

ASWA Orange County Chapter Newsletter

Issue: # 17

February, 2013



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.

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Upcoming Events

- 02/21/2013
ALPFA Mixer 6 pm
Disneyland Hotel
- 02/28/13
Networking Mixer
5:30
Bluewater Grill
- 03/20/2013
Dinner Meeting 6 pm
Doubletree Hotel
- 04/18-04/27/2013
Fun After Tax Event
TBD
- 05/15/2013
Dinner Meeting 6 pm
Doubletree Hotel
- 06/19/2013
Dinner Meeting 6 pm
Doubletree Hotel
- 07/18/2013
Networking Mixer
TBD
5:30 pm
- 08/21/2013
Dinner Meeting 6 pm
Doubletree Hotel



President's Message

Millie Culpepper

Our February event will be a networking mixer on Thursday, February 28 at Bluewater Grill in the Tustin District. We have the enclosed patio area, and hope to see you there!

*ALPFA's year is in motion and we are a part of it so there are plenty of reasons to be excited. If you have tried to register for the Hispanic Leadership Mixer at the Disneyland Resort on February 21, you know it is sold out thus far, but don't worry **THE WAITLIST IS NOW OPEN!** This event is **FREE** thanks to Disneyland, one of ALPFA corporate sponsors. Featuring hundreds of Latino business leaders, delicious hors d'oeuvres, a cash bar, raffles, giveaways, wonderful speakers and some Disney magic, this event is poised to be ALPFA's biggest event ever!*

For more information or to get on the **WAITLIST** click on [RSVP](#):

- Association of Latino Professionals in Finance and Accounting (ALPFA) ♣
- American Society of Women Accountants (ASWA) ♣
- Hispanic Bar Association (HBA) ♣
- Hispanic Chamber of Commerce (HCOC) ♣
- National Association of Hispanic Real Estate Professionals (NAHREP) ♣

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

Board of Directors

President
Millie Culpepper

National Latina Business Women's Association (NLBWA) ♣
Society of Hispanic Professional Engineers (SHPE) ♣
Society of Mexican American Engineers and Scientists (MAES) ♣
United Latino Students Alumni Association (ULSAA) ♣
National Society of Hispanic MBAs (NSHMBA) ♣
UClrvine ♣
Financial Executives International (FEI) ♣



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](#)

President-Elect
Open

V.P. Membership
Alison Aldrich

V.P. Special Events
Kristina Diaz

V.P. of
Communications
Diane Randall

Recording Secretary
Lynn Parker

Treasurer
Alison Aldrich, MBA

Directors

Immediate
Past President
Irene Mack, CPA

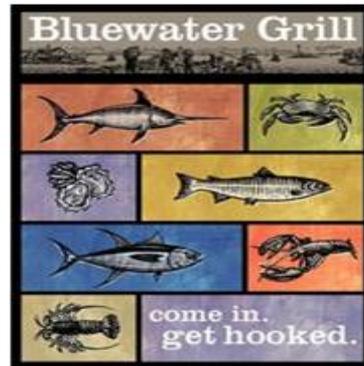
Director
Lynn Parker

Director
Gail Campbell



**Join our
Mailing List**

Networking Mixer Bluewater Grill



Networking plays a vital role in the business world today. Deals are made, partnerships are formed, and employment opportunities arise, all as a result of business and social connections. We encourage you to take advantage of our networking mixer to expand and develop your contacts in a relaxed, business-casual atmosphere! This event is open to all (members and non-members) so feel free to invite your co-workers, clients, etc. Make sure to bring plenty of business cards as we have found this is the best way to connect with everyone even if you don't get a chance to speak them!

Date: Thursday, February 28, 2013

Time: 5:30pm - 8:00pm

Place: Bluewater Grill
2409 Park Avenue
Tustin, CA 92782

Phone 714 258 3474 www.bluewatergrill.com

Pre-pay Price: Members: \$15 / Non-Members: \$20
Price includes appetizers
RSVP (by Tuesday, February 26, 2013)

Three convenient ways to register:

Online: www.aswaoc.org

Email: networking@aswaoc.org

Phone: Contact Kristina Diaz at 714.726.0775

We look forward to seeing you there!

ASWA Leadership Opportunities

Millie Culpepper

Be a Part of the ASWA Board

Interested in volunteering? If you would like to contribute to a dynamic organization, we would love to have you. ASWA's Orange County Chapter is looking to fill board and various committee positions for the coming year. We have opportunities for short term and annual commitments.

Please contact Millie Culpepper via email at president@aswaoc.org or Irene Mack at director1@aswaoc.org

ASWA National News



Accounting & Financial Women's Alliance
CONNECT • ADVANCE • LEAD

Dear Accounting & Financial Women's Alliance Members,

Welcome to the official launch of the "Accounting & Financial Women's Alliance"! As of today, the launch has been implemented on a national level and includes a refresh of our website, now located at www.afwa.org, all of our social media pages, our *Accountability* and *News Brief* e-Newsletters and more. We encourage you to familiarize yourself with the new name, logo, and other exciting changes found on our various communication platforms.* Visit the new national website at www.afwa.org to access the same great resources and membership information. To ensure a seamless transition for our users who are familiar with our old website, the ASWA URL (www.aswa.org) now points to the Accounting & Financial Women's Alliance website.

* Be sure to "like" the new Accounting & Financial Women's Alliance **Facebook page** and "follow" our new **Twitter feed**, which both continue to provide exciting updates, news and event information!

Please note that the ASWA LinkedIn Group has been renamed to the "Accounting & Financial Women's Alliance" and also reflects the new logo - you do not have to rejoin the group!

* Download the **new logo**! You can find the logo on the members-only side of the national website on the "Member Resources" page and under

the "Miscellaneous" section. Include the logo on your email signature, chapter website and promotional materials.

* The "**Chapter Rebrand Packet**" web page containing chapter logos, website templates and resources, press releases, rebrand-related reimbursement form and much more will be emailed to chapter leaders tomorrow, February 1st. As a reminder, chapters have from February 1 through June 30, 2013 to update all chapter communications.

Please help us gain name recognition for the Accounting & Financial Women's Alliance! This is how you can help:

When you find yourself in a conversation with nonmembers, please use our full name, "Accounting & Financial Women's Alliance" as opposed to the acronym. When this is not possible, or when you have effectively shared our new name and prefer to rely on the acronym for conversational ease, please spell out each letter in our new acronym (i.e. "A...F...W...A") and do not read it as a single word with two syllables (i.e. "Afwa")

If you have any questions about these resources, have suggestions to offer, or need anything further, please contact Headquarters at afwa@afwa.org

Thank you,

Accounting & Financial Women's Alliance Rebrand Committee

Accountemps Article

Amy Hill

Proactive Recruiting

Being on the lookout for talent helps ensure your firm will have quicker access to skilled candidates when the need arises.

As more businesses expand their accounting and finance teams to help support growth objectives, many are regretting that they didn't maintain a pipeline of talent in previous years when they were not in a hiring mode. If they had, they'd likely be able to fill key positions sooner. They'd also have an edge over their competitors in a market where [more than half of employers](#) report they're encountering challenges recruiting skilled candidates.

Waiting to locate and evaluate talent until your organization has a job opening can touch off a negative cycle of events. First, the more time it takes your firm to fill critical roles, the longer you must lean on existing personnel to cover staffing shortfalls. And if workloads continue to increase at a rapid pace, your core team will soon become overburdened. You then may feel pressure to quickly extend an offer to the first promising candidate you find. However, snap hiring decisions can lead to a [poor choice](#) that ultimately creates more work for you as a manager - and further erodes your team's morale.

While you can't anticipate every future hiring need, you can probably identify several roles in your organization that may need to be filled sometime soon. For example, are there certain positions or departments prone to turnover? Are any employees taking on different roles or planning to retire? Are large projects or expansion plans on the horizon? Are you thinking about creating new positions to support specific business initiatives?

Once you determine where your firm might need to add or replace personnel in the coming months, start searching for potential candidates. Even if you're not ready to hire just yet, you can start making connections. Some strategies include:

- **Leveraging professional networks.** Online or offline, your professional networks can yield leads to both active and passive candidates. LinkedIn, for example, is a convenient way to research professionals' abilities and experience, and find out which of your contacts may be able to make an introduction. And don't overlook your "network" in your own firm - your team members and colleagues can be a great source of referrals.
- **Agreeing to informational interviews.** If a talented professional reaches out to your firm when you're not hiring, take time to set up a quick phone call or in-person meeting so you can learn a little more about them. (Just be sure to make it clear up front that no positions are currently available.) Fielding applications and inquiries year-round and keeping detailed notes on each person you speak with lets you build a "go to" file that you can reference when a position needs to be filled.
- **Reach out to a staffing specialist.** Reputable firms will have access to a wide range of talented financial professionals in your local market - including candidates not actively seeking a job, but willing to consider a new opportunity. Building a relationship with a staffing specialist will also provide you with a source for temporary talent when workloads demand extra support for your core team, but not permanent hires.

A final tip: When you do need to add staff, try to take a long-term view of your company's needs. Strive to hire candidates with transferable skills and flexible attitudes that may allow them to take on additional responsibilities or move easily into other roles should the need arise. That way, you can ensure you'll have a pipeline of talent to tap within your organization as well.

Accountemps, 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

January Opportunity Drawing Winners

Kristina Diaz

Congratulations to the individuals that were awarded the prizes from the Opportunity drawing benefiting our Student Scholarship program:

\$25.00 Macaroni Grill Gift Card

Donated by Penny Kinnear

Won by Nhu Truong, a guest of member Susan Courtney

2 Tickets to the Long Beach Aquarium

Won by Madam President, Millie Culpepper

Karen Espinoza McGarrigle of Accounting Technology Resources, won the guest business card drawing.

Membership Corner

Alison Aldrich

There probably isn't a good way to start this so I'll begin by saying, I don't consider myself an alarmist, but as VP of Membership I feel the need to sound the alarm regarding our chapter's membership decline. Typically every year we lose about the same number of members as we gain, and our chapter has had approximately 60-65 members for many years. As of right now, we have one new member this fiscal year and our membership is down to 50 people- and by this time next year, if we stay at this rate of decline, our membership could drop to about 40.

On the Board we have struggled all year with not having a full Board, and several of us are doing double duty. I know this situation is repeated in business with less people, doing more work, but this is a volunteer organization and without enough volunteers, it just isn't realistic to ignore the lack of participation. For instance, has anyone noticed Millie took over mid-year last year as President? By the end of this year, she will have been our Chapter President for 1 ½ years!

Hopefully, the recent name change of the organization will re-vitalize our Chapter and attract more new members. Our dinner meeting attendance has been down for several years now, and we struggle to meet the hotel minimum of 23. At the January meeting, we had a total of 20 people, of which 12 were members. I don't believe we can keep pretending it is "business as usual" when we can't even meet the hotel minimum for a dinner meeting.

Right now, we are in the nomination process for next year. I ask that you consider making a commitment to attend chapter events, and also volunteer for a committee or a position on the Board. With this decline in membership and also in member participation, I think it's safe to say, we are going to need a new plan for next year.

Alison Aldrich
VP Membership & Treasurer

Members: Keep our records current--log in to AFWA National at www.afwa.org to update your contact information.

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