

# ASWA Orange County Chapter Newsletter

Issue: # 16

January, 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.

## President's Message

Millie Culpepper



*I wish all of you a very Prosperous, Healthy, and Happy New Year 2013!*

Our New Year's resolutions have been made, and they probably set the tone in the coming year for opportunities for professional and personal growth. I found a group of women who experienced success, struggled, conquered, and supported each other. I have continued to get to know more of our members and I have to say you are a wonderful group of people. I would not be where I am today without the lessons I have learned in ASWA, the viewpoints I have been exposed to, and the encouragement I have received. I know that we learn about regulations and new technologies. We listen to inspirational speakers talk about a variety of topics as they share their life lessons. We can earn CPE credits. We have the opportunity to learn leadership by joining the board. But the most important thing this organization gives us is colleagues that are friends.

Please join us at our next dinner meeting on January 16<sup>th</sup> where our guest speaker is Lisa Diller C.P.A., C.F.E. of the Orange County District Attorney's office. We will learn what forensic accounting is

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### Upcoming Events

01/16/2013  
Dinner Meeting 6 pm  
Doubletree Hotel

02/21/2013  
ALPFA Mixer 6 pm  
Disneyland Hotel

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

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

### Board of Directors

President  
Millie Culpepper

(and isn't). I hope that you will feel welcomed and will take the opportunity to introduce yourself to someone new. Maybe that person will be me; I'd love to get to know you.



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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## January Dinner Meeting Lisa Diller, C.P.A. Forensic Accounting Doubletree Hotel, Santa Ana

Wednesday, January 16, 2013  
6:00pm to 8:30pm  
Registration at 5:30pm

Doubletree Hotel  
201 East MacArthur Blvd  
Santa Ana, CA 92707

Salad: Mixed Green Salad with Cucumbers, Tomatoes, Carrots  
Main Dish: Salmon in Lemon Beurre Blanc Sauce  
Side Dish: Seasoned Vegetables and Roasted Potatoes  
Dessert: Fruit Cup

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  
RSVP by noon Monday January 14th

Members: \$41/ Non-Members: \$51 / Students: \$30

**Forensic Accounting - A Picture is Worth a 1,000 Words**  
**(or 1,000 pages of data!!!)**

President-Elect  
Open

V.P. Membership  
Jennifer Castillo

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



- Do forensic accountants practice "voodoo" accounting?
- What is a "fraud triangle" and how does it work?
- How do I explain the meaning of 1,000 pages of financial data to a non-accountant without having them fall asleep?

Join us and you will learn what forensic accounting is (and isn't), the three elements needed for a fraud to occur, and how to simplify complex or voluminous data so that anyone can understand it.

Our January 2013 speaker, Lisa Diller, is a Certified Public Accountant and Certified Fraud Examiner who conducted her first fraud examination at the age of nineteen while working her way through college. Not knowing this was a valid career option, she began her professional career at Arthur Andersen, LLP in the state and local tax group. Once Lisa discovered the firm had a fraud investigation group, she jumped at the opportunity and spent the next two years conducting investigations throughout the country.

For the past thirteen years, Lisa has worked as a Senior Forensic Accountant for the Orange County District Attorney's Office in the Economic Crimes Unit. Her duties include analyzing a high volume of records, "following the money," and testifying as an expert witness in criminal cases. Lisa has worked cases in a variety of areas such as embezzlement, investment fraud, check kiting, and medical insurance fraud. She has testified in front of the Orange County Grand Jury, in numerous preliminary hearings and trials, and in a Federal jury trial.

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## **Student Scholarship Awards Dinner Recap November 28, 2012**

**Kristina Diaz**

### **A Special Thanks to Glen Fowler from the California State Auditor's Office and our Sponsors**

On November 28<sup>th</sup> ASWA and Volt Accounting and Finance partnered to help two hard-working students by providing the following scholarships:

- **Claudia Miglietta** was awarded the \$500 Volt Accounting and Finance scholarship that was given to any part-time or community college student enrolled in the Fall 2012 semester/quarter with a major or emphasis in accounting that has completed at least 12 units in business administration classes.
- **Bryan Luciano** was awarded the \$2,000 ASWA scholarship that was given to any full-time student enrolled in a 4-year college or university in the Fall 2012 semester/quarter with a major or emphasis in accounting.



**Award Recipients Claudia Miglietta & Bryan Luciano**

ASWA reached out to over 20 colleges and universities in Southern California, both public and private to inform local students of the scholarships.

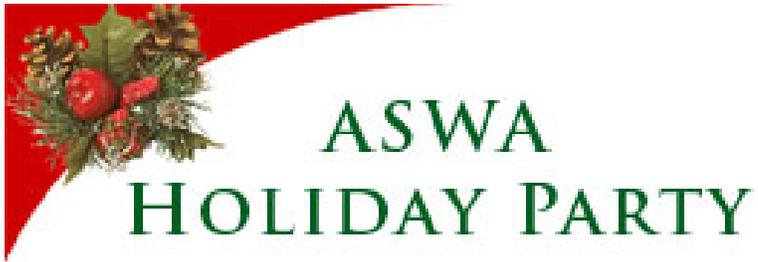
The evening's presentation was "The California State Auditor's Role in Improving Government Effectiveness and Efficiency". Thank you to Glen for sharing his insights and real life experiences.

Also, our event Sponsors were an integral part of the evening's success!

Corporate Sponsors: Robert Half International, Bank of America/Merrill Lynch, and Ledgent.

Scholarship Sponsor: Volt Accounting & Finance

Student Sponsors: Roger CPA Review, Irene Mack, C.P.A., Ann Marie Broderick, C.P.A., Millie Culpepper, Donna Bernbrock, C.P.A., Rita Gittings, C.P.A. and Rhea Leigh Graf, C.P.A. of Gittings & Graf, LLP.



# ASWA HOLIDAY PARTY

## **Holiday Party Recap** **December 13, 2012** **Prego Ristorante-Irvine** **Kristina Diaz**

Another holiday season has come to a close; the Board of Directors would like to thank each and every one of you for making 2012 memorable. The Holiday Networking Event on December 13<sup>th</sup> was a festive and delicious time. Have a very happy and prosperous new year. We look forward to everything that 2013 has to offer!

Here are a few pictures from the fun event!



## 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](mailto:president@aswaoc.org) or Irene Mack at [director1@aswaoc.org](mailto:director1@aswaoc.org)

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## ASWA National News

### Members Voted for Progress



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

The American Society of Women Accountants is pleased to announce it will change its name to the "Accounting and Financial Women's Alliance" with the tagline, "Connect. Advance. Lead." ASWA members made a groundbreaking decision for the future of the organization by voting for a name change at ASWA's Annual Business meeting in late October. ASWA's decision to change its name is a strategic initiative to improve ASWA's brand presence in the accounting and finance industries. Changing the name to the "Accounting and Financial Women's Alliance" advances ASWA's core mission 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.

ASWA has announced the rebrand timeline. The National organization will implement the name change on January 31, 2013. On the same date, National will distribute "Chapter Rebrand Packets" full of resources for chapters to assist them in rebranding at the chapter level. Beginning February 1, chapters may begin updating chapter items and communications. [View the timeline.](#) More resources are located on [ASWA's homepage.](#)

### ASWA Issues Its Second Special Report on Diversity

The American Society of Women Accountants (ASWA) issued [The](#)

[2012 ASWA Special Report on Solutions to Increase Diversity in the Accounting and Finance Fields](#) in October. In the report, ASWA examines what both employers and employees can do in order to increase diversity numbers at all levels of accounting and finance professions with a special emphasis on increasing diversity where it is needed and matters most - at the top rungs of the career ladder. The report is a follow-up to [The 2012 ASWA Special Report on Diversity in the Accounting and Finance Fields](#) published earlier in 2012.

#### **ASWA Article Published by CCH**

ASWA published an article, "[Solutions to the Diversity Challenge](#)" in the December issue of CCH's *CPA Practice Management Forum*. The article provides excerpts from the two special reports on diversity ASWA published in 2012 to examine why diversity is a vital strategic component in positioning your business for success. The *CPA Practice Management Forum* is a monthly journal with articles featuring best practices, tips, and advice from the nation's leading practice management experts.

#### **Membership Campaign Update**

The deadline for chapters to win a "Shoot for the Stars" award is June 30, 2013, with cash prizes ranging from \$100 to \$1,500. Don't forget the opportunity to win an individual "Stargazer" award! For each new ASWA member you sponsor, you can earn the chance to win a Kindle Fire or iPad. Simply have the new member add your name to the "Referred By" section of the member application or when purchasing membership online.

**Save the Date to Mark ASWA's 75th Anniversary at the 2013 Annual Conference** The 2013 Annual Conference will be held in Indianapolis, Indiana during October 20-23. The 2013 Annual Conference marks the organization's 75th anniversary so naturally; we planned to host the conference in the city where the first ASWA chapter was chartered! It promises to be an exciting celebration for all. And as always, we will offer top notch networking and educational courses where you can earn CPE. Stay tuned in the New Year for more details.

#### **Annual Membership Survey**

The annual ASWA membership survey will be sent to all members via email in January. This survey provides important feedback to the National Board that will be used to guide the organization through our strategic plan. Participants in the survey will have the opportunity to enter a drawing to win a Kindle Fire. Please encourage your fellow members to complete this important survey. All responses to the survey are anonymous.

## Accountemps Article

Amy Hill

### Five Quick Ways to Spruce Up Your LinkedIn Profile for 2013

Have you let your LinkedIn profile grow stale? Or do you feel it's not yielding the connections you most want to make? Now is an ideal time to re-evaluate your presence on the professional networking site because LinkedIn has started rolling out its [next-generation user profiles](#). But you don't have to wait for the new format to make improvements. Here are five things that you can do right now:

- 1. Change your profile photo.** Admit it: When you get an email alert from LinkedIn announcing that a contact has changed his or her profile photo, you make a point to check out that person's page. Well, your contacts are likely to do the same if you update your photo. It's a great way to channel a little traffic to your profile and remind those contacts you may not interact with regularly that you're still out there. Another reason to change your photo now: LinkedIn's user profile changes include larger profile photos - so make sure to use a high-resolution, professional-looking image.
- 2. De-clutter your data.** Give a critical eye to what you've posted on your profile. Is all the information relevant to the work you're doing now, and your professional goals? Remember, a LinkedIn profile is not a resume; you can list all of your previous jobs, but don't devote too much real estate to describing those that aren't relevant to your current career track. Your profile should offer a clear snapshot of what you have to offer and some insight into what you hope to achieve in the future.
- 3. Customize your professional headline.** One of the most important steps to getting the most from your LinkedIn profile is something many people overlook: [crafting a relevant professional headline](#). This is the line that appears directly below your name on your LinkedIn profile. Usually, people just feature their job title. That's fine. But if you want potential contacts to find you easily through their LinkedIn searches, you'll want the 120 characters you're allotted to be relevant keywords and phrases. As an example: "Forensics and valuation expert open to new opportunities in Minneapolis area."
- 4. Share your story.** The summary section of your LinkedIn profile is where you have the most flexibility (and space) to offer details about who you are as a professional. Information you might include could be the specific value you've created for the employers and clients you've worked for, awards you've earned, or the career goals you're working toward now - for instance, earning a new certification or deepening your specialization in certain area. If there are things about you that don't relate directly to your field, but add even more dimension to who you are as an individual - such as "I

run in three major marathons annually" - feel free to add that, too.

**5. Add relevant external links.** Use a Twitter or Facebook account for business? Have a blog or a website? Is there a paper or article you've written or contributed to that's posted online? Don't fail to include these links in your profile. You can post up to three and change them as often as you'd like. Including external links allows your contacts to learn even more about you and provides more ways for them to keep in touch with you.

So, now that you have returned to the office from the holidays, don't just tidy up your desk: Spruce up your "space" on LinkedIn, as well, so you'll be ready to take your professional networking to the next level in 2013.

*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](http://www.accountemps.com)*

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## November Opportunity Drawing and Student Drawing

Kristina Diaz

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

- \$50 JT Schmid's Gift Certificate
- 2 Tickets to the South Coast Repertory
- 2 Tickets to the Laguna Playhouse

Also, two lucky students attending won certificates for discounts to the Roger's CPA review in the amounts of \$250 and \$1000! ASWA is very proud to assist our students any way that we can.

## Membership Corner

Alison Aldrich

As an ASWA member, you are part of a national organization and have access to all of the activities and outreach on all levels - national, regional and local. The Orange County Chapter #73 was chartered in 1961 and meets every month. Our meetings are held on the third Wednesday every other month at 6:00 pm and Networking Mixers are held on the fourth Thursday every other month which may include the December Holiday Event and April After Tax Fun Event at alternate times.

We would be delighted if you could attend one of our meetings or mixers. We would be happy to speak with you about ASWA and answer any questions you may have.

To join or for more information feel free to visit our website at [www.aswaoc.org](http://www.aswaoc.org) or contact Alison Aldrich at [vp.membership@aswaoc.org](mailto:vp.membership@aswaoc.org) Membership Chair. We look forward to hearing from you!!

*Members: Keep our records current--log in to ASWA National at [www.aswa.org](http://www.aswa.org) to update your contact information.*

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