



American Society of Women Accountants

Orange County Chapter News

Celebrating our 50th year in Orange County!

[Click here to win a FREE dinner at our 50th Anniversary celebration](#)

**February
2011**



In This Issue

[President's Message](#)

[February Dinner Meeting](#)

[ASWA Special Report](#)

[Opportunity Drawing Winners](#)

[Board of Directors](#)

[Chapter Bulletin Board](#)

President's Message

I know this is the time of year when everyone feels like their hair is on fire, so I have just four quick reminders for you this month:



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.

Feb 16th - Don't miss this month's dinner meeting! **Marty Leonard** of Cornerstone Ethics will join us to share his unique perspective on a topic that continues to be in the headlines on a regular basis, *Ethics for the Financial Professional*.

Feb 28th - We've received some terrific feedback from our 50th Anniversary Survey, but we need to hear from YOU! If you haven't already responded, please complete this quick survey before Feb 28th. All those responding will automatically be eligible to win a free dinner at our celebration event. Here's the link: <http://www.surveymonkey.com/s/Anniversary50>.

Mar 16th - **Susan R. Jones**, specialist in mergers, acquisitions and the art of the deal will join us at the March dinner meeting to share her insights on gaining a seat at the table and becoming a trusted business advisor for your clients.

April 20th - Save the date for our special 50th

Board of Directors

President

Lynn Parker
president@aswaoc.org

President-Elect

Currently Open
president.elect@aswaoc.org

Vice President of Special Events

Jennifer Jeanblanc
vp.special.events@aswaoc.org

Vice President of Membership

Millie Culpepper
vp.membership@aswaoc.org

Vice President of Communications

Adriana Estrada
communications@aswaoc.org

Recording Secretary

Anniversary Celebration! Preparations are well underway to ensure that this is an evening to remember, and you are all the guests of honor.

Remember, even at your busiest you need to feed your mind and spirit so join us and let the gift of knowledge, friendship and laughter refresh you. Hope to see you soon!

Lynn Parker

Ethics for the Financial Professional

Making the RIGHT choice at critical moments is difficult in the heat of the moment and with all the stress bearing down on you. Deadlines, finances, promotion opportunities, doing the right thing and personal gain are all factors that have to be considered.

How can the financial professional be expected to make the RIGHT decision at a critical moment? With the D.A.M.M. System! At our February dinner meeting, you'll learn how to utilize **Ethics for the Financial Professional** to make those tough decisions.

Date: *Wednesday, February 16, 2011*
Time: *6:00pm - 8:30pm*
Location: *Doubletree Hotel*
201 East MacArthur Blvd.
Santa Ana, CA 92707
(714) 825-3333

Speaker Profile:

Some would say that Marty Leonard was born an entrepreneur because he's never satisfied with "good enough" or "we've always done it this way" attitudes. This attitude drove Marty's entrepreneurial spirit in the packaging industry for thirty years. Now, armed with a 'vision' and a hunger to go into the workplace and teach morals, values, ethics, and integrity, Marty is boldly stepping out to impact the world.



Marty Leonard is not satisfied with existing ethics programs. He has designed a revolutionary program based on long held principles and trademarked it as 'The 10', a program to enhance our cultures and positively impact corporate and personal profitability.

As Chief Executive Communicator of the Cornerstone Institute of Ethics, Marty has authored articles for numerous nationally circulated magazines and speaks internationally as a recognized expert on the subject of Ethics in the Workplace.

Nancy Liming
recording@aswaoc.org

Treasurer
Alison Aldrich, MBA
treasurer@aswaoc.org

Directors
Jennifer Cavender, CPA
past.president@aswaoc.org

Irene Mack, CPA
director1@aswaoc.org

Heather Pease
director2@aswaoc.org

Kimberly Cook
director3@aswaoc.org

See our **CHAPTER WEBSITE** for additional information.

Agenda:

- 6:00 - 6:30 Registration & Networking**
- 6:30 - 7:00 Dinner & Continued Networking**
- 7:00 - 7:15 Announcements**
- 7:15 - 8:15 Speaker**
- 8:15 - 8:30 Closing Remarks & Opportunity Drawing**

Please RSVP by Monday, February 14th at noon, by phone: (949) 862-0777, e-mail: reservations@aswaoc.org or through PayPal on our website: www.aswaoc.org

Price:

Members - \$38/Guests \$48
Student Members - \$28/Guests \$33
(applies to students enrolled in 12 or more units)
Add \$5 for late registration after 2/14

Official National Registry Statement

ASWA is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State Boards of accountancy have the final authority on the acceptance of individual courses of CPE credit. Complaints regarding registered sponsors may be addressed to the National Registry of CPE Sponsors: 150 Fourth Avenue, Suite 700, Nashville, TN, 37219-2417. Web site: www.nasba.org.

AMERICAN SOCIETY OF WOMEN ACCOUNTANTS RELEASES FIRST EVER SPECIAL REPORT

*ASWA Members Encouraged to Share Report with Colleagues in
Accounting and Finance Fields*

The American Society of Women Accountants (ASWA) issued its first ever Special Report, *Missing the Top Rung on the Career Ladder*. ASWA examines opportunities and barriers to success unique to women in the accounting and finance fields.

"I am very excited that ASWA can share the extensive knowledge and experience of our membership through this special report," commented Vivian Moller, ASWA 2010-2011 National President. "It's an extension of ASWA's mission to discuss and analyze what is preventing women from filling the top positions in the accounting and finance fields."

Only 17.4% of all partners in public accounting firms are women, although women are 43% of all new hires. *Missing the Top Rung on the Career Ladder* explores education and career opportunities for women at each professional level. Factors such as flexibility in the workplace, taking time off from a career, and entrepreneurship are addressed.

"This special report also examines the professional strategies employed by some of our most successful members," continued Moller. "ASWA provides the resources, networking

opportunities, and advice that help more women reach their full professional potential - and that top rung of the career ladder."

ASWA's Special Report has already been featured in the *ASWA News Brief* and on *Accounting Today*. Now we need your help to announce ASWA's Special Report to your colleagues. We want as many people as possible in the accounting and finance fields to read this informative Special Report.

Download [Missing the Top Rung on the Career Ladder: A Special Report](#)

Congratulations to Last Month's Opportunity Drawing Winners!

Wendy Darms

won a \$25 Gift Certificate for the Elephant Bar!

Lorraine Shoun

won tickets to the Camino Real Playhouse!

Alessandra Fleming

won a Free ASWA Dinner!

100% of the proceeds from our monthly Opportunity Drawings generate funds for our annual scholarship awards. If you are able to donate items, please contact Lynn Parker at president@aswaoc.org.

Chapter Bulletin Board

View our profile on [!\[\]\(fe3aebe81acea8d45108cd2768939da7_img.jpg\)](#)

Happy Anniversary to the following ASWA members!

2/9	Meena Kim	12 Years
2/14	Barbara Steelman	12 Years
2/17	Kelly Truesdell	11 Years
2/7	Susan Courtney	5 Years
2/25	Marcia Evans	1 Year
2/25	Veronika Hermono	1 Year
2/19	Jennifer Hegg	1 Year
2/19	Theresa Kholoma	1 Year
2/17	Cyndi LeBerthon	1 Year
2/17	Carol Winters	1 Year

Check out our updated Employment Opportunities Page!

We are offering free job postings for all accounting or finance positions within the Greater OC areas. Go to the website: www.aswaoc.org for further details or contact our Employment Opportunities Chair, Dolores Lara, at employment@aswaoc.org.

Drawing for Guests Only

Did you know at every dinner meeting we hold a drawing for guests to receive a free dinner meeting (a \$48 value)? So bring a guest to the next dinner meeting and your guest has a very good chance of winning another dinner meeting on us!

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