

AFWA Orange County Chapter Newsletter

Issue: # 25

October, 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.

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Upcoming Events

10/16/2013
Dinner Meeting
6pm Holiday Inn
Santa Ana

10/20-23/2013
AFWA Conference
Hyatt Indianapolis

11/20/2013
Student Night
Scholarship Awards
6pm Holiday Inn

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

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Millie Culpepper

President-Elect
Open

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Kristina Diaz

V.P. Special Events
Gina Webber

V.P. Communications
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Sandra Maldonado
Doris Cerna
Cindy Taylor

President's Message

Millie Culpepper



Tuesday, October 8th
NAWBO's Remarkable Women Awards Dinner

Each year, the AFWA OC Chapter partakes in honoring our Member of the Year as a participating organization with the National Association of Women Business Owners (NAWBO). The event was an evening of inspiration as we listened to the remarkable stories of NAWBO's three honorees. The AFWA table came together to honor our own Remarkable Woman, Kristina Diaz. NAWBO recognized three top women business owners for Orange County, as well as other women from each of the participating women's organizations.

As AFWA's VP of Special Events, Kristina was selected by her peers and fellow chapter members for her hard work and accomplishments during the past fiscal year. She's continued on the board as this year's VP of Membership and contributes in many ways to the overall success of our organization. For more information on NAWBO, go to their website at www.nawbo-oc.org.

Join us Wednesday, October 16th at 6pm - Does Your Thinking Limit Your Success?

Guest speaker, Leisa Ruiz; The Possibility of Something Better from Productive Learning & Leisure, new location **Holiday Inn**, Santa Ana, CA, and new registration cut-off date Friday, October 11th. For more information or to register visit our website at www.afwaoc.org

Celebrating AFWA's 75th Anniversary Gala at this year **2013 Accounting & Financial Women's Alliance Annual Conference**, Indianapolis October 20-24, 2013. You can find all the details about the conference including session descriptions, special events and information about Indianapolis at www.afwa.org and program activities [located here](#).

***Student Night; *Scholarship Awards** (this committee will get the word out to college students and professors about the Student Night event, will solicit scholarship applications, and will select the winners for presentation at the dinner on **November 20th**). If you can help to the word out, please contact Gina Webber at special.events@afwaoc.org or call 714.929.1320

For more information on any of our events, please visit our website at www.afwaoc.org.

Millie Culpepper

President



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](#)

October Dinner Meeting "Holiday Inn" New Location

Gina Webber



Do you want to develop your innate ability to create and live the life you truly want?

Please join AFWA-OC for our October Dinner Meeting!

Guest Speaker: Leisa Ruiz is a presenter with Productive Learning and Leisure, a unique Personal Growth company that has been helping clients develop their innate ability to create and live the life they really want for over 20 years.



We all have within us the innate ability to create and live the life we truly want...IF that ability is developed and nurtured and if you are like most people, you have formed habits and ways of thinking that are in direct conflict with what you want. Leisa Ruiz is committed to assisting people in uncovering and addressing this thinking and behavior, which opens the door to maximizing potential.

Date: October 16, 2013

Time: 6:00pm

Place: Holiday Inn (New Location)

2726 S. Grand Avenue

Santa Ana, CA 92705

Ph: 714-481-6300

FREE Open Parking

Menu:

Mixed Greens Salad

Chicken Picata, Rice Pilaf with Fresh Seasonal Vegetables

Dinner Rolls & Butter

Chef's Choice of Dessert

Vegetarian Option:

Pasta tossed with Fresh Seasonal Vegetables Served with Rich Alfredo Sauce

Advance reservations are *requested and must be received by noon on Friday October 11th.*

Members: \$38 Guest: \$45 Students: \$30

Three convenient ways to register:

By phone: Contact AFWA voice mail at 949-862-0777

By email: Contact reservations@AFWAoc.org

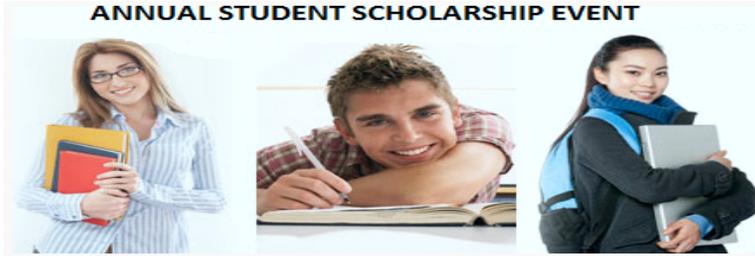
On-line: Register via our PayPal link: www.afwaoc.org

Annual Student Scholarship Event

Save the date November 20th, 2013

Holiday Inn Santa Ana 5:30pm

Gina Webber



Be a sponsor of our Annual Student Scholarship event!

Scholarship Donation--\$500 includes:

- The scholarship donation will go directly to a student-scholarship winner for the recipient's education.
- Recognition in our November Newsletter; on our website including a link to your company's website; and at the dinner including the event program.
- 30 Tickets for the evening's opportunity prize drawing

Corporate Sponsor Package (Table Sponsor)--\$600 includes:

- Table and dinner for 8 with prime location including first priority for seating of scholarship recipients at your table.
- Recognition in our November Newsletter; on our website including a link to your company's website; and at the dinner including the event program.
- Promotional advertisement on our website from the date of sponsorship to one month after the event date.
- 30 Tickets for the evening's opportunity prize drawing

Individual Student Sponsorship--\$50 includes:

- One student dinner ticket
- Recognition in our November Newsletter and website

Open invitation to attend the event:

Individual Guest Ticket - \$59

AFWA Member Ticket - \$49

Scholarship Donation (your preference)

RSVP by October 25th, 2013 (November 2013, newsletter deadline)

Payment Options:

Please complete this form and return to us:

- Email to: VP.Special.Events.org and include company logo for promotional purposes.
- Mail to: **AFWA-OC Chapter**
3857 Birch Street, PMB 169
Newport Beach, CA 92660

Check: Make checks payable to "AFWA" and mail to the address noted above

Credit Card: Please pay by credit card on our website at
www.afwaoc.org/sponsorship.php

*To secure your sponsorship, we anticipate receiving your response by
October 25, 2013.*

For more information, visit our website at www.afwaoc.org;
or contact Gina Webber VP.Special.Events@afwaoc.org

2013 STARBURST BONUS CAMPAIGN

Marcy Beck



What happens when you throw a party to celebrate the launch of the rebranding of your ASWA chapter to AFWA and lots of people come? What happens when you invite a cross section of past chapter presidents and other chapter alumni to attend that party? What happens when you schedule the launch of the rebranding of your ASWA chapter to coincide with your chapter's installation and the announcement of your Member of the Year award? What happens when you select a speaker for that evening who will talk about "The First 100 Days of New Leaders and Beyond?" What happens when you walk into a banquet room decorated with blue and green balloons and blue and green confetti sprinkled on the tables? What happens is what happened on June 19, 2013 in Orange County, California when the ASWA Orange County Chapter #73 (chartered in 1961) officially became AFWA Orange County, and a great time was had by all!

For those members who had seen the ASWA logo and banner of colors change numerous times throughout the years, it may have just seemed like another color change at first along with a typo in the acronym! But AFWA Orange County has done a masterful job of making sure its members and community know what really happened. Our promotion of the rebranding through newsletters, flyers, website and announcements at our meetings and networking events has been consistent and positive. The changeover was handled gradually so as not to shock anyone into therapy, and the atmosphere at the launch celebration in June was fun and favorable. We wrapped up the meeting with a brief and humorous recap of chapter history from longtime member of 34 years, Marcy Beck (ok, she gives a new meaning to the word brief!)

Over the last few years, we have been alternating between monthly technical meetings and networking mixers with an eye to encouraging membership from a myriad of professions. Although the mixers have been well received and well attended, we were only mildly successful in recruiting members, and attendance at our technical meetings was dwindling. One can only surmise that those who were not accountants were not brave enough to join a group of accountants - perhaps the fear of debits and credits syndrome! But we are happy to report that we are seeing improvement in both attendance at technical meetings and membership growth. We look forward to sustaining our Orange County chapter as the Accounting & Financial Women's Alliance. As we connect, advance, and lead we say thank you to the American Society of Women Accountants for its 75 years of well-deserved traditions and footprints.

AFWA National News



Accounting & Financial Women's Alliance
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2013 AFWA National Foundation Scholarship Winners

By: Kris Culliton, CPA, 2012-13 Foundation Scholarship Chair

The Foundation is pleased to announce the recipients of the scholarship program for the year ending June 30, 2013. We received almost 40 applications for awards this year. All of the candidates were excellent, and making a decision was difficult. We are proud to award scholarships to all of these outstanding candidates and their sponsoring chapters. To read more reference Blog at <http://aswa-president.blogspot.com/2013/07/2013-foundation-scholarship-winners.html>

Congratulations to Jessica our AFWA-OC Member!



Jessica Clarke (Orange County Chapter) has also been awarded a CPA review scholarship. Jessica obtained her accounting degree and MBA after finding joy in a "Principles of Accounting" class - and she is the first in her family to earn a college degree! After gaining experience at KPMG, Jessica left the accounting world to raise a family. Jessica says, "I am motivated to get my career back on track and as an accounting professional, passing the CPA exam will enhance my career." Jessica has been an AFWA member since 2005.

The Foundation would like to take this opportunity to congratulate all our scholarship recipients. They all have worthwhile career goals and a strong

desire to provide leadership as professionals, as well as community service volunteers. We invite each of them to look at the Accounting and Financial Women's Alliance as an opportunity for them to meet their goals and at The Foundation as a way to pay it forward to another aspiring student of accounting and finance. We would also like to thank each and every AFWA member for their continued support of our goals with their donations. We look forward to continued growth in our donations and awards in the future.

2013 Accounting & Financial Women's Alliance Annual Conference

1938 *celebrating 75 years* 2013

October 20-23, 2013
[Hyatt Regency, Indianapolis, IN](#)

We are excited to let you know that registration for the [2013 Accounting & Financial Women's Alliance Annual Conference](#) is now open! With courses and special events specifically designed for you, you'll benefit from and enjoy your time with us during an action-packed four days in Indianapolis on October 20-23, 2013. [Click here](#) to view the schedule at a glance and [click here](#) to register online.

Details, Details, Details....

[Hyatt Regency Indianapolis](#): Book your reservation before September 27th to take advantage of the conference group rate of \$159 per night. Reserve your hotel room [online](#), or call 1-888-421-1442 and be sure to identify yourself as part of the "Accounting & Financial Women's Alliance." [Click here](#) to discover what Indianapolis has to offer during your stay.

Avon Walk Recap

Sharon Bujacich



AFWA member, Sharon Bujacich and her sister Tricia Eunice and I had an awesome experience at the Avon Walk

for Breast Cancer the weekend of September 7th and 8th in Santa Barbara. The two days, 39.3 mile event raised a total of \$4.4 million including the \$3,900 that Sharon and Tricia raised. The communities of Santa Barbara and Carpinteria cheered the walkers on with signs, balloons, food and drinks. It was a very inspiring event.

October is Breast Cancer Awareness month. One in seven women in Orange County will be diagnosed with breast cancer sometime during their lives. The biggest risks are being female and getting older. Please don't neglect your yearly mammogram and monthly self breast exams. They just might save your life like they did for Sharon.

Sharon and Tricia thank AFWA for their support!

Grant recipients from the Santa Barbara walk included the following:

The Avon Breast Cancer Center at the UCLA-Jonsson Comprehensive Cancer Center and its Olive View Medical Center partner, one of eight flagship Avon Breast Centers nationwide, received a grant for \$750,000 to continue support of the Avon Cares For Life Program, which includes on-site patient navigation, survivorship programs and a high-risk clinic, as well as support for research clinical trials.

The Dr. Susan Love Research Foundation, home of the Love/Avon Army of Women, received a grant for \$250,000. The grant will provide funds to continue the Foundation's groundbreaking work, which reduces the time it takes to recruit research study volunteers and encourages researchers to study changes in healthy women before breast cancer develops to learn how to stop it.

Cedars Sinai Medical Center received a research grant for \$300,000 to identify new breast cancer biomarkers to monitor disease progression and treatment response.

Beckman Research Institute of the City of Hope received a research grant for \$380,000 to help evaluate BRCA mutations unique to Latino women and men.

Project Angel Food received a grant for \$125,000, an organization that supports meal delivery and nutritional counseling services for those fighting breast cancer and their families throughout the Los Angeles County area.

The following grants are part of the Avon Safety Net Hospital Program, which funds projects that help ensure access to quality breast cancer care, screening and treatment, regardless of a person's insurance status or ability to pay. The following are the Southern California area Safety Net grants awarded:

- Breast Cancer Resource Center of Santa Barbara received a \$25,000 grant.
- Cancer Center of Santa Barbara received a \$100,000 grant.
- The Council of Community Clinics, serving people in San Diego, Imperial, and Riverside Counties, received a \$125,000 grant.
- Northridge Hospital Foundation received a \$125,000 grant.



Membership Corner

Kristina Diaz

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 926680

National website: www.afwa.org/join

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



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2013 STARBURST BONUS CAMPAIGN

Designed to encourage our chapters to develop creative events and marketing around the launch of our new name, Accounting & Financial Women's Alliance, the Starburst Bonus Campaign will reward our most creative and successful chapters with cash prizes!

CHAPTERS can compete for a chance to win up to \$500!!



To enter, simply write your chapter's story about how you promoted your "rebranded" chapter. The sky is the limit when you create a Starburst, but here are some ideas to get you started.

- Create a "Launch Party"* to celebrate our new name and invite prospective members
- Use press releases to promote our new name and your "Launch Party"
- Tell us how our new name has helped your chapter be more inclusive
- Share your promotional materials, flyers and pictures from the event!

Competition Rules & Information:

1. Submit your essay of 300 words or less to afwa@afwa.org
2. Campaign ends September 30, 2013
3. Team of judges will review all essays and identify 4 chapter winners
 - 1 \$500 prize for highest percentage membership recruitment between April 1 and September 30, 2013)
 - 3 prizes for creativity (1st place: \$500; 2nd place \$300; 3rd place: \$200)

**Contact Headquarters at afwa@afwa.org to receive a free "Goodie Bag" with rebranded logo items to share at your launch party. Goodie bags will be available beginning April 15th.*