 46 of 48 members from last year in order to win a free registration for an existing member. Year to date, we have only retained 37 of the members we had last year or 78%. In order to have a chance to win, we would have to get 9 of the 11 people who have passed, to renew before the end of the year. This is a very difficult goal to reach. In either case, we would appreciate any effort you could make to help us achieve these goals.

National's Virtual Exchange

Introducing the newest feature of National's Website - It is called Virtual Exchange. It enables members to log onto the website and view answers to questions posted by other members in other chapters and to post questions you may have regarding the membership, business issues or share ideas and successes. You will need to log onto the website, enter your last name and your 5-digit membership number. If you do not know your membership number you can contact Lori McKeage or Mary-Claire Corcoran. You are encouraged to utilize this benefit at www.aswa.org to interact and network with the National Membership.



2007-2008 Membership Campaign

The Drive to Dallas!

You deserve rewards! The ASWA National Board wants to reward you for recruiting other women to share in the ASWA mission of enabling 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.

Two exciting ways to win!

#1 – Recruitment!

Win free registrations for your chapter members to attend the **2008 Joint National Conference in Dallas, TX, October 28-30, 2008!** No limit to the number of free registrations that your chapter can win! Since not all chapters have the same base membership, we have recruiting goals depending on chapter sizes.

Chapter Size (based on number of members as of June 30, 2007)	Number of recruits for each free registration
Small (less than 30 members)	4
Medium (30 to 69 members)	8
Large (70 or more members)	11

- Number of recruits includes all new members from July 1, 2007 through May 31, 2008, so members already recruited this year will be counted!
- First free registration must be used by a first-time attendee to the Conference
- Additional registrations can be used by any chapter member
- All free registrations must be used for the 2008 Joint National Conference in Dallas, TX. Any unused free registrations and not transferred by August 31, 2008 will be null and void.
- Chapters can transfer unused free registrations to another chapter by notifying National Headquarters by August 31, 2008.

#2 – Retention!

Retain **95%** of your chapter members (based on number of members as of June 30, 2007) and win a free registration for any chapter member to attend the 2008 Joint National Conference in Dallas, TX, October 28-30, 2008.

**Begin your *Drive to Dallas!* and earn free registrations
for the 2008 Joint National Conference today!**

STUDENT NIGHT SPONSORS

These are the Firms and Companies lending their resources and presence in sponsorship of this year's Student Night Event:

Public Accounting Firms:

Asher & Company
Beucler, Kelly & Irwin, Ltd
David Torrillo, CPA
Fesnak and Associates, LLP
Isdamer & Company, LLC
Kreisher Miller
Parente Randolph, LLC
Stockton Bates, LLP

Recruitment and Search Firms:

Aspire Financial Search, Inc.
Liberty Personnel Services, Inc.
A.C. Lordi Consulting and Peopleflex Accounting Professionals

Accounting Related Service Firms:

Becker CPA Review Course
Philadelphia CPA Review
Yaeger CPA Review
Your Part-Time Controller, LLC

Insurance and Finance Industry:

SES Advisors, Inc.
Women in Insurance and Finance Society (WIFS)
Women's Financial Associates an Office of MetLife

Real Estate, Retail and Other Industry:

BFabulous
Stolz Company

The Philadelphia Chapter of the American Society of Women Accountants Mentoring Program

What the Program Is:

The ASWA Mentoring Program provides students with insight into a career in accounting. It achieves this by providing students with the opportunity to interact with established accounting professionals who also are ASWA members. The purpose of the program is to provide students with more knowledge about the accounting profession and to get encouragement from ASWA member mentors.

Who is Eligible to Participate?

The ASWA Mentoring Program is open to college seniors and current student members of ASWA.

This year, 2007-08, The Philadelphia Chapter of ASWA is introducing the Mentoring Program as a pilot program. The Mentor Committee will only be choosing a maximum of 10 Mentor-Mentee Teams for the pilot year. Based on the success of the program, we will expand the program participants in future years. Students who are selected to participate in the program will automatically become a student member of ASWA with the membership fee paid by the Chapter. (Those who have already paid dues for the current year will be prepaid by the chapter for the next fiscal year). This is in appreciation for being our pilot mentees.

The mentor should have three years of practical accounting or accounting-related business experience and be a Regular member of ASWA for at least one year. The mentor should be familiar with the Philadelphia Chapter ASWA members and some of the activities.

How the Program Works:

College seniors and student members enroll in the mentoring program by completing the enrollment form. Students are then matched with an ASWA professional member according to the student's primary area of interest. Whenever possible, arrangements are made for the student and mentor to be as close geographically as possible, for easier communication and personal meetings and activities.

Students and mentors may join during the enrollment period, which begins on Student Night and ends December 31st each year. The program ends in June of each year at the ASWA June Installation of Officers and Directors and Past President's Meeting. At this meeting, students and mentors will have an opportunity to discuss their events and activities, and complete a post-program evaluation form to assess the program and suggest how it can be improved.

Mentors with their mentees are required to attend at least one ASWA Regular meeting or event together by May 31st each year.

Guidelines and Suggestions for Mentees:

- Talk with your mentor specifically about what you would like to learn.
- Respect your mentor's time and schedule. Arrive for meetings on time and ready to work.
- Prepare a resume and other relevant materials for your mentor to review.
- Make a list of questions you'd like to ask your mentor.
- Try to meet as often as possible.
- Engage your mentor in discussions about your career goals and the best way for you to reach them.
- Be direct. If you have a question, ask it.
- Be receptive to your mentor's advice.

Guidelines and Suggestions for Mentors:

- Be available to answer questions.
- Share with the student what you wish you had known when you were starting out.
- Communicate at least once each month, more often if possible.
- Let your student know about times that will be particularly busy, such as when you are meeting deadlines or closing an issue.
- Try to arrange for the student to spend part of a day with you at your office to see the operations and to see you in action.
- Take the student to lunch and maybe have some others from your organization join you to toss around ideas.
- Offer honest critiques of your student's materials. Be truthful.
- Take the time to get to know the student. Arrange informal sessions outside the office.
- Spend time reviewing resume and other pertinent materials.
- Set up a mock job interview.
- Share stories about how you got to be where you are.
- Discuss how to effectively network.
- Be honest and realistic about working life.
- Encourage your student to publish pieces before graduation.
- Discuss current industry happenings and stress the importance of being knowledgeable in their area of expertise.
- Review resources for career building and job seeking.
- Discuss classes or programs you found helpful.
- Take the student to another networking or volunteer event that you may be involved

Application and Deadline:

This year, we will begin accepting both Mentor and Mentee applications beginning Student Night, November 13, 2007 through November 30, 2007. The Mentor committee will review each application and select the mentor-mentee team based on common areas of interest. A letter of notification will be issued to all program participants by December 31, 2007.

**THE PHILADELPHIA CHAPTER OF THE
AMERICAN SOCIETY OF WOMEN ACCOUNTANTS
MENTORING PROGRAM
2007-2008 MENTOR APPLICATION**

Please complete the application and submit it to Theresa Copeland, ASWA Mentor Chair, 170 East Fariston Drive, Philadelphia, PA 19120. You may send your form (PDF) via email to territess@yahoo.com.

Your Name _____

Address _____

City, State, Zip _____

Phone _____ Cell _____ Email _____

How long have you been a Regular Member of ASWA? _____

Degrees and Certifications (please check and indicate formal degree/certification):

____ Bachelor of _____ College or University _____

____ Master of _____ College or University _____

____ Doctor of _____ College or University _____

____ Certification(s): Specify _____

Place of Employment

Name _____

Address _____

City, State, Zip _____

Phone _____ Cell _____ Email _____

Current Position _____

What type of industry do you have the most recent experience?

____ Certified Public Accounting firm
Specify (Large, Medium, Small) _____ Years of Experience _____

____ Private Industry (Financial Services, Professional Services, Manufacturing, etc.)
Specify _____ Years of Experience _____

____ Federal, State or Local Government Agency
Specify _____ Years of Experience _____

____ Not-for-Profit Industry (Social Services, Academia, etc.)
Specify _____ Years of Experience _____

____ Entrepreneur/Consultant
Specify _____ Years of Experience _____

Do you have any Special or Personal Interest? _____. If so, please list three of them which that are most important to you.

How do you think the mentoring program will benefit you? _____

We will make every attempt to match you with a student whose interest is within your area of expertise. It would be helpful for you to attach a recent copy of your resume.

A decorative border of green holly leaves and red berries surrounds the entire page.

The Holiday Greeting Campaign

We are asking our members and friends of ASWA to participate in this fund raising campaign. Here's how it works.

In lieu of sending each ASWA member a holiday greeting card, fill out one card, using only one stamp and address it to:

ASWA Family
c/o Lori McKeage
1012 Hillsboro Court
Sewell, NJ 08080

- along with a donation to the ASWA Scholarship Fund. Make your donation in the amount of what you saved on postage and cards or what you can afford to send in the spirit of the holiday.

We will post your greetings in the December Newsletter. All the greeting cards will be attached to a poster board. The board will be displayed at the December Event luncheon and the January Regular Meeting for all to appreciate. Please extend the holiday cheer to the future of our profession.

I am very please to announce that our Board of Directors of the Philadelphia Chapter of the American Society of Women Accountants resolved to make this year's chapter scholarship an award of \$ 2000 to one worthy student applicant. My goal as president this year is for the chapter to raise at least that amount in the 2007 – 2008 term. This will enable us to replenish the funds in preparation for the following year's award. Please help by participating in the first leg of our fund raising effort to meet this goal!

Cards must be received by November 25th in order for the Greetings to be included in the December Newsletter



Yearbook Committee

I would appreciate if someone would volunteer to chair our yearbook committee this year. We are looking for a member who is computer savvy, a techy-type who can work with the information that we have in our membership database using Access. The person would be responsible for coordinating the printing and mailing of our annual membership yearbook to be issued in early January. Please contact Lori McKeage if you are interested in the Yearbook or other open position in the organization.

Member Kudo's

Marilyn E. Vito, 1992-93 national president of ASWA, has been named a Carnegie Foundation Scholar for Political Engagement for 2007-2009. The appointment is a prestigious recognition of contributions to academia in the area of civic and political engagement, and is awarded to only 30 individuals nationwide. Vito currently serves as President of the Faculty Assembly at the Richard Stockton College of New Jersey, where she is an Associate Professor of Business Studies. Congratulations Marilyn!

Member's Spotlight

Please give a warm welcome to our new members, when you have the opportunity to meet our newest members.

Ermira Gegvata -

Is our newest member, who has also joined our Executive Team in the Office of Secretary for the Philadelphia Chapter of ASWA. You will have the opportunity to meet her if you join us for Student Night as I know she will be there, as she will be assisting at our reservation desk.

Mira is working as a full-time teacher of accounting at Delaware Valley College. She graduated from Saint Joseph's University in 2004 with an MBA in Accounting. Previously, she worked for over 2 years at Ernst and Young in auditing and as a Senior Financial Analyst at Thermo Fisher Scientific. We are very pleased to have her as our new members, who as so quickly committed her services to our Executive Team.

Sunny Chanthavong

Is also new to our chapter and she is a marketing coordinator from Becker Professional and a graduate student from Keller Graduate as well. She works with Student Campus Representatives in schools in the Philadelphia, Delaware, and parts of Jersey region. She has been involved with organizations such as NABA, NAASA, Beta Alpha Psi, and the PICPA.

Sunny is a native Philadelphian. She has two older sisters and a poodle name Cupcake. She has been playing the violin for 13 years and aspires to play for the orchestra one day. She is also an Eagles and Phillies fan. Sunny will also be at our Student Night meeting representing our Sponsor Becker CPA Review.

Patricia Sica

She is also attending Student Night as our new member. She is a Senior Accounting major at Temple University, attending the Ambler campus part-time. Patricia works full time as a Staff Accountant at Mid-Atlantic Management, a Community Management Company in Plymouth Meeting. She grew up in Conshohocken but now live in Eagleville with her cat, Peanut. She has 2 sisters and a nephew.

I hope you get the opportunity to introduce yourselves to each of these ambitious ladies and offer some insight as to what our organization is all about!



The 10!Show

Our December Social Event is our presence at the live taping of **The 10!Show** featuring Bill Henley and Lori Wilson.

20 free tickets have been reserved for ASWA members on Friday, December 7, 2007.

The location is at the corner of City Line and Monument Roads in Bala Cynwyd, PA.

The doors open at 10:00am and close at 10:25am – The show is live from 11:00 ‘til noon.

A list of attendees who RSVP to Lori McKeage by October 31, 2007 was presented to the Audience Coordinator in order to ensure seating for ASWA. Now that the initial deadline has passed, you may still be able to obtain tickets on a first come, first serve basis by requesting tickets for December 7, 2007 by going to their website at www.NBC10.com/10 and clicking on the link for ordering tickets to “**The 10!Show**”. Do this as soon as possible as there is limited seating and the tickets are open to the general public. You must provide the names of the individuals who will be attending at the time you request tickets. In the comment section indicate that you would like to join the ASWA group already reserved. Again the: **Tickets are Free!**

Hope you can join us and show your ASWA SPIRIT!