

September 2008
Philadelphia Chapter
Volume 58 Number 1

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PRESIDENT'S MESSAGE

Dear Members and Friends of the Philadelphia Chapter:

We have completed two very successful planning sessions so far...never done but... I am pleased to say that we have a wonderful plan in store to carry on the mission of our organization for the 2008-2009 Membership Year. With an increase in support by members, and the network of friends and businesses, showing a greater interest in ASWA this year, we have put together a tentative schedule that we believe reflects our commitment. We are set to provide a successful Student Night Program, provide interesting and timely CPE, and to conduct networking events that enable us to carry on our professional standards in a warm, enjoyable atmosphere, so that you come away with the feeling that you enjoyed yourself as well as gained benefits to enrich your career and lifestyle by your participation.

Our membership numbers have increased, our executive team has a strong commitment and we are positioned for a healthy, membership year. We have a few openings for mentors in our second year of our mentor program. Theresa Copeland, our mentor chair has called upon some of our past mentees to assist on the committee in order to support an even more successful program this year and keep membership participation fulfilling.

Student Night has become an immediate priority. We are asking for your support! We have an excellent venue where we can accommodate twice as many sponsors as last year, so that the students gain insight into as many of the businesses positioned in the DelawareValley, related to the field of accounting and finance as possible. The mutual benefits are too numerous to list.

Our first meeting of the year, is sponsored by a long- time friend of our Philadelphia Chapter, Sandy Kirch, who continues to reach out to ASWA with valuable CPE in the area of investment and financial advisory matters.

Don't forget to go to the National website to checkout the information regarding the Joint National Conference October 27th to October 30th in Dallas Texas – up to 25 CPE credits and valuable networking opportunities. Go to www.aswa.org Think again, if you haven't taken advantage of vacation time away from home, this could be your ticket to get the CPE in and get away for some fun. Face it "Girls Still Want to have Fu-u-u-n-n!"

Enjoy what's left of the summer and welcome back to a New Year of exciting events.

Very truly yours,

**Lori Lucente-McKeage
Philadelphia Chapter President**

MEMBERSHIP
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**NEWSLETTER
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STUDENT NIGHT

Elizabeth Kolar
Philadelphia CPA Review
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E-mail
liz@philadelphiacpareview.com

MEETING

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BY LAWS

Mary Feeney-Bonawitz, PhD, CPA
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Mfb5@psu.edu

MENTOR PROGRAM

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

September Meeting Notice

Event: "Who's in Charge?" How to Manage Your Clients Gracefully And Successfully, So That They Don't Manage You - Sponsored by The Kirch-Barnett Group at Smith Barney

Location: The Pyramid Club in the Mellon Bank Center
1735 Market Street, 52nd Floor, Phila., PA

Date/Time: Thursday, September 11, 2008 at 6pm

Meeting Fee: Regular Members: \$ 20
Guests: \$ 25
Student: \$ 15

RSVP: Please Contact Pam Wenner by end of day **Friday, Aug. 29th** – (yes this early) Call (610) 254-8961 ext 23 or E-mail pwenner@bkicpa.com

About our Sponsors - The Kirch-Barnett Group at Smith Barney

tel: 215.446.8700 toll free: 800.888.6673 fax:
215.446.8119

1600 Market Street, Suite 1200, Philadelphia, PA 19103

Sandy Kirch
sandra.f.kirch@smithbarney.com

- 2006 - Present: **Smith Barney**, Second Vice President - Wealth Management, Financial Planning Specialist, Financial Advisor. Sandy has more than 26 years experience in the financial advisory field. Her credentials include: Series 7 - General Securities, Series 63 - Uniform State Exam, Series 65 - Investment Advisory Agent, She serves as Coles House Fund - Committee Member, Knorr Charitable Foundation - Board Member, Washington Square West Trust - Former Board Member

Ana Barnett
ana.r.barnett@smithbarney.com

- 2006 - Present: Smith Barney, Financial Planning Specialist, Financial Advisor, Philadelphia, PA. Ana has more than 10 years experience in the financial advisory field. Her credentials include: Financial Planning Specialist Designation, Computer Programming – Graduate, Vaal Triangle Technikon, Series 7 - General Securities Representative, Series 66 - Combined Investment Advisory Agent & Uniform State Exam, Life & Health Insurance Licensed. She serves as Friends Home at Woodstown, Planned Giving Committee – Chair.

About our Speaker: **Lori Gordon, CEO and Partner** The MandMarblestone Group LLC

Lori was previously a partner in a national consulting firm with a focus in forensic accounting and information management services. Lori's twenty years of experience working with diverse businesses of all sizes help her work directly with business owners to identify key challenges that may be resolved via a more powerful and flexible retirement plan design. Examples include recruiting and retention, succession planning, and creative performance incentive programs. Lori is an active member of the business received a B.A. in Business Administration (cum laude) from Hope College.

Member Spotlight

New Job:

Renee Cooper, CPA and our Chapter's president elect, began working as Tax Supervisor for Gable Peritz Mishkin in July. This is a small regional firm with 35 years of experience and offices in Pennsylvania and New Jersey. Gable Peritz Mishkin, is a full service accounting, tax and business consulting firm for high net-worth individuals and small to medium companies.

We wish Renee much success in her new position. Her work contact information is:

323 Norristown Road, Suite 190

Spring House, PA 19477

Tel. 215.628.0500

Fax 215.628.8756

Congratulations to Liz Kolar!!!

Delaware Valley College was "very pleased to announce the appointment of Elizabeth Kolar as chair of the Department of Business Administration, effective August 18th".

Liz joined Delaware Valley College as Assistant Professor of Business Administration in 2004, having served as Accounting Coordinator at Bucks County Community College. She earned a B.S. and an M.B.A. at Pace University. Liz has been a Certified Public Accountant for twenty years and has taught for sixteen.

Liz is professionally active with the Pennsylvania Institute of Certified Public Accountants. She currently serves as our Student Activities Chair this year for the Philadelphia Chapter of the American Society of Women Accountants. She has moderated our Student Night Panel of Speakers for many years. She serves as the faculty adviser to the DVC Student Chapter of Certified Fraud Examiners. Liz also was honored in April with the 2008 Delaware Valley College Distinguished Faculty Award.

Liz is one of the founders of the **Philadelphia CPA Review**. She has been teaching CPA Review for more than 18 years in Pennsylvania, New Jersey and New York. Ranked as the number one instructor in the country, she has earned national recognition as an expert on the CPA exam. Liz began her career in Public Accounting with Coopers & Lybrand after graduating. Upon leaving public accounting, Liz became a college professor, teaching full-time at Pace University and Seton Hall University.

She is the mother of four and in the writer's opinion a super woman, as well as, "Superwoman".

We are very proud to have Liz as a member and wish her tremendous success with her latest appointment.

Meet Our Member:

Cathy S. Minns, CFE is currently a Field Audit Supervisor in the Premium Audit Department of AIG. She works in AIG's Market Street office in Philadelphia.

In her current position she supervises field auditors who perform audits on commercial insurance policies as well as performing field audits as needed. She has worked in various positions in Premium Audit and Financial Collections at Travelers Insurance Companies and ACE Insurance Companies (formerly CIGNA) before coming to AIG.

Originally from the Oklahoma panhandle, she has lived in the Philadelphia area for 20 years. She has been a member of ASWA for several years and served as President of the Philadelphia Chapter in **(year)**. She also served as the Chair of the Northeast Area Conference in 2000 and Bulletin Chair for the chapter for many years. She is also a member of the Philadelphia Chapter of Certified Fraud Examiners and a member of the Premium Fraud Panel of the Premium Audit Advisory Service.

Her community service included membership in the South Philadelphia Lioness/Lions and the 9th District Police Advisory Council. Her hobbies include reading, especially early American history and American presidential history, and sewing crafts such as quilting. She is also a member of the Lincoln Forum which is an organization of people who share a deep interest in the life and times of Abraham Lincoln and the Civil War era.

Please look to introduce yourself to Cathy at a future meeting you both attend.

A Message from the Mentoring Program Chair:

I hope that you have had a terrific summer. We are approaching an exciting year especially for the Mentoring program. Last year was the Pilot year for the program and it was a great success! Our goal is to top last year's program with more exciting events and activities.

We are scheduled to begin our program on Sunday, November 16th with a Meet and Greet Brunch at Mary-Claire Corcoran's house. This event is open to the new teams of Mentors and Mentees, Student Mentors, and all those who participated last year in the program.

Because of the earlier start date this year, we are now recruiting for Mentors, Mentees and Student Mentors. So far, 5 of the 10 Mentors from last year have signed up again this year plus two new mentor volunteers have been added to the program. We need 3 more Mentors, a total of 10 volunteers.

A Mentor is an ASWA member who is willing to share their professional accounting and/or Finance experience with students who are currently enrolled in a college or university.

Requirements:

- 1) Must be a Regular ASWA member for at least one year.
- 2) Must have a strong interest to coach and to lead a student in the path of a career in accounting.
- 3) Must have time to devote to the program as a Mentor.

Duties: (Partial listing)

- 1) Participate in Mentoring Program activities with your Mentee.
- 2) Plan and facilitate activities for your Mentee.
- 3) Be willing to train a Student Mentor, if available, to help with the planning and participation in the activities of the Mentee.

Please think about being a mentor this year. It just takes a few hours per month to share your professional experience with students who are currently studying the field of accounting. The rewards in Mentoring are immeasurable. Please notify me via email at territess@yahoo.com that you are interested.

Ten (10) Mentees, also known as Protégés, are needed. The process to be chosen as a Mentee is competitive as that we have only 10 slots available. This is a wonderful opportunity for our Student Members. A Mentee is a Student Member who is willing to enhance his or her educational experience and build a network of resources with the leadership of a Mentor. Only those student members who did not participate in last year's Mentoring Pilot program will be considered.

Requirements:

- 1) Must currently be enrolled in a college or university majoring in accounting or finance.
- 2) Must have a strong interest in learning about career choices in the area of accounting or finance.
- 3) Must have time to devote to the program as a mentee.

Duties: (Partial listing)

Participate in Mentoring Program activities with your Mentor and Student Mentor, if applicable.

Applications will be accepted through Student Night which will be held this year on Wednesday, October 8th.

This year, we have added Student Mentors to the Mentoring Program. To qualify as a Student Mentor, you must have participated as a Student Mentee in last year's Pilot program. A Student Mentor is an ASWA Student Member that is in-training under the guidance of a Mentor.

Requirements:

- 1) Must be Former ASWA Mentee who completed the annual ASWA Mentoring program.
- 2) Must be a current member of ASWA—student member or recent graduate.
- 3) Must have time to devote to the program as a co-mentor.

Duties: (Partial listing)

- 1) Help the Mentor to plan and facilitate activities.
- 2) Be willing to co-mentor to the Mentee under the direction of the Mentor.

For more information and to obtain an application, please contact me at territess@yahoo.com or 215-924-5265.

We are looking forward to a fun-filled year!

Theresa Copeland,
Mentoring Program Chair

ASWA

MEETING SCHEDULE

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

2008-2009

DATE	LOCATION	PROGRAM	SPEAKER
Thursday, September 11, 2008	Pyramid Club Mellon Bank Center 1735 Market Street, 52nd Floor Philadelphia, PA 19103	"Who's in Charge? How to manage your clients gracefully and successfully, so that they don't manage you?"	The Kirch-Barnett Group -Smith Barney Sandy Kirch and Ana Barnett sponsors Speakers: Lori Gordon, CEO, Mand Marblestone Group and Vittoria Zaslavsky, VP Commercial Banking, Citibank
Thursday, September 18, 2008	Office of Dechert, LLP Cira Centre, 2929 Arch Street Philadelphia, PA 10104	Board Meeting and Second Student Night Planning Meeting	Board members, chairs and committee members required
Wednesday, October 08, 2008	The Villanova Room at Villanova University sponsored by Brenda Grove, Director of Onsite	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 and Chapter Website and learning about the ASWA Chapter Exchange	Mary Duff, CPA owner and CEO of Duff Accounting Solutions
Friday, 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
DECEMBER 5th or 12th (TBC)	NBC The 10! Show City Ave. & Monument Road Bala Cynwyd, 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 (TBC)	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 (TBC)	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			
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.

City Lights – the 6th annual WOMEN’S WAY Fall Gala

Reflecting a brighter future for women, girls and families.

Join WOMEN’S WAY in celebrating the true shining lights of our community – women!

Dine, dance and bid on silent and live auction items while enjoying culinary delights from Georges Perrier and Chris Scarduzio’s newest restaurant, **Table 31**.

COMCAST CENTER WINTER GARDEN
17TH AND JFK BLVD, PHILADELPHIA
SATURDAY, SEPTEMBER 20, 2008 • 7:00 PM TO MIDNIGHT

Visit www.womensway.org or call 215-985-3322 for more information and to purchase tickets.

Platinum Presenting Sponsor: U.S. Trust, Bank of America Private Wealth Management.



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.

2008 Student Night Event

The next couple of pages refer to student night. We are very excited to be holding our event for the first time at a local university. If it proves as successful as we believe, we hope to make it a rotating event among the local colleges and universities that could accommodate the event, so that we can address as many students on that one night a year as possible. We are counting on all of our members to do their part to support this event in some way. We apologize to those who observe the holiday on this date, for creating a conflict. We can certainly use your support before the event as you will see on the next couple of pages. I have also sent a word file of the pages so that if you want to personalize the letters to extend to people and businesses you know who would like to be involved, please do so.



Philadelphia Chapter

Your Immediate Response is Necessary to Fulfill Our Goal

August 15, 2008

Dear Friends and ASWA Members,

Each year we hold the "Student Night" event in which we invite those studying in the field of accounting and their professors from the local colleges and universities to meet with members of the American Society of Women Accountants and to introduce them to some of our local accounting professionals and related companies. This year the event will be held on Wednesday, October 8, 2008 from 6pm until 9pm at the Villanova Room at Connelly Center on the campus of Villanova University. Registration will begin at 5:30 pm.

We believe there are mutual benefits to all who participate. With regard to the local companies, we give you the opportunity to speak about your company as students visit your sponsored table; to promote job opportunities; and to discuss your professional contributions and needs to a new group of future accounting and financial professionals.

With regard to ASWA, we take this opportunity to demonstrate our mission... *to enable women in all accounting and related fields to achieve their full potential and contribute to their future professional development.* We assist in mentoring students in areas such as resume review, interviewing techniques, and CPA exam review tips at this meeting. We provide a professional organization from which they can develop contacts and attend other professional meetings for future development and continuing education once they have graduated. We give an annual scholarship to aid in financing their education. This year, as last year, we have raised \$2,000 to provide for our scholarship award to be given Spring 2009. We introduced a formal mentor program last year which proved very successful and rewarding to both the mentor and the mentee. We were very proud of the results and look forward to the start of this year's program.

These are but a few of the benefits that will be derived by those who participate. We hope that you will support ASWA and the students, in making this a successful event by participating as a sponsor this year. I await the return of your sponsor form. For more information on ASWA, check out our local and national websites: www.aswa-phila.org or www.aswa.org. **Your immediate response is appreciated!**

Regards,

Lori Lucente-McKeage
President of the Philadelphia Chapter of ASWA
Enclosures

PENNSYLVANIA IRS & PRACTITIONER LIAISON
ANNUAL STATEWIDE LIAISON MEETING

TO: Selected members of PICPA, PSPA, PSEA, PA-NATP, PA Bar Association, and PA-ASWA

FR: Steering Committee for PA Liaison

RE: Annual Statewide Liaison Meeting, to be held at:
Penn State University
1031 Edgecomb Ave.
York, PA 17403

LOGISTICS & RESPONSIBILITIES

Tuesday, October 21, 2008

9:00 AM – 3:30 PM

The Steering Committee for PA Liaison invites you to attend our third annual, extended liaison meeting. According to our charter, each practitioner organization represented will be allocated a limited number of attendees to participate in the annual meetings. Your role will be as follows:

- *To participate in discussions about systemic issues that are raised during the meeting or on which you have information*
- *To gauge the direction and accomplishments of PA liaison*
- *To provide feedback to the steering committee during and after the meeting*
- *To share what you learn at the meeting with other members of your organization*

HOW TO APPLY

By September 26, 2008, contact the PA liaison representative for your organization to indicate interest. Your representative will consider applicants based on demographics, professionalism and your ability to assume future responsibilities. Your Steering Committee liaison representatives are:

- PICPA, Ed Jenkins, CPA, edwardj@wemanagetaxes.com , 717-225-0970
- PSPA, Marvin R Huttman, CPA, marvin@huttmancpa.com , 610-664-6600
- PSEA, Bill Matesevac, EA, wpmatzea@alltel.net , 724-468-5086
- PA-NATP, Sean Brennan, CPA, SBTax1@aol.com, 215-248-5585
- PA Bar Assoc, Ronald M Wiener Esq, rwiener@wolfblock.com , 215-977-2266
- PA-ASWA, Jean Rigney, CPA, jean.rigney@dechert.com, 215-994-2256

Here is the website for Penn State University where directions are provided:
<http://www.yk.psu.edu/Information/directions.htm?cn7>

U.S. Small Business Administration



Your Small Business Resource

Pittsburgh District Office
411 Seventh Avenue, Suite 1450
Pittsburgh, PA 15219
412-395-6560

FREE WEBINAR PRESENTATION

The **Economic Stimulus Act of 2008** contains two provisions that provide tax benefits for businesses. The first provision increases the limit up to which a business can expense property purchased and placed in service during its 2008 tax year. The second provision provides an additional 50 percent special depreciation allowance for property acquired and placed in service during calendar year 2008.

Would you like to know more about the business provisions of the Economic Stimulus Act of 2008? If so, please attend our:

Business Provisions of the Economic Stimulus Act of 2008 Webinar

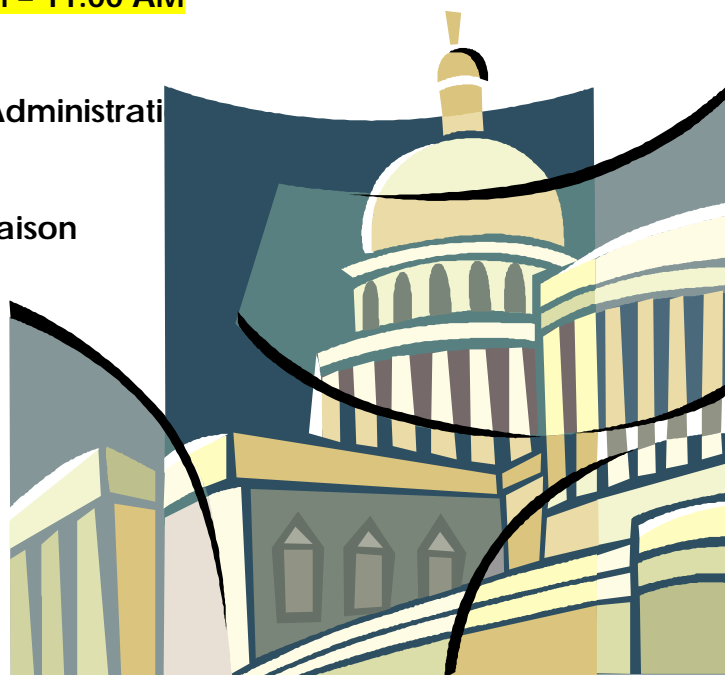
September 10, 2008
10:00 AM - 11:00 AM

FREE!

Presented by, the U. S. Small Business Administration
and the Internal Revenue Service

Speaker: Philip Yamalis, Stakeholder Liaison
IRS Stakeholder Liaison
Pittsburgh, PA

Pre-registration is requested.
To register please call or email:
Janet Heyl
412-395-6560, ext. 103
janet.heyhl@sba.gov



Once you are registered, specific instructions on how to logon will be provided.