

# Amended ASWA Orange County Chapter Newsletter

Issue: #2

September, 2011



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

Irene Mack



We're trying out a new mix of dinner meetings and networking events this year, and want to know what you think - dinner meeting one month, mixer another, and vice versa. It seems to be attracting good attention!

Our **August dinner meeting** speaker, Andrea Edwards, presented an energetic and enthusiastic talk about trust and bridging generations in the workplace. She did a wonderful job of involving the audience and providing insights to take back to our respective offices about how to work better together. Our **September event** will be a mixer on the 22<sup>nd</sup> at Bluewater Grill in the Tustin District, held jointly with Professional Women United. We have the outdoor patio, and hope to see you there!

It's time to think about ASWA's 2011 national conference from October 24 to 26 in Charlotte, North Carolina. Our chapter may send up to three delegates to vote at the Annual Meeting. Benefits of attending the national conference include educational programs, social activities, exhibits and national networking exposure. **One of our three delegate positions is**

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## Upcoming Events

09.22.2011

ASWA Networking Mixer

09.23.2011

10th Annual SEC Financial Reporting Conference - Earn up to 8 CPE hours!

09.25.2011

20th Annual Susan G. Komen Race for the Cure

10.4.2011

NAWBO Remarkable Women Awards Dinner

10.19.2011

October Dinner Meeting

10.24-26.2011

2011 Annual Conference for Women in Accounting Charlotte, NC

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



**open to our membership, and comes with a free conference registration worth \$625** (paid by our chapter treasury). The delegate must cover their own costs for transportation, lodging, and those meals not provided by the conference. You will be joined by our two other chapter delegates, President-Elect Millie Culpepper, and Treasurer Jennifer Cavender (Jennifer will be a co-speaker at one of the conference CPE seminars, and you can preview her talk at our October dinner meeting). **If you are interested in being a delegate, please contact me via email at [president@aswaoc.org](mailto:president@aswaoc.org) by September 20.** If several members request the delegate position, the board will "put the names in a hat" to choose the attendee. We also welcome other members and guests to attend the conference as non-delegate participants.

## **ASWA Leadership Opportunities**

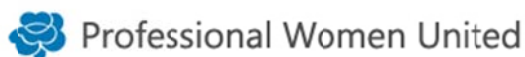
Interested in volunteering? If you would like to contribute to a dynamic organization, we would love to have you. ASWA's Orange County Chapter is looking to fill various committee positions. We have opportunities for short term and annual commitments for the following committees:

**\*Networking mixers \*Student Activities \*November Student Night \*December Holiday event**

If you would like to know more about any of the above committees, please contact Irene Mack via email at [president@aswaoc.org](mailto:president@aswaoc.org)

## **ASWA Networking Mixer**

**In Conjunction with:**



Thursday, September 22nd

5:30 - 8:00 p.m.

The Bluewater Seafood Grill

2409 Park Avenue

Tustin, CA 92782

(714) 258-3474

[www.bluewatergrill.com](http://www.bluewatergrill.com)



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 to them!*

**Three convenient ways to register:**

Online: [www.aswaoc.org](http://www.aswaoc.org)  
Email: [networking@aswaoc.org](mailto:networking@aswaoc.org)  
Phone: Contact Millie at 714-402-5535

**Pre-pay Price:**

Members: \$15 / Non-Members: \$20  
Price includes appetizers

## Meet Dr. Oz!

September 25, 2011



Dr. Oz will be at the 20th Annual Komen Orange County Race for the Cure and YOU can meet him! Dr. Oz will be in attendance to speak during the Komen Welcome and Breast Cancer Survivors' Tribute and will also be participating in the Race.

Raise \$7,500 or more and you'll have the chance to meet him and receive an autographed copy of his latest book, *YOU: Being Beautiful: The Owner's Manual to Inner and Outer Beauty*

**ASWA Angels Team Stats:**

Team Fundraising Goal: \$5,000  
Total Raised to Date: \$ 705

We are far from our goal and will challenge each team member to increase your fundraising efforts between now and race day. For those of you who haven't registered or donated yet, there is still time so use the link below to click on our team page and register for the walk. You can also make a general team donation through the team page.

Your Team Page link:

<http://www.komenoc.org/race/aswa>

Feel free to contact your team captains for further details.

Adriana Estrada  
(310) 408-5535  
[aestrada@volt.com](mailto:aestrada@volt.com)

Alison Aldrich  
(714) 772-7473  
[aaldrich7@yahoo.com](mailto:aaldrich7@yahoo.com)

## Members' Corner

Alison Aldrich, VP of Membership



In case you missed it last month, please join me in welcoming a record 5 new members in July:

Jessica Clarke  
Senior Accountant

Janet Kim  
Tax Manager  
Wright Ford Young &Co

Margaret (Margie) Robinson, CPA  
Accountant, Audit

Gina Webber  
Sr. Service Team Manager  
Ledgent-Roth Staffing

Chris Wellenstein  
Senior Accountant

This could be a banner year for membership!

## ASWA August Opportunity Drawing

Nancy Liming

### ***Congratulations to the August Opportunity Drawing Winners!***

**Noma Bates** won a \$25 Gift Certificate to the Elephant Bar, donated by the Elephant Bar!

**Doris Cerna** won a \$25 Gift Certificate to Regal Cinemas, donated by Irene Mack!

**Chris Wellenstein** won the book, The Speed of Trust by Stephen M. R. Covey, and a "Trust" paperweight, donated by our speaker, Andrea Edward.

**Jennifer Ly** won a Free ticket to our next ASWA Mixer, donated by

our chapter!

100% of the proceeds from our monthly Opportunity Drawings go toward funding our annual scholarship awards. We are currently in need of donations. If you would like to make a donation, please contact Nancy Liming at [director3@aswaoc.org](mailto:director3@aswaoc.org)

## **Out of the Office: How to Lead Remote Teams**

**Kristina Diaz - Accountemps**

Today, distance workers are hardly a rarity. A manager may allow some employees to work remotely from a main location for a variety of reasons. For some supervisors, it's to help valued staff achieve better work/life balance. For others, it may make the difference in convincing top talent to join the firm. Underpinning this trend are technological advances that make it easier than ever before for remote professionals to work cohesively with other team members.

Still, many managers find it challenging to effectively lead geographically dispersed employees. Even with today's communication tools, remote working arrangements provide limited opportunity for the type of everyday interaction that helps supervisors keep employees motivated. And because it can be harder to gauge how much structure these workers need, leaders often end up either micromanaging or not providing enough support to them. Following are tips for building positive and productive relationships with remote team members:

### **Explain the tie to the big picture - and keep communication going**

The more remote workers understand project goals, and how their contributions move forward company objectives, the easier it will be for them to buy into those goals and contribute at a higher level. To reinforce your expectations about performance and deliverables, work with remote staff to establish a timeline, in writing, for achieving action items and other objectives. Make sure they have the resources they need for success, including any necessary training.

Maintaining a positive relationship and strong communication channels with remote employees is crucial to clarifying accountabilities and ensuring they can continue to handle their workload. After setting clear objectives, select a date for an in-person follow-up meeting and arrange for subsequent trips for these employees to your main location to discuss progress and strategize for the next period. Meetings in between these visits can be conducted via phone if geographic constraints make it difficult to get together often.

### **Make good use of technology**

Although technology tools can't surmount every challenge in remote working relationships, at least make sure you're taking advantage of everything you can to enhance communication channels. Solutions such as telepresence videoconferencing and web conferencing allow you to have more "face time" with remote employees, and can help create a more "human" experience when meeting with dispersed team members.

Additionally, your employees can make use of a wide array of online collaborative work tools that allow them, no matter where they are, to contribute to projects and stay apprised of changes. Internal use of social media also can help far-flung teams build camaraderie, which boosts overall workforce morale. (Just make sure the firm has clear policies about on-the-job use of these technologies and information security.)

### **Be inclusive - and give praise**

Your off-site personnel should never feel left out, so be sure they have the same or similar opportunities as their on-site counterparts. For example, if your CEO will be addressing the whole office, let remote workers listen in by conference call or watch the meeting online. If you offer training, allow off-site staff to participate virtually or attend the session in person, if possible. And don't forget the small gestures: During the holiday season, for instance, send a basket of treats to remote employees who can't attend the company party.

Last but certainly not least, never fail to personally and promptly praise remote workers for outstanding performance. Be sure to share their achievements with other staff, as well - for instance, by sending a "shout-out" email to all project members or specifically mentioning the employee's achievement during a weekly team conference call. Acknowledgement of contributions not only will help remote workers feel like vital team members, but also raise their profile throughout the firm.

The bottom line: If communication channels are kept open and wisely used, motivating remote staff and keeping them on track can be as effective as managing on-site employees.

***Accountemps is the world's first and largest temporary staffing service specializing in the placement of accounting, finance and bookkeeping professionals. The company has more than 350 offices worldwide and offers online job search services at [www.accountemps.com](http://www.accountemps.com) or [kristina.diaz@accountemps.com](mailto:kristina.diaz@accountemps.com).***

**Annual Conference for Women in Accounting**  
October 24-26, 2011  
Westin Charlotte  
Charlotte, NC



The American Society of Women Accountants offers several events throughout the year on the national, regional and local levels. The 2011 Annual Conference for Women in Accounting held in conjunction with the American Woman's Society of CPA's offers the opportunity to earn up to **24 hours of continuing professional education** at an affordable price. The Annual Conference provides a program that offers a myriad of opportunities to help you meet your continuing education goals, whether technical or "soft-skills" focused, as well as an opportunity to network with other women of similar backgrounds.

The 2011 Annual Conference for Women in Accounting will be held in Charlotte, North Carolina on October 24-26 at the Westin Charlotte. To make your hotel reservation at the special group rate of \$169 per night, call 866-837-4148. When calling, please be sure to identify yourself as part of the "2011 ASWA & AWSCPA Annual Conference" to receive the group rate. The deadline to make reservations at the group rate is September 30, 2011, subject to availability.

View all conference details, including the preliminary schedule, Charlotte, NC visitor information and registration details, on the [Annual Conference website](#) or download the [preliminary program brochure](#).

Registration is open!

**Sponsorship and exhibit opportunities** are available! Please contact ASWA Headquarters at [ResourceDevelopment@ASWA.org](mailto:ResourceDevelopment@ASWA.org) or 703-506-3265.

**Student Night Dinner**  
November 16, 2011

Why is that date so important? We will host our annual Student Night dinner that night. This is an evening to celebrate all current Accounting students who have submitted their scholarship applications to us for consideration. Through your generous donations during the year, we have amassed \$3,500 in scholarship monies that will be awarded to 4 deserving students. Please mark November 16, 2011 down in your calendars, because you won't

want to miss this event. Keep an eye out for more details next month.

If you are interested in volunteering for this committee, or would like to sponsor a table or student, please contact Millie Culpepper at [aswa.culpepper@yahoo.com](mailto:aswa.culpepper@yahoo.com).

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

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