

November 2008  
Philadelphia Chapter  
Volume 58 Number 3

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**PRESIDENT'S MESSAGE**

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

I am very proud to say that we pulled off a very successful Student Night Event this year! Despite the fact that so many of our executive team and members who normally participate in this event were affected by the October 15 deadline or the Jewish holiday, we had one of the best sponsored and student attended events in a long, long time.

We want to thank Brenda Grove, Director of Outreach and Onsite Programs at Villanova University, for hosting the evening in their stately Villanova Room. The accommodations were well received.

I would like to thank the speakers for sharing their time and experiences with the students – Mary Duff from Duff Accounting Solutions, Bob Loughney from the Federal Bureau of Investigation and Kathleen Meriwether from Ernst & Young – all of whom were brief, but added their own perspective on accounting related careers.

Our sponsor participation was excellent! Please see the list of our sponsor in the pages to follow. There were many new faces and members of firms who gained insight about ASWA and took it back with great enthusiasm to their firms, which is a great compliment. I know they had some wonderful interaction with the students. They came prepared with information and items for the students to take away with them, which was well appreciated.

I think the biggest compliment was in the fact that the students' question and answer session towards the end of the program lasted almost 45 minutes.

I especially want to thank our Student Activities Chair, Liz Kolar, Executive Director of the Philadelphia CPA Review Course and Chair of the Department of Business Administration at Delaware Valley College, who was responsible for contacting all of the colleges and universities to reach out to the students and who again served as our panel moderator.

Many thanks to the Executive Team who helped pull this one together.

Now, upon our return from the National Conference in Dallas, our November meeting will be one for Team Building! We will share some of the "Valuable Things" that we learned in Dallas and we'll learn how to better utilize one of the most recent benefits ASWA has to offer its members – Virtual Exchange.

In November, we will have our kick-off event for the mentor program – a Meet and Greet Brunch. This will enable the new mentees to meet one another, to meet their individual mentors and to gain insight into the program through interaction with our mentees of the pilot program. Having this event was the recommendation of the majority of the mentees of the pilot program. We were very pleased at how well received the idea had become and appreciate Mary-Claire Corcoran volunteering her home for the Event.

Enjoy the beautiful crisp and colorful fall and I hope to see you at one of the November Events.

**Very truly yours,**

**Lori Lucente-McKeage  
Philadelphia Chapter President**

## November MEETING

### **MEMBERSHIP**

Mary-Claire Corcoran  
324 Woods Road  
Glenside, PA 19038  
H-215.885.1006  
Fax-215.885.1186  
E-mail  
[corc2chel@aol.com](mailto:corc2chel@aol.com)

### **NEWSLETTER**

#### **PUBLICITY**

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427 Cherry Lane  
Kennett Square, PA 19348  
W-484-732-8176  
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### **STUDENT NIGHT**

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Philadelphia CPA Review  
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### **BY LAWS**

Mary Feeney-Bonawitz, PhD, CPA  
Penn State University  
Schuylkill Haven, PA 19797-2208  
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### **MENTOR PROGRAM**

Theresa Copeland  
170 Fariston Drive  
Philadelphia, PA 19120  
territess@yahoo.com

**Event: Navigating the ASWA National & Chapter Websites, an introduction to the ASWA Virtual Exchange**

**Location:** Offices of Assigned Council  
950 West Valley Road, Suite 2600  
Wayne, PA 19087  
(610) 666-1036 for Mary Duff

**Date/Time:** Thursday, November 13, 2008 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) Monday,  
November 10, 2008

**About our Speakers:**

**Our main speaker this evening is Mary Duff, CPA, president and CEO of Duff Accounting Solutions. Mary is a business owner who provides accounting systems and services, controllership services and training and support on accounting systems. She sits on various boards which have included, ASWA, the National Association of Women Business Owners (NAWBO) and the Center for the Advancement of Cancer Education (CACE). She has also held the position of President of the Philadelphia Chapter of ASWA.**

**Mary is currently our Northeast Regional Director on the National Board of ASWA. The Philadelphia Chapter is very fortunate to have her as a member, as she has been the voice of our chapter to National and she keeps our Chapter informed, first hand, of what we need to know from the National standpoint.**

**At this meeting we will all gain a better understanding of a very valuable tool that our organization has provided to members. The Virtual Exchange is a gateway for timely communication among all of the ASWA Chapter members. It enables members to gain professional and organizational advice from members across the country. Mary will take us through the many uses of this tool, so that it can be better utilized by all. She will show us some of the other features of the websites so that we can make better use of the benefits the organization has to offer.**

**Later, Cynthia Makarczyk, Chapter Treasurer, will share some of her hard learned facts of what to look for as early signs of heart disease. Cindy has been a member for over 25 years and is a recent triple by-pass survivor.**

## **Directions to the meeting:**

### **From the Northeast:**

Using the Turnpike

- 1 Merge onto I-276 W/PENNSYLVANIA TURNPIKE toward HARRISBURG (Portions toll).
- 2 Merge onto I-76 E via EXIT 326 toward I-476/PHILADELPHIA/US-202/VALLEY FORGE (Portions toll). Merge onto I-76 E via EXIT 326 toward I-476/PHILADELPHIA/US-202/VALLEY FORGE (Portions toll).
- 3 Take the US-422 W/SWEDESFORD ROAD exit, EXIT 328A, toward POTTSTOWN.
- 4 Keep RIGHT at the fork in the ramp.
- 5 Keep LEFT at the fork to go on SWEDESFORD RD.
- 6 Turn LEFT onto W VALLEY RD
- 7 End at 950 W Valley Rd Wayne, PA 19087-1824

Using Route 1:

- 1 South on Route 1 "the Boulevard"
- 2 Merge right onto I-76 West City Line/Conchehocken/King of Prussia
- 3 Follow from point 3 below:

### **From Center City and East:**

- 1 Take the I-76 W ramp toward VALLEY FORGE.
- 2 Merge onto I-76 W.
- 3 Take the US-202/US-422 W exit, EXIT 328B-A, toward KING OF PRUSSIA/WEST CHESTER/POTTSTOWN
- 4 Take the US-422 W exit, EXIT 328A, toward POTTSTOWN/SWEDESFORD RD.
- 5 Keep RIGHT at the fork in the ramp.
- 6 Keep LEFT at the fork to go on SWEDESFORD RD
- 7 Turn LEFT onto W VALLEY RD
- 8 End at 950 W Valley Rd Wayne, PA 19087-1824

### **From South 202 / West Chester**

- 1 Merge onto US-202 N toward PAOLI/ DOWNINGTOWN
- 2 Take the exit toward NORTH VALLEY FORGE RD/ WEST VALLEY RD
- 3 Merge onto E SWEDESFORD RD.
- 4 Turn RIGHT onto W VALLEY RD.
- 5 End at 950 W Valley Rd Wayne, PA 19087-1824

# Highlights from Student Night

Congratulations to the Raffle Winners at Student Night:

Philadelphia CPA Review Course

**Kathryn Wilson** – Philadelphia University

Philadelphia CPA Review Zip Drive

**Susan Macauleg** – West Chester University

Becker CPA Review Winners

**Monica Bossone** – Cabrini College

**Chad Erickson** – West Chester University

**Laura Taylor** – Delaware Valley College

Becker Flashcards Winners

**Timothy Kuhn** – West Chester University

**Lauren McLennan** – West Chester University

**Joseph McMahon** – West Chester University

Yaegar CPA Review Winner

**Tim Hartman** – Philadelphia University



The panel: Cassandra Hunnicutt ( speaking), Liz Kolar (hidden by podium), Brenda Grove, Lori McKeage, Robert Loughney, Mary Duff, Bambi Weber, Mary-Claire Corcoran

A student asks the panel a question





# Mentor Program Kick-Off

This year's Mentor Program will kick-off, Sunday, November 16<sup>th</sup> with a brunch at Mary-Claire Corcoran's house in Glenside. In response to feedback from last year's mentees, an informal program is planned to allow all the mentees and mentors to meet each other. Information packets will be given out to the current participant teams, including guidelines for the Achievement Contest. All of last year's teams are also invited. Evite invitations will be going out shortly with details.

At this time, we would like announce the first six teams for the 2008-2009 Mentor Program. The remaining four teams will be announced in the next newsletter.

Hope all will be able to attend the Kick-off and Good Luck to All

## Team Orange

Mentor: Mary-Claire Corcoran

Mentee: Stephanie D'Agostino, Chestnut Hill College

## Team Black

Mentor: Angela Wilsey

Mentee: Katrina R. Smith, West Chester University

## Team Red

Mentor: Pamela Wenner

Student Mentor: Paulina Faliszek

Mentee: Laura R. Taylor, Delaware Valley College

## Team Green

Mentor: Marian Derr

Mentee: Kari Davidson, West Chester University

## Team Pink

Mentor: Gwen Ruff

Mentee: Pamela Carcione, Rutgers University

## Team Purple

Mentor: Renee Cooper

Mentee: Lori Culbertson, Delaware Valley College

We are still accepting applications for Mentees and have extended the deadline to apply until Friday, November 14, 2008. We will select 4 more Mentees and need 1 more Mentor volunteer. A total of 10 teams will participate in this year's program. Be willing to enhance your educational experience and build a network of resources with the leadership of a Mentor. We are looking forward to an exciting year full of fun-filled activities. If you are interested in becoming a Mentee, it is necessary that you become a student member of ASWA. For more information, please contact Theresa Copeland, Mentor Chair, 215-924-5265 or [territess@yahoo.com](mailto:territess@yahoo.com).

# ASWA

# MEETING SCHEDULE

2008-2009

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

DATE	LOCATION	PROGRAM	SPEAKER
Thursday, November 13, 2008	Offices of Assigned Counsel 950 West Valley Road, Suite 2600, Wayne, PA 19087	Navigating the ASWA National & Chapter Website and learning about the ASWA Chapter Exchange	Mary Duff, CPA owner and CEO of Duff Accounting Solutions
Monday, November 16, 2008	The home of Mary-Claire Corcoran, Glenside PA	Welcome Meet and Greet between Mentors and Mentees	Mentor Chair, Membership Chair, Scholarship Chair and past winner
Friday December 5, 2008	NBC The 10! Show City Ave. & Monument Road Bala Cynwd, PA 19004	Social Event with Lunch following at The Tavern in Bala Cynwyd, PA	The 10! Show - 30 free tickets will be available to our members, first come first serve.
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 NO MEETING DUE TO TAX DEADLINES FOR APRIL 15<sup>TH</sup></b>			
Thursday, April 25, 2009	Alice Paul Institute at Paulsdale 128 Hooton Road, Mount Laurel NJ 08054	Identity Theft and Fraud	Merrill Lynch, Nancy Gatchet
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.

# Three Tips for Surviving Corporate Change

The biggest difference between today's employment world and that of our fathers' is the rapid pace of corporate change. Expectations of company stability and long lasting employment are a thing of the past. If one isn't tuned into the signals of corporate change it can mean an unexpected layoff and months of unemployment and job searching. Do you have a career management plan to ensure your career growth in times of corporate chaos?

To prevent career disaster, live by these three rules of career management:

- 1 Expect Change
- 1 Adjust quickly to change
- 1 Build a strong professional network in good times

## 1. Expect change

Change in the work place is far less traumatic when it is expected as the norm. One of the most important career management skills is the ability to detect signs of corporate change. For instance:

- \* Rumors of corporate merger or takeover
- \* Corporate profit levels spiraling downward
- \* No end-of-year bonuses given
- \* Hints of layoffs to trim the budget
- \* Upper management suddenly resigning
- \* Your peers jumping ship to the competition

Don't get caught off guard by holding on to a false sense of security or misplaced loyalty. Those who fear change trust corporate loyalty rather than face the reality of their precarious position in the corporate food chain. Expect change and keep your eyes and ears open—or you could be the last in line when it's time to find new career opportunities.

Don't wait for change to strike. While your job is secure and your work environment is stable, take steps to keep your skills highly desirable in the job market. For starters:

- \* Stay current with technology trends of your industry
- \* Get certified if appropriate
- \* Keep your resume current at all times
- \* Be ready to interview at a moment's notice

(continued next page)



## 2. Adjust quickly to change

Your ability to keep your career momentum building in the midst of corporate chaos depends on your skill at adjusting quickly to change. First, don't over analyze your dilemma. Too often valuable time is wasted trying to figure out ways to make a bad situation work. Second rule, don't take it personally, or you won't be able to plan your exit strategy clearly. Third, take action as soon as possible.

If your resume is kept current at all times you will be ahead of the pack when others consider moving on as well. Your resume should be updated every six months. For quick updating keep an ongoing record of your accomplishments as you overcome work challenges.

Maintaining confidentiality during a job search while still employed is a challenge that requires discretion and level headedness. Ideally, no one in your company should even suspect that you are looking for other employment. Resist the urge to speak to coworkers about your decision for action. Keep your regular work hours and try to schedule interviews during off-work time. Avoid posting your resume online where your employer may find it.

## 3. Build a strong professional network in good times.

One thing that hasn't changed over the decades is the fact that a majority of people still get new positions faster through networking. What used to be called the "good ol' boy system" is as active in the job market as ever. Technology hasn't replaced the effectiveness of a vast network of people who can help you find new career opportunities quickly.

The problem is that most people ignore their network until they need it. Bad idea. If you haven't kept in touch with former coworkers how will you know how to find them when you need them?

There are many great venues for building your network: professional associations, college alumni groups and former colleagues to name a few. Take time to meet with non-work people on a regular basis. Build relationships around mutual interests, friendship and trust. Make this your lifelong habit and you'll never be without help when you need to make a career change.

More than ever, proactive career management is essential to professional growth. Keep these rules of surviving corporate change as the building blocks of your career management plan and you'll stay in control of your professional growth and income potential.

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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>



## The 10!Show back by popular demand.....

Our December Social Event and Scholarship Fund Raiser will be a most enjoyable event experienced by our members and friends of ASWA. We will have access for 28 people at the live taping of **The 10!Show** featuring Bill Henley and Lori Wilson this year.

28 free tickets have been reserved for ASWA members on Friday, December 5th, 2008.

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

The doors open at 9:00am and close at 9:25am – The show is live from 10:00 'til 11:00am.

A list of attendees who RSVP to Lori McKeage by mailing a check payable to the ASWA Scholarship Fund by October 31, 2007 will guarantee you one of the 28 seats. We request a minimum donation to the scholarship of \$10.00 but more is always welcome to support our scholarship. Use your enjoyment factor as a gauge. The list will be presented to the Audience Coordinator in order to ensure seating for ASWA for the day of the event.

ASWA members and friends will be the only group in the audience, as there is limited seating for 28 due to construction during the coming months. Therefore all of our lucky attendees will appear on the show as the cameras continually pan the audience and someone in our ASWA Family will again spin the wheel for the opportunity to win exciting prizes. And remember we will be attending on Freebie Friday so everyone will be going home with something. For more information on what goes on at the show go to [www.NBC10.com/10](http://www.NBC10.com/10) .

Hope you can join us and show your ASWA SPIRIT!  
Mail your donation as soon as possible along with a Holiday card  
with your seasons greetings to our ASWA members addressed to:  
Lori McKeage c/o ASWA,, 1012 Hillsboro Ct., Sewell, NJ 08080.  
Greeting cards will be attached to our annual greeting board