

ASWA Orange County Chapter Newsletter

Issue: # 13

September, 2012



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

- 09-14-2012
Mock Interviews CSUF
- 09-19-2012
September Dinner Meeting
- 09-21-2012
SEC Financial Reporting Conference
- 09-23-2012
Komen Race for the Cure
- 09-27-2012
Meet the Firms CSUF
- 10-16-2012
NAWBO Dinner
- 10-18-2012
Networking Mixer (TBD)
- 10-22 to -24-2012
Annual Conference
- 11-28-2012
Student Night
- 12-13-2012
Holiday Event
- [Visit our chapter website for more details](#)

Board of Directors

President
Millie Culpepper



The ASWA Angels Need Your Help

SEPTEMBER 23, 2012

Walk with us, sleep in, or donate for the Cure!

www.komenoc.org/race/aswaangels



President's Message

Millie Culpepper

Our August dinner meeting speaker, Rick Mark, Service Area Manager for Singer Lewak LLP, presented an energetic and enthusiastic session on the term "Cloud Computing". He demystified the growing business trend and shared how businesses can comfortably migrate from running expensive Cap-Ex environments for IT, to more reliable, budget-able solutions that are provided via the internet Cloud.

September - what's ahead?

Friday, September 14th - CSUF Fall 2012 Mock Interviews

Wednesday, September 19th - Dinner Meeting with speaker Kelly Wepler Hernandez, topic Elements of a Referral Marketing System.

Friday, September 21st - SEC Financial Reporting Conference

Sunday, September 23rd - the Susan G. Komen Walk/Run for the Cure, the time is now to join our team or contribute at [ASWA Angels Team Page](#).

Thursday, September 27th - CSUF Meet the Firms

It's time to think about ASWA's 2012 national conference from October 22 to 24 in San Diego, California. Our chapter may send up to four 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 the four delegate positions is still open to our membership.** If you are chosen to be a delegate, you will be responsible for paying your own costs of attending the conference to include registration, transportation, lodging, and those meals not included with the registration fee. You will be joined by our three other chapter delegates, President Millie Culpepper, Past President & Director Irene Mack, and Member Dolores Lara. If you are interested in being a delegate, please contact me via email at president@aswaoc.org by September 21st. We also welcome other members and guests to attend the conference as non-delegate participants. Register by [September 28th to save \\$50!](#)

Leadership Opportunities

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

***Networking mixers**

***Student Night**

***Scholarship Awards** to get the word out to college students and professors about the event, to solicit scholarship applications, and select several winners for presentation at the awards dinner on November 28

***December Holiday event.**

If you would like to know more about any of these committees, please contact Millie Culpepper via email at president@aswaoc.org.

President-Elect
Diane Randall

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





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](#)

September 2012 Dinner Meeting

Referral Marketing

Presented by Kelly Wepler Hernandez, Founder of WH & Associates, a Marketing Coaching and Consulting firm

Wednesday, September 19, 2012

6:00pm to 8:30pm

Registration at 5:30pm

Doubletree Hotel

201 East MacArthur Blvd

Santa Ana, CA 92707

Main Dish: Lemon Thyme Chicken Breast

Side Dish: Mixed Vegetables and Rice Pilaf

Salad: Mixed Green Salad

Dessert: New York Cheesecake



Are you looking for new clients, qualified leads, and repeat

business? If so, then you won't want to miss this informative session as Kelly Wepler Hernandez of WH & Associates speaks on the topic of Referral Marketing. Referral Marketing is one of the simplest and most cost effective forms of marketing, and yet many professionals don't have a formal referral process in place.

During this session you will gain an understanding of the following topics:

The Importance of Referrals in Professional Services

Marketing and Referral Marketing- Simple Definitions That Work in Today's Environment

Creating a Referral System

The 4 Ps vs. The 4 Cs - The Tools You'll Need

Understanding the Customer Buying Cycle

Elements of a Referral System

Your Partner Network

So what are you waiting for? Join us to find out what the buzz on referral marketing is all about, and walk away with a plan of action for building your business that you can put to work tomorrow.

About Kelly Wepler Hernandez:

Kelly Wepler Hernandez is a marketing strategist who works with small businesses to create an unforgettable business that people will talk about, because nobody talks about boring businesses. After building the strategy, she works with clients to create and execute a marketing action plan that combines the high tech with the high touch. Kelly is one of six Master Duct Tape Marketing Consultants and the founder of WH & Associates, a marketing coaching and consulting firm in Orange County, California.

Three convenient ways to register:

Online: [Via PayPal](#)

Email: Contact reservations@aswaoc.org

Phone: ASWA voice mail at 949-862-0777

Pre-registration Price by noon Monday September 17:

Members: \$38 / Non-Members: \$48 / Students: \$28

Late or No Registration Price:

Members: \$43 / Non-Members: \$53 / Students: \$33

ASWA Annual Conference

October 22-24, 2012

Sheraton San Diego Hotel & Marina

Register by September 28th and save \$50!



Dear Accounting and Finance Professionals,

We hope that you will join us in October for the 2012 Annual Conference for Accounting & Financial Women in San Diego, CA. Hosted by the American Society of Women Accountants (ASWA), this year's 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 2012 ASWA Annual Conference offers the opportunity to earn up to 24 hours of continuing professional education at an affordable price. This conference is a wonderful opportunity to network and learn in a relaxing and supportive environment. We encourage you to take advantage of all that the conference has to offer. We promise... it will be worth it! To learn more details and register. [Click Here](#)

See you in San Diego!

Cal State Fullerton-Mock Interview Event **September 14, 2012** **CSU Fullerton-Steven G. Mihaylo Hall** **Fullerton, CA**

Here's your chance to help out the local accounting students build their foundation of their career path in Finance or Accounting. Cal State Fullerton's Accounting Society will be hosting the Mock Interview event and lunch will be provided for those who would like to join in and assist with interviewing and critique. Mock Interviews will be held on Friday, September 14th at 11:30 am to 5 pm.

Please reach out to Kristina Diaz, VP of Special Events to RSVP or ask any questions you may have at vp.special.events@aswaoc.org or call her on her cell at 714-726-0775. Deadline for registration is Friday, September 7th.

Cal State Fullerton-Meet the Firms Event **September 27, 2012**

The **CSUF Accounting Society & Beta Alpha Psi** cordially invite you to attend the **Fall 2012 MEET THE FIRMS**. We are excited to present the biggest networking opportunity of the semester to both students and professionals in the Accounting Community. The information below is for firms who are interested in this event.

Date: Thursday, September 27, 2012
Time: Registration: 6:00-7:00PM; Event: 7:00-10:00PM
Location: DoubleTree Hotel
201 E. MacArthur Blvd. Santa Ana, CA, 92707

Payment: Please make checks payable to: **CSUF Beta Alpha Psi**

Pricing: Firm Registration.....\$85 (includes one table)
Each attending individual.....\$65

Parking: Mandatory \$5 Valet *Carpool is highly recommended

RSVP: By 8:00PM, Monday, September 17th [RSVP here](#)
(One response per firm please)

Also include: (1) Each attending individual's name & title
(2) Number of tables

Please contact us if you have any further questions. We look forward to your participation!

Shanshan Xia, Livia Gao, Braden Griffiths, Andrew Yaroma
events@csufbap.org 909.610.5689

Calling All ASWA Angels!!
Susan G. Komen Race for the Cure
September 23, 2012

Adriana Estrada



There are several options to provide your support, including "sleeping in for the cure", and we are looking forward to having our friends, family, co-workers and colleagues join in supporting this worthwhile cause. You can access the ASWA Angels team page by clicking on this link: [ASWA Angels Team Page](#)

Our fundraising goal this year is \$5000 and keep in mind that we are not only raising funds for the Cure, but we also earn gift cards which we use for our Opportunity Drawings which support our scholarship fund!

Once you register as an ASWA Angel, you will be notified on further details. Feel free to reach out to your team captain, Adriana, with any questions: aestrada@volt.com or (562) 402-5357.

Members' Corner

Alison Aldrich

Our VP of Membership, Jennifer Castillo, was unable to attend our dinner meeting in August so I thought I would share a few observations about the evening. It was a wonderful evening, and a great way to kick off our new ASWA year. It was terrific to see member Sharon Bujacich doing well after some health issues earlier this year. Sharon will be part of the ASWA Angels at the Komen Race on Sept 23rd. It was also fun seeing Chris Wellenstein, who is a member of our chapter, but lives in San Diego now. It was hard to say goodbye to long time member and past President, Brenda Wallingford. She is retiring and she & her husband are moving to Texas to be near her family. Of course we wish her all the best!

Please join me in welcoming our first new member of the year:

Theresa Aberle
Senior Associate
Squar Milnar CPA's

The answer is ASWA.

The American Society of Women Accountants is the home for women in accounting and finance.

Follow the link to apply: www.aswa.org

August Opportunity Drawing Winners

Alison Aldrich

Congratulations to Last Month's Opportunity Drawing Winners!

Millie Culpepper won a \$25 Yardhouse gift card.

Sharon Bujacich won a \$25 Yardhouse gift card.

The business card drawing for a complimentary future dinner meeting was won by David Vandegrift from Calmont Wire & Cable. David works with ASWA member Penny Kinnear.

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 Millie Culpepper at president@aswaoc.org.

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