

AFWA Orange County Chapter Newsletter

Issue: # 26

November, 2013



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

The mission of AFWA 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

AFWA-OC's Student Night and Scholarship Awards Dinner is here! Join us Wednesday, November 20th at 5:30 PM at the Holiday Inn in Santa Ana.

We are awarding \$2,500 in scholarships - one \$1,500 scholarship for a 4-year college or university student and two \$500 scholarships to part-time or community college students. AFWA encouraged both women and men to apply for these scholarships via our on-line application at www.afwaoc.org/scholarship_info.php. Join us to congratulate the three well-deserving student winners who will receive their awards at this dinner.

As a reminder, *all* accounting and finance students are invited to attend and to receive complimentary (FREE) dinners. We only ask that you send an Email RSVP to reservations@afwaoc.org by **November 15th** to reserve your seat.

Student Sponsors Requested:

Is your business looking for a great way to get your name out in front of numerous accountants and CPAs? Are you looking for a way to give back to the community? Do you want to network with other accounting professionals and high ranked students from Orange and LA Counties? Then you should become a sponsor of this year's AFWA-OC Student Night and Scholarship Awards Dinner! www.afwaoc.org/sponsorship.php

There will be a silent auction, door prizes, and networking with Orange County professionals. If you are unable to attend, please consider a donation to the scholarship fund. 100% of donated funds are restricted to scholarship awards. Reference HOME page AFWA OC Scholarship Fund at www.afwaoc.org

Millie Culpepper

President



In This Issue

[President's Message](#)

[Student Scholarship Event](#)

[Holiday Party](#)

[AFWA Pinnacle Partner Award](#)

[Meet the Firms](#)

[NAWBO Recap](#)

[National News](#)

[Opportunity Winners](#)

[Membership Corner](#)

Upcoming Events

11/20/2013

Student Night and Scholarship Awards
5:30pm Holiday Inn
Santa Ana

12/4/2013

Holiday Event
6pm Golden Dragon
Costa Mesa

January, 2014 Dark

2/20/2014

Networking Mixer
TBD

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

Board of Directors

President
Millie Culpepper

President-Elect
Open

V.P. Membership
Kristina Diaz

V.P. Special Events
Gina Webber

V.P. Communications
Karen McGarrigle

Recording Secretary
Jessica Clarke

Treasurer
Alison Aldrich, MBA

Directors

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 AFWA networking click links below:

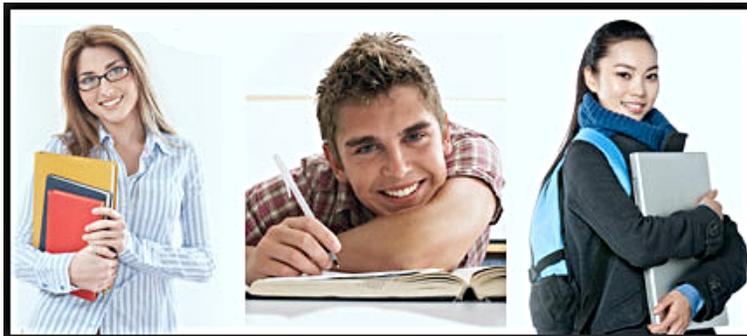
[AFWA Orange County Chapter's Website](#)

- National [Website](#)
- National [Facebook](#)
- National [Twitter](#)
- National [Blog](#)

Sandra Maldonado
Doris Cerna
Cindy Taylor



Student Night and Scholarship Awards Dinner
November 20th, 2013
Holiday Inn Santa Ana 5:30pm
Gina Webber



Corporate Sponsors for the Event





Individual Sponsors for the Event

Ann Marie Broderick, CPA
Dave and Penny Kinnear - dbk Associates, Inc.
Donna J. Bernbrock, CPA
Irene Mack, CPA
Millie Culpepper

Date: Wednesday, November 20, 2013

Time: 5:30pm

Place: Holiday Inn (New Location)
2726 S Grand Ave.
Santa Ana, CA 92705
714-481-6300

Complimentary dinners are being offered to all accounting and finance students - we invite you to [RSVP](#) by November 15th.

Guest speaker: Karin Kricorian, PhD, Director, Consumer Insight Walt Disney Parks and Resorts



About the Speaker: A 13-year veteran of The Walt Disney Company, Karin leads the Consumer Insight team that supports the operations of Disneyland Resort, and provides research for Disney Parks' U.S. lines of business, including Food, Beverage, Merchandise, Entertainment, Attraction and Imaging at Disneyland Resort and Walt Disney World Resort. Her team is also responsible for International Business Development research.

Prior to Karin's current position, she served as a research director for Disneyland Resort and Disney's vacation destination websites. Previously, she held several other marketing and finance roles at The Walt Disney Company.

Topic - Our Changing Disney Guest: Since Disneyland Park opened in 1955; Southern California and the rest of the United States have experienced massive demographic and social changes. Karin will explore some of these shifts, as well as outline factors that may affect the future of guest experience at the Disneyland Resort and customer experiences in general.

Advance reservations are requested and must be received by noon on Friday, November 15th. Free Open Parking!

Menu:

Small Spinach Salad with choice of dressings
"Sliced Tri-Tip" with a Demi Glaze Sauce, served with Garlic Mashed Potatoes and Fresh Seasonal Vegetables, Dinner Rolls & Butter
Chef's Choice of Dessert

Vegetarian Option:

Eggplant Parmesan gently breaded eggplant wedges in a rich chunky tomato sauce with onions and herbs topped with melted mozzarella cheese

Members: \$49 Guest: \$59
Students: FREE, must RSVP by November 15th

Advance reservations are requested and must be received by noon on **Friday, November 15th**. Free Parking!

Three convenient ways to register:
By phone: Contact Doris Cerna at 714-227-3312
By email: RSVP reservations@afwaoc.org
On-line: Register via our [PayPal](#) link

Please note that all reservations received after the deadline (12pm on Friday, November 15th prior to the dinner meeting) are subject to an additional \$5 fee. Any cancellations after the deadline are non-refundable.

Holiday Party Wednesday December 4, 2013

Gina Webber and Cindy Taylor



Ralphie, you'll shoot your eye out!

Interested in returning to a simpler time this Holiday Season? Join us for a blast from the past with "A Christmas Story"- the classic tale of young Ralphie's quest for a Red Ryder BB gun. The infamous scene of the family going out for Christmas dinner at a Chinese restaurant after the neighbor's dogs ate the turkey, is the inspiration for our AFWA Holiday event:

Where: Golden Dragon
2023 Harbor Blvd, #A
Costa Mesa
949-642-7162

When: Wednesday, Dec 4, 2013
6:00-8:30 p.m.

Cost: \$42.00 per person

Register: www.afwaoc.org

All attendees must prepay by November 25th - no walk ins.

See you there!

AFWA Pinnacle Partner Award

Alison Aldrich

1938 *celebrating 75 years* 2013

Congratulations to Ledgent!

The Accounting & Financial Women's Alliance (AFWA) honored Ledgent Finance & Accounting, a specialized business line of Roth Staffing Companies, with the Pinnacle Partner Award at the association's Award Luncheon in Indianapolis, Indiana. The Pinnacle Partner Award, established in 2011, is AFWA's national honor bestowed upon exemplary partner organizations.

"Ledgent is so honored to be chosen as AFWA's 2013 Pinnacle Partner Award recipient," said Julie Hagan-Belka, Senior Vice President of Professional Services for Roth Staffing Companies. "We value our strategic partnership with AFWA and recognize the countless ways in which they impact women in accounting and financial careers. Not only are we proud of our successful partnership with AFWA, but our 21 active AFWA members also absolutely love working with their leadership team. AFWA is an incredible group of professional women!"



Cal State Fullerton Meet the Firms & Mock Interviews

Kristina Diaz, VP of Membership

Working together with the student population to Connect, Advance and Lead has been a focus for Orange County AFWA over the year. This year, I am proud to say that Orange County AFWA was able to make a contribution of time for two key events for Cal State Fullerton's Beta Alpha Psi and the Accounting Society. I would like to give my sincerest thank you and appreciation to the members that contributed their time to these events: Gina Webber, Cindy Taylor and Sandra Maldonado. We will continue to connect Orange County students with AFWA, assist them in advancing into their new careers and lead them in the direction to give back to others when they have the ability.

AFWA OC Member of the Year Honored at NAWBO Remarkable Women's Event

October 8, 2013

Each year the AFWA OC chapter partakes in honoring our member of the year as a participating women's organization with the National Association of Women Business Owners (NAWBO). The event was an All Star Gala Event. We were first greeted on the Red Carpet by Joan Rivers and other wonderful star impersonators. As we waited for the doors to open to the theatre we sipped our champagne, networked, bought raffle tickets and bid on our favorite prizes. When the doors opened, we were entertained with food and drink and wonderful entertainment. We had a singer who launched the evening with some uplifting energetic songs. There were 3 women recognized for their businesses with lifetime achievement awards: Beverly Bailey, Susan Scott and Kim Shepherd. Also 6 women were recognized as REMARKABLE WOMEN, one of which was our own Kristina Diaz. It was a wonderful evening and event, and we hope you can all join us next year!



Cindy Taylor, Adriana Estrada, Kristina Diaz AFWA-OC Member of the Year, Donna Bernbrock-CPA, Millie Culpepper AFWA-OC President, Alison Aldrich, Karen McGarrigle, Gina Webber.

AFWA National News



Accounting & Financial Women's Alliance

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National News

COMMUNICATIONS COMMITTEE



Dianna Patton CPA, CFP, MTax, VP Communications

If you missed the Annual Conference celebrating AFWA's 75th Anniversary at this year 2013 Accounting & Financial Women's Alliance Annual Conference, Indianapolis October 20-23, 2013 you missed a lot. Besides the great CE and Networking events, there were three focus groups on dues unification; a great leader training session and of course chapter exchange. The leader training session will be posted soon to the website www.afwa.org.

The Communications Committee wants to hear from you. The focus group asked the question "Do you think it would be a good idea for all chapters to collect the same amount so that there was just one due's rate for both National and Chapter? Few tips that came out of chapter exchange and it is not too late to help with the focus group.

- Use E-vite to inform members about meetings and keep track of RSVPs or PayPal
- Put a member in charge of personally reaching out with a phone call to thank new guest and invite them to join our organization
- Have the chapter cover the fee of 1st time guests and have membership forms at all meetings to make it easier for them to join that day
- Offer a non-traditional student scholarship - some chapters have found that the recipients of these scholarships are more likely to join. But remember to get those winners of the traditional scholarships involved in the chapter and then they will join.

As always if you have any questions or looking to get involved contact your national communications committee; please contact me at dianna@pattontaxgroup.com



MEMBERSHIP COMMITTEE *Linda E. Harris, CPA, PC VP Membership*

What a great time was had in Indy. For those of you in attendance it was great to see you and for those of you who were unable to make the conference - we missed you. I had the privilege of being part of the RD training that Gina and the CPC committee had. It was a great session. I took the opportunity to remind those in attendance the importance of the Chapter membership committee and chair and encouraged them to continue to remind chapters about the national membership campaign and to encourage their Chapters to consider having a membership campaign at the Chapter level.

At the October webinar that we hosted for the Membership committees and chairs we announced that beginning with our second quarter, we will have quarterly draws to reward Chapters. For each new member recruited in a quarter, the Chapter's name will go into a drawing. At the end of the quarter we will draw a lucky Chapter out of the hat and award them \$50 cash. You might suggest to your Chapter leaders that they in turn use these winnings for their own membership campaign.

As always the Membership committee would love to hear from you with any questions, concerns or ideas!



CHAPTER PARTNERING COMMITTEE
Gina Slack, CPA, CGMA, MBA,
VP Chapter Partnering

THE CHAPTER PARTNERING COMMITTEE: Our number one priority is to support your chapter! We have Regional Directors across the nation to support you. Please see the attached Excel document: Regional Director Assignment Sheet so that you know who your Regional Director is. I encourage you to contact her if you have a Brag, Question, or need assistance. You are encouraged to reach out to VP Gina Slack j.slack@mchsi.com

CHAPTER BACK TO BASICS: If your chapter is aspiring to reach a new level of FUN, increase your membership, or strengthen your chapter board; here are four suggestions on how to spice things up.

1. Make sure you are having FUN! Make every meeting an Event. Reach out to your community. Show prospective members we are professional, fun and inclusive!! Your chapter should focus on what it does well and roll with it. Maintain a positive and enthusiastic environment and they will come!
2. Communicate concisely and consistently. Imaginative Newsletters and timely inclusive meeting invitations-Cast your net wide open!
3. Make personal connections with members; find out what they are interested in. Find out areas they would like to participate in and engage them. You may be surprised when the answer is "yes" but you won't know until you personally ASK. Members have personal and professional goals that AFWA leadership can help them to attain. Help members see the leadership path more clearly. The most difficult part of any leadership position is developing the next leader. Take the time and you will see the results of a strong chapter board!
4. All we have to do is ask. If each member invites one guest and then invites them to become an AFWA member; we have chapter growth and new chapter leaders. Identify your feeling of value about AFWA membership and share your story. We are all striving to be successful, well rounded professionals. Let's bring others along with us!

GROW LEAD EXCHANGE WORKSHOPS! Shelby Williams is chairing the subcommittee "Grow Lead Exchange Workshops". The Workshops are a way to connect with chapter leaders in a relaxed, inexpensive, and productive way. We officially unveiled the program at the Annual Conference. Please look for the shiny new documents posted to the AFWA website this month. We are ready to hear from Chapters that are interested in hosting a Workshop! shelby_williams@yahoo.com

BOARD MEMBER AND RD TRAVEL! Tyna is encouraging all of us to be innovative with our connections. Please use technology or conferences to meet. We want to be Effective and Efficient. Chapters need our support so connect using conference calls, skype, or face time! Please remember to complete the very brief online survey under my committees after your visit. tynagaylor@gmail.com

CHAPTER FINANCIAL STATEMENTS Please send your chapter financial statement oversight process to our National Treasurer Mary Duff. For example do you have a finance committee, the whole board or peer oversight with another chapter. What is your chapter's process? Chapter leaders, RD's or National Board Please respond to mduff@duffaccountingsolutions.com.

MENTORING! The National Board and Regional Directors have launched a mentoring program. Has your chapter thought about a mentoring program? The personal touch of a mentoring program may be just what your chapter needs grow your chapter board. Please see the AFWA website for the mentoring documents to get started. reeneraswa@gmail.com

PLANNING AHEAD

Please add these dates to your calendar. 2014 Conferences!! They are an awesome

opportunities to personally connect with your peers, in person, from around the country!

- **5/15/2014 - 5/16/2014** **Flagstaff AZ**
- **5/30/2014 - 5/31/2014** **Washington DC**
- **5/30/2014 - 5/31/2014** **Nashville TN**
- **6/06/2014 - 6/07/2014** **Spokane WA**
- **9/28/2014 - 10/01/2014** **Annual Conference in New Orleans.**

We'll see you then!

October Opportunity Drawing Winners

Kristina Diaz

Congratulations to these individuals who won prizes from our monthly Opportunity Drawing that benefits our chapter's Student Scholarship program:

\$25 gift certificate to the Cheesecake Factory donated by member Gina Webber (Thanks Gina!) and won by member Teri De la Cruz - *note correct spelling of Webber*

2 Whale Watching Tickets donated by Newport Landing and won by member Karen McGarrigle

Maria Magallon won the guest drawing for a complimentary future dinner meeting!
Looking forward to seeing you again soon.

Congratulations to all of these winners, and we can't wait to see all of you at this month's Student Scholarship Dinner.

DONATIONS DESPERATELY NEEDED!

We are in desperate need of donations to continue our monthly Opportunity Drawing which funds our scholarships. Many companies which have donated in the past are no longer able to make a donation. Please consider donating a gift card, or whatever you'd like to see in the Opportunity Drawing! If you have something you'd like to donate, please contact Kristina Diaz at opportunity.drawings@afwaoc.org or visit AFWA-OC website at www.afwaoc.org.

Membership Corner

Kristina Diaz

AFWA would love to extend a warm welcome back to Barbara Crofts. We are looking forward to seeing you very soon Barbara.

Our Mission

The mission of the Accounting & Financial Women's Alliance 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.

Women are still largely underrepresented in leadership positions in the accounting and finance industry. The Accounting & Financial Women's Alliance identifies this gap as a major problem that needs to be remedied. Under our new name Accounting & Financial Women's Alliance members achieve their full personal, professional and economic potential and contribute to improvements in the accounting and finance industry.

DO WE KNOW WHERE YOU ARE?

To update our Chapter Directory:

- Email your information to Lorraine Shoun - Database / Member Directory
- database@afwaoc.org
- Go online to www.afwa.org to update National's Database > click on the "Members Only" link at the top of the page and follow the instructions to change your member profile.

Join today at www.afwaoc.org/membership.php

Questions? Contact Us.

By Email: membership@afwaoc.org

By Phone: 714 726-0775

By Mail: 3857 Birch Street, PMB 169
Newport Beach, CA 92660

National website: www.afwa.org/join

**Accounting & Financial Women's Alliance Chapter #73
949-862-0777**