

November 2009
Philadelphia Chapter
Volume 59 Number 5

President

Renee Cooper, CPA
P.O. Box 3374
West Chester, PA 19381-3374
215-601-6846
Email: 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
E-mail: 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
E-mail: kbrunner@completebackoffice.net

Treasurer

Cynthia J Makarczyk
J H COHN LLP
997 Lenox Drive Suite 102
Lawrenceville, NJ 08648-2317
H-215.639.6740
W-609.896.1221 ext 3031
Fax-609.896.1288
E-mail: 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
E-mail: mderr@cbiz.com

Directors

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

Immediate Past President/

Lori Lucente-McKeage, CPA
E-mail: seagem.llm@comcast.net

NATIONAL HEADQUARTERS

1-800-326-2163

INTERNET ADDRESS

www.aswa.org

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



PRESIDENT'S MESSAGE

Dear Members and Friends of the Philadelphia Chapter:

Lyn Kremer gave a great presentation of how we may fully utilize the Philadelphia Business Journal in expanding our networks both socially and professionally. I would encourage everyone to subscribe to the Philadelphia Business Journal, especially if you are a sole practitioner

Our next endeavor is the Joint National Conference in Las Vegas. This conference is a partnership between the American Society of Women Accountants (ASWA) and the American Woman's Society of Certified Public Accountants (AWSCPA). The AWSCPA is a national organization founded in 1933 dedicated to serving all women CPAs. The AWSCPA provides a supportive environment and valuable resources for members to achieve their personal and professional goals through various opportunities including leadership, networking and education. What better organization to partner with since they encapsulate so many of our objectives and goals. A few of our members will be attending this conference and we will give a full accounting upon our return. Expect to see updates and pictures on our Facebook page of the various activities. This conference is a great way to meet other members of ASWA from across the country and gain CPE at the same time.

Quickly approaching is our Annual Student Night. Please encourage your co-workers and employers to attend and or sponsor us. We are actively looking for two additional volunteers for the registration tables. Please call or email me with any questions.

Our Mentor program is about to start this year's program. 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 and will be available at Student Night. We encourage the mentors and mentees to join us on Facebook as well as LinkedIn.

Our next meeting will be our Annual Student Night, see page 2 for more details.

Autumn is certainly here and all we are missing is the fall back of the clocks to really make it official. The leaves are turning and there is definitely a nip in the air. So join us as we continue on the path to make ASWA the best it can be.

Our website is being updated. Let me know what you think and how we can make it better for you. It is continually a work in progress so chime in anytime. The National website has also been updated; please review it as there are some interesting options and applications on there. Your member ID is your login but you will need to get a new password. If you need your member id, please contact Mary-Claire or myself.

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.

I hope to see you at the November meeting.

Very truly yours,

Renée Cooper
President of the Philadelphia Chapter

EMPLOYMENT

Lori Lucente-McKeage, CPA
Isdamer & 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

E-mail: seagem.llm@comcast.net

MEMBERSHIP

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

E-mail - corc2chel@aol.com

NEWSLETTER PUBLICITY

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

E-mail - jrspsiegel@comcast.net

SCHOLARSHIP

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

E-mail - 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

E-mail - angela.wilsey@ey.com

Elizabeth Kolar
Philadelphia CPA Review
P.O. Box 300
Solebury, PA 18963
W-877-472-4272

E-mail liz@philadelphiacpareview.com

MEETINGS

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

E-mail -
mstanislavskaya@mercercounty.org

PROGRAMS

MEMBER RELATIONS

LEGISLATION

Open Positions

BY LAWS

Mary Feeny-Bonawitz, PhD, CPA
Penn State University

Schuylkill Haven, PA 19797-2208
Mfb5@psu.edu

MENTOR PROGRAM

Theresa Copeland
170 Fariston Drive
Philadelphia, PA 19120

November Meeting Notice



American Society of Women Accountants

Student Night

When: Thursday, November 12, 2009 6-9 pm

**Where: The Villanova Room at
Connelly Center
Villanova University**

**Registration will begin at 5:30
Light refreshments will be served.**

The price for students is \$5.00 payable at the door - in order to provide refreshments we request an RSVP by November 2, 2009.

Philadelphia CPA Review and Becker CPA review have donated review scholarships which will be given away that evening.

Additionally, we are pleased to announce that we will be awarding one \$2,000.00 cash scholarship to a worthy candidate early next year. Entry applications will also be distributed and the requirement details discussed on Student Night. The person who is awarded the Chapter Scholarship will also be eligible for the ASWA National Scholarship.

**To RSVP or for information contact Renée Cooper at
aswaphilly@hotmail.com.**

Also check out our website at WWW.ASWA-PHILA.ORG.

Members in the News

The ASWA Education Foundation Will Award Elizabeth Kolar, CPA – Northeast Area Influential Woman of the Year

This award will be presented on October 20, 2009 at the ASWA/ASWCPA Joint Annual Conference in Las Vegas, Nevada during the annual awards luncheon. The Philadelphia Chapter of the American Society of Women Accountants nominated Liz for this award. We are very proud that she has been chosen to receive this award for her achievements. Renee, Pam, Kathy, Lori, Mary Claire, Mary Duff and Mary Bonawitz will be in attendance to proudly show our support of Liz in Philly Style!

Those who don't know our distinguished member have not been to one of our Annual Student Night Events. Liz has been the moderator of our panel discussion at this event for many years. She is a dedicated professor at Delaware Valley College and has held the position of head of the business department. She is the co-founder of the Philadelphia CPA Review Course. She is also Faculty Advisor at Del Val for the VITA program, and has help establish the program on other college campuses. The VITA Program at Del Val has helped more than 800 families receive more than \$1 million dollars in refunds and save more than \$250,000 in tax preparation fees. In November 2008, Liz Kolar received the PICPA Outstanding Educator of the Year Award. The Outstanding Accounting Educator Program is designed to salute full-time Pennsylvania College and university accounting educators who have distinguished themselves in the classroom setting and are actively involved in the accounting profession. Only one professor per year from the entire state is selected to be the recipient of the award. Her students and peers have provided their personal praises of Liz as an excellent educator and outstanding example of an individual who truly lives the mission of ASWA, enabling others in all fields of accounting to achieve their personal, professional and economic potential and to contribute to the future of the profession.

We congratulate Liz and share in her excitement to receive this award.

If you didn't get the opportunity to attend the Pennsylvania Governor's Conference for Women on September 17th 2009 then you missed our local gem Sara Canuso who shared the spotlight with Suze Orman, Tory Johnson and Marcus Buckingham as well as many other leaders in the business world. The theme was Rethink, Resolve, Renew and if you'd like to check it out, go to: www.pagovernorsconferenceforwomen.org.

Sara Canuso is a successful speaker, writer, teacher and motivator providing clients with the skills, principles and habits needed to project confidence and to thrive professionally. She is a certified seminar leader and known for her informative and popular column in *Philadelphia Maven* and her *Winning Look* articles in the *Legal Intelligencer* and now, with her own monthly ezine, *Empowering Impressions*. If you're ready to step into your own, join Sara each month to jump-start your professional image, make more money, and have more confidence in your life and business. Get your complimentary tips now at www.ASuitableSolution.com.

Here is a sample of Sara's work provided in her most recent newsletter:

Have Them In the Palm of Your Hand!



Have you ever wondered of the impact of a hand shake and its importance on closing a deal? I cannot stress enough that a handshake is the most powerful form of nonverbal communication. **The type of handshake you give can reveal a great deal of information about you.** On the other hand you can learn how to read handshakes and gain insight into the people you are meeting. **The handshake is the starting point of business relationships.**

Take the time to review your own handshake and ask family and friends how they feel when shaking your hand. Be aware of how you extend your hand, the amount of pressure you apply, the length of time

and above all maintaining eye contact.

To help with both your grasping how to both read and give handshakes I have listed the various types of meanings behind the shake.

- **The one most used by many leaders**, executives and lawyers is the all American shake. It includes direct eye contact, smiling and two to three pumps.
- **The dead fish is a cold, clammy, and indifferent handshake** of someone who is passive or apathetic.
- **The twister is the shake in which the other person takes one's hand and twists** so they can be on top with their palms toward the floor. This is someone who feels that are going to take control of the meeting.
- The finger squeeze is typically used by someone who is insecure and use it as way of saying beware.
- **The bone crusher, a too tight grip** is usually given by a strong leader or one with a strong personality. It is usually very painful.
- **The finger tip shake is usually used by someone who is introverted and shy.** Not a good feeling is projected or received with this type of shake.
- **The two handed is when the left hand grasps the wrist, arm or shoulder.** You see this used by a lot of politicians.
- **The manipulative shake** is when someone while shaking your hand is directing you to a location of their choice. A sign of wanting to take control.
- **The multiple pumper is one who is eager to make a good impression.** They just keep pumping and having you feel as though they are never going to let go of you.

Have Them In the Palm of Your Hand! continued

- **The lingering handshake is one that can mean openness.** Typically a firm shake, two to three pumps and then pauses before releasing your hand.
- **The one who shakes then pushes away** is one who has a need to establish their own territory and is usually standoffish.

When giving or receiving a handshake **be sure to combine or observe the smile, eye contact and the general feel that you receive.** Point being if you go into a meeting or negotiations being **able to read body language** and interpret a handshake you will have a better understanding of the personality you are dealing with. Also, keep in mind that the person you are meeting with might just as well be forming their opinion of you. I know I keep emphasizing the importance of body language, but it can truly make your life a lot easier and also increase your success. If you email info@asuitablesolution.com and ask for Body Language cheat sheet I will be happy to forward you a copy.

We are all hardwired to read body language but once we learn how to speak we tend to ease up on using or reading what is a natural part of our daily communications. Everyone uses body language regardless of the language they speak. Start today to see what people are thinking.

As always your thoughts and comments or information on my programs are always welcome. I can be reached at 215-356-2854 or sara@asuitablesolution.com





Upcoming meetings:

December 3, 2009

Social Event

Location: Center City

January, 2010 (tentatively the 7th)

Tax Update

Location: Dilworth Paxson LLP
1500 Market St, Suite 3500E
Philadelphia, PA 19102

February 2010 (Tentatively the 3rd)

Women's Health

Location: Bala Cynwyd Library

Far future – June 2010: American Society of Women Accountants, Philadelphia Chapter will celebrate their 70th anniversary. Date will be in the late Spring/early Summer. 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.

Organized people are just too lazy...

...to look for their stuff...

Well, that's one way to look at it!

There are people that get a kick out of producing exactly what's needed from their piles. "See? And you didn't think I knew where it was!"

Nothing wrong with that. If it works.

For many people it doesn't work as well for them as they think. Those that depend on them know another story. Missing information, constant lateness, stuff that takes over 'community' areas develops stressful mistrust from on a history of "I'll get it to you when I find it." Or, "Sorry, I almost made on time."

Everyone has areas where they prefer not to spend time and effort on planning, organization or producing. The important thing is to know when it is critical and when you can safely let things alone.

Typically not important:

- ~Organizing bookcases or photos
- ~Reading every email newsletter
- ~Facebook and Twitter

Critical:

- ~Workplace duties and decisions (associates and customers rely on you)
- ~Preparing for the future health of your business & career
- ~Designing and maintaining efficient work spaces
- ~Replying to important emails
- ~Tracking unresolved issues

Be realistic about how much time you're spending on activities that aren't the best use of your time, effort and talent. Fix what's wrong, improve what's borderline, and decide how to be as organized as you need to be.

Tip 1

Efficiency means nothing if you're not doing what matters for you, which is why we stress values-based time management principles and practices. Managing Time?

Ha!

Use your time well and "waste" your time well. Know the difference between the two. See the coupon below....

Tip 2

Synch your Outlook calendar with Google calendars so you have online access and can share with others.

Provided by Leslie Robison founder of Mastery Consulting who can be reached via email Leslie@MasteryConsulting.net. Leslie's company provides consulting in mastering your day, desk and deliverables to increase credibility, productivity and profits. 1410 Cedar Lane | Green Lane | PA | 18054

December Social

Date: Thursday, December 3

Time: 6:00pm-9:00pm

Price: \$84

Event Description:

Your tasting adventure begins at Fogo de Chao Brazilian Steakhouse for a demonstration and tasting of 4 festive, traditional Brazilian drinks that includes the national drink of Brazil--the Caipirinha, as well as Xingu Beer, a Caipiroska, and a Malbec. As you enjoy your drinks, your guide will share the quirky stories behind each drink, demonstrate how to make them, and share insight into some Brazilian traditions. You'll even learn how to toast in Portuguese!

We will then escort you just a couple of blocks to a hearty dinner at Smokin' Betty's. One of the newest restaurants in the city, it features a variety of updated BBQ and American favorites, and is the perfect location for a fun, casual dinner.

Our final stop on this tour will bring us to La Bourse at the Sofitel at 17th and Sansom Streets for a Gourmet Dessert Extravaganza, with a specially selected assortment of 5 beautiful French pastries. We will discuss how each of the pastries and their components are made, some history about French desserts, and of course, enjoy the mastery of the Sofitel's Pastry Chef. Flavored iced tea and ice water will also be served.



Special Offer

\$10 off



Special Rate includes 51 issues & the 2009 and 2010 Book of Lists. *Subscription must be paid by credit card*

PHILADELPHIA
**BUSINESS
JOURNAL**

Start my Subscription Today:

3 years for only \$205

2 years for only \$170

1 year for only \$97

Subscription must be paid by credit card

PHILADELPHIA
BUSINESS JOURNAL

Name _____

Company _____

Title _____

Address _____

City/State/Zip _____

Phone _____

Bill Me American Express Visa Mastercard

Credit Card _____

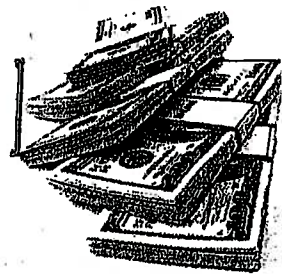
Expiration Date _____

Yes! Send me FREE daily email updates

Email _____

Fax: 215 238 9489

Phone: 215 238 5109



Questions? Contact Betty Michelli at 215 238 5109 or bmichelli@bizjournals.com