

# ASWA Orange County Chapter Newsletter

Issue: # 12

August, 2012



The mission of ASWA is to enable women in all accounting and related fields to achieve their full personal, professional and economic potential and to contribute to the future development of their profession.

## President's Message

Millie Culpepper



In July, we hosted another successful networking mixer at the Bluewater Grill. Networking takes time and effort, and sometimes it's easier to just sit at the computer and send resumes out. Eventually someone will call for an interview, right? But, how often can a job seeker say they've had face time with a hiring manager or a recruiter that might have the perfect job for them without having to send a resume? And how many times have people wondered how other people got jobs that weren't even advertised? These all happen through networking, which is just one of the benefits ASWA members and guests receive when they participate in all that our chapter has to offer. CPE credit is another benefit.

Speaking of CPE credit, this month's topic we will find out what Cloud Computing is all about. Join us Wednesday, August 21st, with speaker, Rick Mark, Service Area Manager for Singer Lewak LLP. For more information reference article below.

Our ASWA chapter has a lot to offer with an abundance of resources for those who chose to put forth just a little effort. I know the economy holds people back from attending the dinner meetings, so remember to think of the "cost versus value" factor. I am sure you will find that the Orange County ASWA provides a tremendous value as a one stop-shop for CPE credit, networking, and alliance-building. Not to mention all of the ideas we have about fun and interesting accounting career options. Let's work together to share out chapter's resources with the women and men that it is designed to serve. I look forward to meeting new members and

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### Upcoming Events

- 08-15-2012  
August Dinner Meeting
- 09-14-2012  
Mock Interviews CSUF
- 09-19-2012  
September Dinner Meeting
- 09-21-2012  
SEC Financial Reporting Conference
- 09-23-2012  
Komen Race for the Cure
- 09-27-2012  
Meet the Firms CSUF
- 10-16-2012  
NAWBO Dinner
- 10-18-2012  
Networking Mixer (TBD)
- 10-22 to -24-2012  
Annual Conference
- 11-28-2012  
Student Night
- 12-13-2012  
Holiday Event

[Visit our chapter website for more details](#)

### Board of Directors

guests, as well as to seeing our regular members at the next meeting!

What's ahead for us? The Susan G. Komen Walk/Run for the Cure in September. Adriana Estrada is our enthusiastic chair. For more details reference the article below. On October 16th, our chapter will participate NAWBO's Remarkable Women Awards dinner and I am honor as our chapter's honoree. Then there's the ASWA National conference in San Diego, CA in October 22nd-24th. Registration is now open, register by September 28th you will save \$50! I've heard from at least six members from our chapter who plan to attend. Student Night with scholarship awards is in November, and we're putting a committee together to get the word out to college students and professors about the event, to solicit scholarship applications, and select several winners for presentation at the awards dinner.



**Members! Please join our LinkedIn group**

Connect and network online with other professionals, start discussions and more! [Click here to view our group profile.](#)

For additional ASWA networking click links below:

[Face Book](#), [Linked In](#), [Twitter](#), [YouTube](#), [Blog](#)

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## Dinner Meeting

Get "Out of the Box" and "Into the Cloud"

Presented by Rick Mark, Senior Manager, Singer Lewak's Enterprise Risk Management Services Practice

Wednesday, August 15, 2012  
6:00pm to 8:30pm  
Registration at 5:30pm  
Doubletree Hotel  
201 East MacArthur Blvd  
Santa Ana, CA 92707

Main Dish: Blackened Mahi  
Side Dish: Mixed Vegetables

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Millie Culpepper

President-Elect  
Diane Randall

V.P. Membership  
Jennifer Castillo

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Dessert: Chocolate Fantasy Cake



If the term "Cloud Computing" conjures up mysterious images of your data disappearing into the atmosphere never to be seen again, then this is a session you won't want to miss! Confusion and misinformation continue to surround this very practical and cost effective IT option.

Join us as Rick Mark of Singer Lewak LLP demystifies this growing business trend, and shares how businesses can comfortably migrate from running expensive Cap-Ex environments for IT, to more reliable, budget-able solutions that are provided via the internet Cloud. You will gain an understanding of the following topics:

- What is cloud computing really?
- What's the business case?
- The current and future state of network computing
- How to leverage cloud computing to maximize your IT dollars

In addition, Rick will explore services from applications to full network architectures that can be moved into the cloud.

So what are you waiting for? Join us for the August dinner meeting, and get your head "into the clouds"!

**About Rick Mark of Singer Lewak LLP:**

Since 1959, Singer Lewak has been serving clients in California as a leading accounting services and consulting firm. Rick is a Senior Manager in Singer Lewak's Enterprise Risk Management Services practice (ERMS) and the Service Area Manager for the Business Technology Management Services group. With an emphasis in Information Management services and Information Security for more than 20 years, Rick has specialized in all facets of IT operations and technology infrastructures. Throughout his career, Rick has architected, integrated, implemented and managed large

corporate and wide-area network and security infrastructure solutions and projects. Rick currently oversees Singer Lewak's virtualization technology services, and its Business Technology Management Services area.

**Three convenient ways to register:**

Online: [Via PayPal](#)

Email: Contact [reservations@aswaoc.org](mailto:reservations@aswaoc.org)

Phone: ASWA voice mail at 949-862-0777

**Pre-registration Price by noon Monday August 13th:**

Members: \$38 / Non-Members: \$48 / Students: \$28

**Late or No Registration Price:**

Members: \$43 / Non-Members: \$53 / Students: \$33

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## Los Angeles Chapter Invitation

Millie Culpepper

The Los Angeles Chapter of ASWA invites you to Join us for a Downtown Renaissance Walking Tour.

*Saturday, August 25<sup>th</sup>*

*Provided by L. A. Conservancy*

- Meet at 9:50 A.M. for 10 A.M. tour, 400 South Main Street
- Walking Tour covers Main Street & Spring Street- historic business hubs, now revitalized
- Tour length: 2 ¾ hours , Distance: 1 ¼ miles
- Tour cost: \$5 for LA Conservancy members, \$10 for non-LA Conservancy members
- Parking-Variou surface lots, \$7 parking in Pershing Square (Olive & 5<sup>th</sup>)
- LA Conservancy website: [www.laconservancy.org](http://www.laconservancy.org)

*After the tour we can have lunch at the Grand Central Market, which is within walking distance. Check out their food court at <http://www.grandcentralsquare.com/index.html>*

*So we know to expect you, RSVP to Rochelle Caballero, [rsvp tour](#), 310-454-7431*

*For advance tickets and other information about the tour go to: [tour info](#)*

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## ASWA Annual Conference Registration is Open!

October 22-24, 2012

Sheraton San Diego Hotel & Marina

Register by September 28th and save \$50!



Dear Accounting and Finance Professionals,

We hope that you will join us in October for the 2012 Annual Conference for Accounting & Financial Women in San Diego, CA. Hosted by the American Society of Women Accountants (ASWA), this year's Annual Conference provides a program that offers a myriad of opportunities to help you meet your continuing education goals, whether technical or "soft-skills" focused, as well as an opportunity to network with other women of similar backgrounds.

The 2012 ASWA Annual Conference offers the opportunity to earn up to 24 hours of continuing professional education at an affordable price. This conference is a wonderful opportunity to network and learn in a relaxing and supportive environment. We encourage you to take advantage of all that the conference has to offer. We promise... it will be worth it! [Click Here](#)

to learn more details and register.

See you in San Diego!

## ASWA National News

### Free Webinar on August 20, 2012 @ 11am PST

Beyond the Numbers:

#### **The Increasing Value of Soft Skills for Account and Finance Organizations**

Reserve your Webinar seat now at <https://www3.gotomeeting.com/register/936713862>

### **ASWA National Board Proposes New Name for Organization**

It's official... ASWA is on YouTube [Watch the new video](#) in which ASWA President Monika Miles unveils the National Board's proposed new name "**Accounting and Financial Women's Alliance**" has unanimous support from the National Board of Directors because it is powerful enough to attract and welcome more members, and it aligns better with our mission and long-term strategic plans. ASWA members are encouraged to watch the video and share the recommendation frequently with the full membership in the upcoming months so that all of our members are aware of and are considering this important decision that may come up for a vote at the Annual Business Meeting in San Diego, CA, on October 23rd.

Have you read the ASWA [Blog](#) this month? This month's blog discussions; Seek out Experts, 2012 ASWA Educational Foundation Scholarship Winners, and Barbara Steelman blog Value of Board Service. Special Report on Diversity in Accounting & Finance, contributors included leaders of NABA (National Association of Black Accountants, ALPFA (Association of Latino Professionals in Finance and Accounting, and ASCEND (Pan-Asian Pacific Leaders).

### **23 hours of CPE available at accounting and finance conference**

Earn CPE, network and participate in fun activities at the American Society of Women Accountants' 2012 Annual Conference for Accounting and Financial Women - "Connect. Advance. Lead." Join us in San Diego, Oct. 22-24 for the premier accounting and finance conference. Our highly-regarded conference will not only update you on the latest professional standards and help you meet your continuing education goals; you'll also have the opportunity to network at a myriad of social and educational events. [Click here](#) to view the full conference program and click here to [register online](#).

### **[Delegation to China](#)**

People to People delegation to China will be led by Cheryl Heitz, ASWA President on November 3-12, 2012. It's a great opportunity to travel and meet other accountants across the globe!

## Calling All ASWA Angels!!

### Susan G. Komen Race for the Cure September 23, 2012

Adriana Estrada



There are several options to provide your support, including "sleeping in for the cure", and we are looking forward to having our friends, family, co-workers and colleagues join in supporting this worthwhile cause. You can access the ASWA Angels team page by clicking on this link: [ASWA Angels Team Page](#)

Our fundraising goal this year is \$5000 and keep in mind that we are not only raising funds for the Cure, but we also earn gift cards which we use for our Opportunity Drawings which support our scholarship fund!

Once you register as an ASWA Angel, you will be notified on further details. Feel free to reach out to your team captain, Adriana, with any questions: [aestrada@volt.com](mailto:aestrada@volt.com) or (562) 402-5357.

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## Members' Corner

Jennifer Castillo

### Time to Renew/Apply For Your ASWA Membership

Lately, if you've had one of the questions below:

My company says I need to learn to be a team player -where do I learn that?

I am not as happy in my job as I used to be. Maybe it is time for a change - where do I begin?

The continuing professional education (CPE) that I normally get is usually too simple and not specific enough. Where can I find the education I need?

I recently did a technical presentation for my company; where else can I present this?

I've put my time into public accounting and now I am ready to go out on my own. Is there someone I can talk to who has been successful at doing the same thing?

My company has finally authorized me to hire an assistant. How can I find the right person?

I work in a very narrow tax area; where else can I find others like me to exchange ideas with?

### **The answer is ASWA.**

The American Society of Women Accountants is the home for women in accounting and finance. **Follow the link to apply:** [www.aswa.org](http://www.aswa.org)

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## **July Networking Mixer Opportunity Drawing**

**Alison Aldrich**

### **Congratulations to Last Month's Opportunity Drawing Winners!**

#### **Millie Culpepper**

won 2 OC Art Museum tickets

#### **Guest Lei Guo**

won the \$25 Yardhouse gift certificate

#### **The business card drawing:**

Former member, Jennifer Avritt won a free dinner on August 15th

100% of the proceeds from our monthly Opportunity Drawings go toward funding our annual scholarship awards. We are currently in need of donations. If you would like to make a donation, please contact Millie Culpepper at [president@aswaoc.org](mailto:president@aswaoc.org).

## AccounTemp Article

### Small Firm = Big Opportunities

*Five benefits of working for a small business you should be emphasizing to candidates*

It happened again: Just when you thought you were about to seal the deal on a great hire, the candidate decided to take a job offer from a larger firm. What gives? You know your small business has a lot to offer, but you just can't seem to convince top talent of that. Competing for candidates with the big guys can be tough, especially when it comes to compensation packages, perks and sometimes, brand name cache. But you may have more "woo power" with potential hires than you think. Here are five positive benefits of the small business work experience that you should be emphasizing to interviewees:

**1. We can offer you more job flexibility - and autonomy.** At small firms, job structures are usually less formal than they are at larger organizations. Candidates need to handle basic responsibilities according to their job descriptions, of course. But let them know they'll also be encouraged to explore other work that interests them - and can benefit the firm. Also explain how they'll have more opportunities to spearhead initiatives and work on solo projects.

**2. You will have direct access to our senior management team.** Small businesses have less bureaucracy and fewer layers of management than big firms. Company leadership not only knows every employee by name, but likely interacts regularly with almost every person on staff. This is a big selling point for many professionals: Instead of taking years to get on senior management's radar, relationship-building can begin on the very first day of work.

**3. You will have more opportunities to make a difference.** There's no room to hide in a small firm, and for ambitious professionals, that's a good thing. Talented employees want to know they can share ideas freely and will be taken seriously. They also want to understand how their specific contributions make an impact on the business, as a whole. In a large organization, it can be harder for individuals to have a voice and know whether what they're doing provides value.

**4. We will help you connect with professional development opportunities faster.** Even if you pay competitively, a bigger firm will likely pay at least a bit more - especially if they want to make sure no one else hires a candidate they're serious about. But money isn't everything. If your firm takes steps to develop talented

workers as soon as they show potential or initiative, then say so during interviews. You might have an edge on larger employers that may have more complex and lengthier processes to follow before investing in this much-sought-after benefit. Let candidates know that your firm can move very quickly to provide employees with professional development opportunities.

**5. We will support your need for work/life balance.** Many companies, large and small, make this pledge to potential hires, but not all follow through on their promise. Not surprisingly, lack of work/life balance is a key reason many professionals decide to leave an employer. If your firm promotes flexible scheduling and telecommuting so staff can better juggle their professional and personal responsibilities, make it known to candidates. Better yet, back it up with testimonials from current employees.

While big firms can offer many things that small firms can't, the reverse is true as well. In fact, many talented professionals who work in the small business environment find the experience to be unmatched. So the next time you interview a promising candidate, help them to see the "big picture" of your small firm - and how they'll enhance the landscape.

*AccounTemp, a Robert Half Company, is the world's first and largest temporary staffing service specializing in the placement of accounting, finance and bookkeeping professionals. The firm has more than 350 locations worldwide and offers online job search services at [www.accountemps.com](http://www.accountemps.com)*

## ASWA Needs You

Millie Culpepper

There are seats on the Board of Directors and open slots on various Committees. ASWA committee members get "paid" for the work they perform in lots of ways. In addition to education and networking opportunities, ASWA provides a safe, non-threatening environment for its members to develop the skills they need to move ahead in their own careers.

If you are interested in any of these positions, please contact Millie Culpepper at [aswa.culpepper@yahoo.com](mailto:aswa.culpepper@yahoo.com) as soon as possible for further details. Come join us and make a difference!

Director (1 position available) - These Board members are not committed to responsibility for a specific area, but contribute their expertise as needed to any of the Board's projects.

### **Committee Chairs:**

Scholarship Chair - Short term from September - November

Constant Contact/Database Chair - Update E-mail address changes, send Constant Contact announcement to membership as required

Marketing & Promotion Chair - Identify and work with Corporate Sponsors

CPE Chair - Prepare CPE forms and collect at dinner meetings; submit to ASWA National

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**American Society of Women Accountants Chapter #73**  
**949-862-0777**

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