



Accounting & Financial Women's Alliance

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AMERICAN SOCIETY OF WOMEN ACCOUNTANTS REBRANDS TO ADVANCE WOMEN IN ACCOUNTING AND FINANCE

(Mesa, AZ, February 1, 2013) – The Mesa East Valley Chapter of the American Society of Women Accountants is pleased to announce that the national organization has officially changed its name to the Accounting & Financial Women's Alliance with the tagline, "Connect. Advance. Lead." In October 2012, the organization's members made a groundbreaking decision for the future of the organization by voting for a name change. With a more progressive name and branding, the Accounting & Financial Women's Alliance modernizes its approach to effect change on the industry.

"By contemporizing and broadening the appeal of the organization through a name change, the Accounting & Financial Women's Alliance is confident it will attract a new generation of women accounting and finance professionals who are in a position to define a new way of thinking in the companies for which they work," said Lee K. Lowery, CAE, ASWA's executive director. "By belonging to the Accounting & Financial Women's Alliance these women will be equipped with the resources and guidance they need to advance and become leaders within their respective fields."

A 2011 Catalyst study found that women were half of newly hired accounting graduates at CPA firms, and 40% of all CPAs. However, women are just 21% of all partners at firms. Similarly, according to the "2011 Catalyst Census of Women Executive Officers and Top Earners," which counts the number of women in upper management in Fortune 500 companies, women are 18.4% of executive officers in the finance and insurance industries. The Accounting & Financial Women's Alliance identifies this gap as a major problem in the accounting and finance industry that needs to be remedied.

By forming national connections with fellow professional association members, Accounting & Financial Women's Alliance members achieve their full personal, professional and economic potential and contribute to the future development of the accounting and finance industry.

The Mesa East Valley Chapter has been providing our members and local professionals with networking, educational and leadership opportunities for over 25 years. We continue to support our community through community service projects, college scholarships, financial literacy training, and as VITA volunteers. Rebranding our chapter to Accounting & Financial Women's Alliance will expand our reach and benefit our members. Our chapter will be updating our website and social media accounts in the coming months to reflect this change. For more information on our chapter, please contact Membership Director Laura Mangan at lauralynne@earthlink.net or 480-276-5926.

For more information please visit www.afwa.org.

About Accounting & Financial Women's Alliance (formerly American Society of Women Accountants): The Accounting & Financial Women's Alliance promotes the professional growth of women in accounting and finance. Members of the association benefit from opportunities to connect with colleagues, advance their careers, and become industry leaders. For 75 years, the organization has proudly upheld its 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. Visit www.afwa.org for more information.

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