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Philadelphia Chapter
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PRESIDENT'S MESSAGE

Dear Members and Friends of the Philadelphia Chapter:

A **great meeting** was presented by Mary Duff, and we certainly learned a lot about LinkedIn and how it can further our networking abilities. In these tough economic times, it is not what you know but who you know that make the difference to getting your foot in the door. So I urge you to join us on LinkedIn both at the national level and the local level. A link to the local level is on the website. 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.

We also have a group on Facebook, get reminders of meetings and follow what we are doing on there. If you would like to join us, search for us on Facebook, our group name is ASWA, keep track of what is happening around ASWA-Phila.

Student Night planning is off the ground. Please encourage your co-workers and employers to attend and or sponsor us. Your support is greatly appreciated by the students and our volunteers.

Our Mentor program had its kickoff meeting and brainstorming session. There will be some new developments this year as we continually upgrade and improve our program. Thanks to those that volunteered as a mentor, your mentees will appreciate your expertise and the time you take to grow them professionally and mentally.

Some sad news, we lost one of our own this past month, Anne Zmijewski. It is always hard to lose someone in the prime of their life and even harder when it is a member of your family. We will honor Anne at The Kessler Walk at the JNC in October and also will give this year's scholarship in her name. We will also be donating to the charity specified by her family to honor her. Thanks to all who donated to the scholarship fund in Anne's name. We will surely miss Anne and our thoughts and prayers are with her family and friends. Our thoughts and prayers also go out to Theresa Copeland who lost a few family members this past month. We also wish Angela Wilsey a speedy recovery.

Our next meeting will be held and sponsored by the Philadelphia Business Journal, see page 2 for more details.

Summer is over and the days are certainly getting shorter, but we embrace the autumn as it means we get to spend more time with our second family. So join us as we continue on the path to make ASWA the best it can be.

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 October meeting.

Very truly yours,

Renée Cooper
President of the Philadelphia Chapter

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PROGRAMS

MEMBER RELATIONS

LEGISLATION

Open Positions

BY LAWS

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MENTOR PROGRAM

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October Meeting Notice

Event: News You Can Use – ROI in the Blink of an Eye

Location: Philadelphia Business Journal
400 Market Street
Suite 1200
Philadelphia, PA 19106

Date/Time: Wednesday, October 7, 2009 at 6:00pm.

Cost:

Members:	\$ 20.00
Non-members	\$ 25.00
Students	\$ 15.00

RSVP: Please contact Margarita Stanislavskaya by end of day,
Friday, October 2, 2009 by email
MStanislavskaya@mercercounty.org
or call her days at (609) 278 - 8134

Topic: Helping to make the most of your subscriptions

Publisher Lyn Kremer and Editor Bernie Dagenais walk readers through the paper helping them find in 30 minutes enough prospecting opportunities to fill your week. If you're a business owner looking for prospects, a salesperson looking for fresh leads or someone looking for your next career move, this program will help you sift through one of the region's most valuable business resources efficiently and effectively in 30 minutes a week.

Where to Park:

Park on 4th Street between Market and Chestnut.
Or at the Holiday Inn at 4th and Arch

About the Speakers is on page 2

About our speakers:

Lyn Kremer

Lyn Kremer has been the publisher of Philadelphia Business Journal since January, 1992. In this capacity she is responsible for the total operations of the paper, which include the advertising sales department, editorial, circulation, production and finance. Under her supervision new products developed include the Partners in Philanthropy initiative, the South Jersey 25 program and the Women of Distinction editorial piece and program which draws an audience of 700 elite members of Philadelphia's business community. She has developed strategic partnerships with organizations that include PECO, Wachovia, Salomon SmithBarney and Deloitte.

Prior to this position, Lyn served as sales manager for Crain's Chicago Business, the country's largest regional business newsweekly.

Publishing is a second career for Lyn. After suffering an early mid-life career crisis, she left the public library profession to join Crain's. Originally from Jacksonville, Florida, Lyn has an undergraduate degree in anthropology from University of Florida and a master's in Library Science from Florida State University.

She is on the boards of the Independence Visitors Center, on the Leadership Giving Council of United Way, the co-chair of the 2002 ADDY awards program and secretary of the Philadelphia Advertising Club, the advisory board of Professional Women's Resources and Greater Philadelphia Senior Executives Group.

Under Lyn's direction, a non-profit fundraising effort on behalf of the Philadelphia School District was established. Now in its second year, "Tools for Schools" has provided 5% of the economically disadvantaged Philadelphia school population with much needed school supplies. The program was awarded a 2003 Peppercorn by the Public Relations Society of America. Annually, Lyn also co-chairs a fundraiser for the Career Wardrobe. Lyn is a member of the Forum of Executive Women and has keynoted several events, including the Rutgers Leadership Forum, the United Way, the Philadelphia Chapter of the National Association for Women Business Owners and many chamber programs. An avid runner, bicyclist and traveler, Lyn is a big fan of living in Society Hill, Philadelphia.

Bernard Dagenais

Bernard Dagenais, editor of the Philadelphia Business Journal, has worked with newspapers for more than 20 years. He was a reporter, and then editor, for weekly and daily newspapers in Vermont before leaving for Washington, D.C., in 1994. He worked for The Washington Times for six years, rising to the post of business editor. He joined American City Business Journals, Philadelphia Business Journal's parent company, in 2000 as editor of a technology journal in Northern Virginia. Since arriving in Philadelphia in November 2002, Bernie has been part of a team that redesigned the Philadelphia Business Journal, beefed up coverage of business issues in government and expanded the Philadelphia.bizjournals.com daily news operation. The newspaper was one of only five weekly newspapers to be honored in the 2005 Society of American Business Editors and Writers' Best in Business contest for general excellence. In 2006, it was named Newspaper of the Year by the Pennsylvania Newspaper Association — the only weekly in the state to be so honored.

Farewell to our Sister, Friend and ASWA Philadelphia Past President, **Anne Zmijewski**

Our member and friend Anne Zmijewski passed away Friday afternoon, Sept 4, 2009. Anne was diagnosed with Leukemia in the spring and underwent chemotherapy treatment throughout the summer and a bone marrow transplant at the end of August. Her weakened immune system succumbed to a bout of pneumonia after a valiant effort to recover.

I know that all of you will share my sadness in Anne's untimely passing. Anne seemed ageless, much younger than her 52 years. I have known her nearly 25 years and she always looked the same. She was quiet, reserved, and refined, and always a true friend to our ASWA chapter.

Anne held a seat on our Chapter Board through my 2007-2009 presidency and was installed in June to continue as director for the 2009- 2010 term. This was when I last spoke to her. Although she was receiving Chemotherapy, she was hopeful for a bone marrow transplant and wanted to continue to participate as a board member as best she could even if it was through conference calls.

Anne was our Chapter President for the 1994-1995 term. She joined ASWA in 1983 and since then continued to participate in committees, executive positions and held seats on the board from time to time. One of Anne's recruits to ASWA, Barbara Weisenbach, currently serves on our board and has been a member since 1990. She remembers Anne's encouragement to join and become involved with ASWA and says she will miss her both as co-worker and as a friend with whom she shared many common interests. ASWA meant a great deal to Anne as she devoted a good part of her life to fostering lifelong friendships and made an impact on our chapter through the highs and the lows. She made it an important part of her career and social life.

Anne was a devoted mother to sons, Tom and Matt and gratefully lived to see them grown to adulthood. Though Anne seldom missed an ASWA event, when she did, it was usually because she was attending Tom's soccer or Matt's baseball games. Our deepest sympathy goes out to them for their loss.

The Philadelphia Chapter has chosen to remember Anne's dedication to ASWA by contributing funds this year to the Kessler Walk held at our Joint National Conference. The Kessler Walk was started eleven years ago when former ASWA National President Cindy Kessler lost her husband to Leukemia. The Kessler Walk was established to honor all of our members, their family and other loved ones who have been stricken with Leukemia and other forms of cancer. Contributions go to the Leukemia and Lymphoma Foundation. If you plan to participate this year, we hope you will join us in proudly wearing the Walk T- shirt in honor of Anne Zmijewski and her commitment to ASWA.

Please know that there were various members who contributed to this article including Marilyn Vito, Barbara Weisenbach, Cathy Minns, Mary-Claire Corcoran and Lori McKeage.

How to be Productive at Lunch (yes you need to eat)!

Many attorneys no longer have a leisurely 'lunch hour', it is more like a crammed 'lunch 5 minutes' sitting at our computers or pouring over a Blackberry. You will increase your productivity in the afternoon by at least 25% if you get out of the firm.

Reach out – decide to use this time to catch up with a friend, invite a new client to lunch, or call a family member.

Get out – enjoy the weather, take your lunch to a park, or try a new café. Invest a few minutes outside so that you can remove yourself from your environment and then clear your head, it helps you get more done in the afternoon I promise.

Work out – many people claim they don't have time to exercise but invest in yourself and your health by spending your lunch break taking a walk or try a new class at a gym close to your firm. Use the middle of the day to increase your energy and watch your afternoon energy sky rocket.

Clean out – if you decide to stay at the firm during your lunch break, decide to clean up your computer and sort your electronic files, delete old unnecessary emails, clear off your desk and wipe down all surfaces. Use this time to clean up and you will feel lighter and more organized for the rest of the day... and week!

Chill out – lunch breaks are designed in the middle of the day to enjoy a few moments to replenish your body and energy. Use this time to laugh with a colleague, sit in the sun and take in some vitamin D, experiment by trying a new food, breathe deeply, or take a walk.

By applying these 5 strategies you will feel more in control and your personal productivity will skyrocket!

Neen James, MBA, is a productivity expert: by looking at how they spend their time and energy – and where they focus their attention – Neen helps attorneys rocket-charge their productivity and performance. A dynamic speaker and author, Neen demonstrates how boosting your productivity can help you achieve amazing things. With her unique voice, sense of fun and common-sense, Neen delivers a powerful lesson in productivity. Subscribe to Neen's free monthly E-zine at <http://www.neenjames.com>

Four Simple Steps to Update Your Resume

With the doldrums of Summer hiring behind us, Fall is a great time to update your resume. Labor Day to Thanksgiving is typically an active interview season. Don't be late when opportunity knocks. If you haven't updated your resume in the past year the following four steps will help you bring your resume up to date with new focus and polish.

1. Identify your new career objection.

If you're dissatisfied with your current job this is the time to ask why. Before making any changes to your resume ask yourself the following questions:

- * What part of my job would you rather not do in my next position?
- * What skills, tasks or responsibilities would I like to continue in my next job?
- * What other industry might I use my skills?
- * What other occupation might I apply my skills?

Your response to these questions will shed light on the changes in your career path. Write out your answers and do a reality check to see how likely you are to obtain your new career direction.

2. Get rid of the old to make room for the new information.

Your new resume should reflect your current career direction. The first resume rule says that everything within your resume should relate to your career direction. This means you may need to delete information about outdated technology. You may also need to weed out old responsibilities that you no longer want to perform. If your resume includes special training or certifications that are no longer needed take them off as well.

Additionally, check your accomplishments from earlier years. If they do not support your career objection either delete or adjust them to relate. You might even need to take off your earliest employment entries if they represent a completely different career path.

3. Add your most recent employment entry.

Write your current employment entry in light of your new career focus. Do not include responsibilities that you do not wish to perform in your next job. Include only what you want to continue to do. Use job postings as a guide for key words that you'll need to use as verbiage. Job postings also provide clues to transferable skills, technology and education that you'll want to include.

4. Add the final touch, accomplishments.

No resume is complete without accomplishments. They are the talking points of your resume. Even if the past year hasn't been as productive or positive as the past, find something to brag about. Think back on the challenges of the past year and how you solved them. Did you find a way to save time, cut costs or improve performance? Those are your accomplishments. They tell perspective employers that you are a problem solver for today's difficult business environment. If your goal is an internal promotion your accomplishments remind your employer of the value you bring to the organization.

Once you've updated your resume you'll be ready for any opportunity that comes your way. This may be your season for advancement, change or transition—get ready for it!

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Deborah Walker, CCMC is a Career Coach helping job seekers compete in the toughest economy. Her clients gain advanced skills in resume writing, interview preparation and salary negotiation. Read more job-search tips at: <http://www.AlphaAdvantage.com>



## Upcoming meetings:

**November 12, 2009**

### **Student Night**

Location: Villanova University  
The Villanova Room at Connelly Center

**December 3, 2009**

### **Social Event**

Location: Center City

**January, 2010** (tentatively the 7th)

### **Tax Update**

Location: To be announced

**Far future – June 2010:** American Society of Women Accountants, Philadelphia Chapter will celebrate their 70<sup>th</sup> 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.



## Attention Students!

Attend and Enter  
to Win  
CPA Review  
Course  
Scholarships!



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.

**\$2000  
Cash  
Scholarship**

To RSVP or for information contact Renée Cooper at  
[aswaphilly@hotmail.com](mailto:aswaphilly@hotmail.com).

Also check out our website at [WWW.ASWA-PHILA.ORG](http://WWW.ASWA-PHILA.ORG).



# 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.

