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Philadelphia Chapter
Volume 58 Number 2

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PRESIDENT'S MESSAGE

Dear Members and Friends of the Philadelphia Chapter:

Where has the time gone? It seems we were just gathered together at our planning meeting in a windowed room overlooking the marina on a fine summer day. And now we are less than two weeks away from our Student Night Event!

Our Student Activities Chair, Liz Kolar, has been visiting college campuses that her company, the Philadelphia CPA Review serves. She and her assistants have been decorating the campus bulletin boards with our colorful flyer. I am sure our student members have seen it and are passing on the word to their peers. We encourage everyone to spread the word of the many opportunities ASWA brings to students at this event such as the opportunity to listen to a panel of speakers who take you through the highlights of their career path giving you insight of where your current concentration of studies in accounting and finance could lead you.

Our hostess for the evening is Brenda Grove, Director of Outreach and Onsite Programs for Villanova University. I was very fortunate to have met Brenda at a networking event that brought more than 300 professional women together. The event was co-sponsored by more than thirty professional organizations, one being ASWA. Brenda asked what can we do for ASWA? As a result, we are very grateful for her sponsorship in providing us with the Villanova Room at Connelly Center for this meeting.

Students will come to understand the power of networking, the importance of developing mentoring relationships, the value of membership in a professional organization such as ASWA prior to beginning the interview process for a full time job. We will be offering the opportunity to win one of three CPA review course scholarships and apply for a \$ 2,000 cash scholarship offered by the Philadelphia Chapter of ASWA.

I have been tapping the shoulder of most of my contacts who have an interest in the future of the accounting profession. Many are offering their sponsorship to help make this a very successful event. I have provided a list (see the last page of this newsletter) of the confirmed sponsors so that our students can be prepared to visit their tables at the event to learn about opportunities within their firm. The list is not complete as I still have confirmations coming in each day. I suggest you know which sponsors you want to visit in advance as the time goes quickly during the event and there will be a lot to get through. So take advantage of as much as you can this evening.

I am extremely excited about all the pieces that are coming together to fulfill this years event. As always I count on the support of our members to give their time at this event, as many of us attended our first ASWA meeting at a Student Night and that set the course of our career path. It's time again to give back and share with fresh new names and faces of the future of our profession, those opportunities, choices and experiences that lead us to where we are today and will take us into the future.

Very truly yours,

Lori Lucente-McKeage
Philadelphia Chapter President

OCTOBER MEETING

Event: **STUDENT NIGHT**

Location: the Villanova Room at Villanova University sponsored by Brenda Grove, Director of Outreach and Onsite Programs

Date/Time: **Wednesday, October 8, 2008 at 6pm**

Meeting Fee: Regular Members: \$ 20
 Guests: \$ 25
 Student: \$ 5
 Professors: no charge

RSVP: Please contact Renee Cooper by Friday, Oct 3 by email at: tnt_cpa@hotmail.com or call her at 610-364-2197

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MENTOR PROGRAM

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Each person who RSVP's to the meeting will be emailed a parking pass for the **Large Main Lots** —*Lots are facing Route 30 divided by Ithan Ave.

***Directions to the Meeting:** Exit the big lot – Cross Route 30 at **Ithan Ave. at the light** – Go West on the sidewalk **paralleling Route 30 but very closest to the driveway. First you pass Bartley Hall and a dorm, then** at the corner of Vasey Hall (**Note: Theater sign**) turn to your right - **Connelly** is a modern building in front of you. Go to the lower-level of the building. **If you have problems or need further information about Villanova, Contact Brenda Grove at 610-996-2104.**

Highlights of the Student Night Event:

Among our speakers we have *Mary Duff*, 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). Mary will take you through her career choices, give you insight into the benefits of volunteering, and speak in the area of sole practice and working with nonprofit organizations.

Kathleen Meriwether, a lawyer and former Assistant United States Attorney, is a principal in the Health Sciences FIDS team at Ernst and Young, based in the Philadelphia office. She specializes in assisting health care providers with the global risk, compliance assessments, and regulatory compliance analyses. She works closely with management teams and counsel to identify enforcement risks, determine potential vulnerabilities and recommend solutions from business and operational perspectives. She assists council in fraud investigations compliance inquiries and in strategizing responses to governmental subpoenas and other inquires. Kathleen will focus on the opportunities in her field of expertise for accountants and what it is like to work for a "Big 4" firm.

Once again we will be joined by our friend *Robert Loughney* with the Federal Bureau of Investigation. He will add insight into life as an FBI agent for those who began their career with an accounting degree.

You will also hear from our members:

Elizabeth Kolar, CPA is the chair of the Department of Business Administration, at Delaware Valley College and one of the founders of the Philadelphia CPA Review Course. She will lead our panel discussions as the moderator. She will also offer some helpful details regarding preparation for taking the CPA exam, as well as explaining some of the requirements.

Mary-Claire Corcoran, CPA who is a past president, mentor and our membership chair will speak about becoming a member of The American Society of Women Accountants. She will provide insight into the benefits the organization has to offer in its mission - enabling women in all fields of accounting to achieve their personal, professional and economic potential and to contribute to the future development of the profession.

Bambi Weber, CPA who is also a past president and our scholarship co-chair will tell you about this year's scholarship award offered by the Philadelphia Chapter. She will discuss the application requirements and the deadline.

Our Mentor program is in its second year and you will meet our program chair *Theresa Copeland* who will introduce you to one of our mentees from our pilot program, *Cassandra Hunnicutt*. Cassie has just graduated from St. Joseph's University this past May. She begins her career at Ernst and Young starting October 1st. She will speak to us from a mentee's point of view sighting some of her experiences in completing her senior year and the benefits derived from participating in the mentor program.



JOIN US....
2008 JOINT
NATIONAL
CONFERENCE
DALLAS, TEXAS
OCTOBER 28-30, 2008

Don't forget to check out the National website for details and registration.
WWW.ASWA.ORG. Members were mailed a full brochure.

☞ The Spotlight this month: ☞

Meet Our Member

We welcome our new member Gwen Ruff, who is a Senior Campus Recruiter at SMART Business Advisory and Consulting, LLC. With over six years of campus recruiting and human resource experience, Gwen is responsible for the recruiting of SMART's interns/co-ops and first-year hires for the company's Devon, PA headquarters and their Philadelphia offices.

Gwen joined SMART in 2002 as a Human Resource Coordinator and was responsible for spearheading the development of SMART's campus recruiting program companywide. She also led the company's human resource process development such as performance management, salary administration and human resource / recruitment reporting.

During Gwen's tenure, she was featured in literature distributed by Saint Joseph's University's Co-op program, endorsing the program and leaders within the SJU community. More recently, in August 2008 Practical Accountant Magazine awarded SMART with the Innovation Award for their Intern Coaching Program. The company values their strategic partnerships with area schools to ensure their success and that of the students transitioning into their professional career. Gwen supports and values the mentoring and coaching of young professionals as they grow and develop throughout their collegiate career. She has volunteered to participate as mentor for the 2008-2009 ASWA Mentor Program. Contact information for Gwen is SMART Business Advisory and Consulting, LLC, 80 Lancaster Avenue, Devon, PA 19333, (610) 254-0700, gruff@smartgrp.com.

Prior to SMART Gwen was an Executive Assistant at Arthur Andersen, LLP supporting the Philadelphia Supply Chain practice. Gwen also was an Executive Assistant and Office Manager at Marispond, Inc. and worked within the crisis response management / recovery and disaster management industry. Gwen also holds a BBA in Management with a minor in Human Resource Management from Philadelphia University.

Please take the opportunity to introduce yourself to Gwen at the Student Night Event.



Stockton Bates, LP is pleased to announce the promotion of **Virginia J. Haskins, CPA** to manager in their audit department. We extend our congratulations to Virginia (aka Jenny Pot), an active member of ASWA, who also participated last year in our pilot program as a mentor.

PICPA Scholarships:

The PICPA spotlighted 45 College Students who received Multiyear Scholarships in the current issue of the [Pennsylvania CPA Journal](#). Two of our student members were pictured and received \$ 3,000 scholarships.

Stephanie M. D'Agostino, Chestnut Hill College, who will graduate in May 2009. Stephanie has a 3.94 GPA. She will participate in the 2008-2009 Mentor program as one of our 10 mentees.

Katelynn Stevens, West Chester University, who will also graduate in May 2009. She currently has a 3.51 GPA. Katelynn just completed a summer internship with KPMG. She also participated last year in our pilot program as a mentee.

We are very proud of these young ladies in their achievements and are so happy to have them actively involved in our chapter programs.

Here are your hard working members planning the year ahead:



L to R: Paulina Faliszek, Liz Kolar, Emira Gegvata , Cathy Minns, Pam Wenner, Mary-Claire Corcoran, Barbara Weisenbach, ,Renee Cooper, Kathy Brunner, Lori McKeage, Cindy Makarczyk



Cindy Makarczyk, Theresa Copeland, Ayasha Roberson, Mary Feeney-Bonawitz

Yes those are lunch menus. After all, they need nourishment to come up with great programming.

ASWA

MEETING SCHEDULE

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

2008-2009

DATE	LOCATION	PROGRAM	SPEAKER
Wednesday, October 8, 2008	The Villanova Room at Villanova University sponsored by Brenda Grove, Director of Outreach and Onsite Programs	STUDENT NITE EVENT	Panel of speakers to discuss career path
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.
MARCH			
NO MEETING DUE TO TAX DEADLINES FOR APRIL 15TH			
Saturday, 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.

What you missed from the September Meeting:

We want to thank all of the ladies who participated in making our first meeting of the year a very enjoyable, light topic at a very appealing meeting place (check out the view in the next set of pictures). Thank you Sandy Kirch and Ana Barnett of the Kirch-Barnett Group of Smith Barney for organizing the event. They brought Lori Gordon, CEO and Partner of The MandMarblestone Group LLC, who works directly with business owners to identify key challenges that may be resolved via a more powerful and flexible retirement plan design. Lori presented us with 5 important criteria to practice so that we know "Who is in Charge and How to Manage Clients Gracefully and Successfully, So That They Don't Manage You".

The five strategies presented are:

1. **Forrest Gump (Equal is as Equal Does)**. Your client deserves respect even if they're not right. Don't say yes if it can't be done.
2. **Anti-Ostrich** – Missed deadlines. If you are going to miss a deadline – call your client in advance. Be proactive – come up with a new plan and deliver.
3. **Put it in Writing** – Put all things discussed in writing, no matter how trivial it may be.
 - a. Favorite "he said, she said" story?!
 - b. Protect yourself! No substitute for writing it down (e-mail, letter, contracts and service agreements, etc.)
 - c. Opportunities to thank them, avoid being defensive, remind them and point to the previous e-mail, contract, etc.
4. **Red Carpet Treatment for Red Faces** –Embrace the angry caller.
 - a. Listen, , don't rush to judge
 - b. Apologize for their distress (without claiming of you being wrong), thank them for calling you, get off of the phone with a promise to research the issue
 - c. Ask what is a reasonable time frame to call back.
 - d. Confirm that they are satisfied with the explanation, ask them if there is anything more you can do at the moment, THANK THEM for alerting you and thank them for their business.
5. **Survey and Feedback groups**.
 - a. Create them with a specific purpose. Include with work product, create dialogue
 - b. Make them easy - Keep it simple, ask yourself if you would fill it out?
 - c. Respond to them - Ask for referrals, reward for feedback (If you are afraid to ask your clients what they think, then you are vulnerable!

Special thanks to Victoria Zaslavsky, Commercial Banking Vice President of Citibank who sponsored our meeting at the Pyramid Club. Vicky shared some of her lending specs with the group. She also raffled a free lunch in which Mary-Claire Corcoran was the winner. Each of these ladies can be reached at the following email addresses for further inquiry or information: sandra.f.kirch@smithbarney.com, ana.r.barnett@smithbarney.com, Lgordon@mand.com, vittoria.zaslavsky@citi.com.

We want to thank all of those who participated in the gift basket raffle donated by Lori McKeage which generated an additional \$80 in scholarship funding this meeting

On the next page, you will see those attending this meeting.



Renee showing off her prize from the Scholarship raffle. Look at the beautiful view we had!
Also pictured: Marian Borzelleca, Marian Derr, Victoria Zaslavsky



Cathy Minns, Theresa Copeland, Jan Spiegel, Mary Duff, Mary Claire Corcoran, Pam Wenner, Lori McKeage
Marian Borzelleca, Marian Derr, Victoria Zaslavsky, Cindy Makarczyk, Renee Cooper



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.

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

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

Public Accounting Firms:

Asher & Company, Ltd.
Beucler, Kelly & Irwin
CBIZ MHM, LLC
Ernst & Young
Fesnak, LP
Gable Peritz Mishkin, LLP
Isdaner & Company
Margolis & Company
Parente Randolph, LLC
Smart Business Advisory and Consulting, LLC
Stockton Bates LP
Torrillo & Associates, LLC

Recruitment and Search Firms:

Magellan Search Group

Accounting Related Service Firms:

Becker CPA Review/ Keller Graduate School of Management
Philadelphia CPA Review
Yaegar CPA Review

Insurance and Finance Industry:

Citgo Financial Services Inc.

Real Estate, Retail and Other Industry:

Bfabulous