

Mesa East Valley's IN TOUCH



August 2012

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President's Corner

By Shelby Williams

It is an exciting time to be a part of the American Society of Women Accountants. The registration is now open for the 2012 Annual Conference in San Diego. "Connect. Advance. Lead" will be held October 22-24. Start saving now as the early registration deadline is in two months (Sept. 28).

In other news, ever since our July double CPE meeting – I have been seeing many articles related to women and their finances. It was an eye opener as one of our speakers shared on the troubling statistics that women are saving less for retirement than men even though it quite possibly should be the opposite due to many factors including women living longer than men. The speaker motivated me to really dive into my own finances and figure out a way to budget and stay on track to a comfortable retirement. While I was searching the web on the topic – I came across a website full of great articles and resources: www.wife.org The Women's Institute for Financial Education. If you have some free time, I'd suggest you go take a look. I have already enjoyed several great articles from this website. The second speaker spoke on empowering patients. It was quite apparent after the CPE that everyone who is going into a medical situation should have a patient advocate by their side whether it be a paid someone or a friend. What a great way to end the month of July.

This month we will be meeting on Tuesday, August 28 for another double CPE! This time around we will be learning about the topics of "Managing the Annual Audit" and "Economic Update". I would love to see each of you at the meeting – whether you are a first timer, someone who has not been in a while, or a regular, it is always great to network with each other. Let's continue to "Build Bridges" this year as we continue to strive for another successful year!

Newsletter



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MEETING DETAILS
August 28, 2012



You are educated. Your certification is in your degree. You may think of it as the ticket to the good life. Let me ask you to think of an alternative. Think of it as your ticket to change the world. ~Tom Brokaw

TOPICS (2) : Managing the Annual Audit
Annual Economic Update

LOCATION: Landmark Restaurant

DINNER: Salmon with Rice or Salad Bar

TIME: 5:30 p.m. 1st Topic
6:25p.m. Dinner
7:10 p.m. 2nd Topic
8:05 p.m. Business Meeting

RSVP online at <http://www.aswa-mev.org/meetings.html>

You can also contact our membership director Laura Mangan at lauralynne@earthlink.net or call 480-276-5926

ADMINISTRATIVE POLICIES: If you would like to cancel a reservation, please contact Laura at the above email. Per chapter rules, if you register and do not attend or do not cancel by the Monday prior to the meeting, you will be charged the cost of the dinner. For more information regarding administrative policies such as complaint and refund, please contact ASWA Mesa East Valley Chapter Programs Director, Sherry McGlade at 480-584-2504 or sherry@SoManyFranchises.com.

ANNOUNCEMENTS:

Deadline for the September newsletter is September 1st

Welcome New Chapter Members!

The ASWA Mesa East Valley Chapter has three new members since the beginning of our 2012-2013 year. Please welcome them at our upcoming events.

Cheryl Brock is owner of Brock Tax & Accounting Company and has been an active member of the IMA chapter. Deborah Wheeler is a student with Western International University. Stacey Wisman is a Financial Services Representative with MassMutual.

Welcome Cheryl, Deborah and Stacey! Let us know how we can help you get the most of your ASWA membership.

The application for the Spring Scholarship will be due by October 31st and awarded by December 31st for the Spring Semester.

It's not too early to plan ahead for this year's Annual Conference October 22-24 in San Diego, California.

ASWA Webinar – August 20th

Title: *Beyond the Numbers: The Increasing Value of Soft Skills for Accounting and Finance Organizations*

Date: Monday, August 20, 2012

Time: 2:00 PM - 3:00 PM EDT

As finance's role as business partner has greatly risen in recent years, so too has the need for staff equipped with excellent interpersonal abilities. To be successful today, accounting and finance organizations must be able to build relationships across the enterprise, tell the story behind the data and influence the strategic decision-making process.

This webinar will highlight how integral soft skills, such as leadership and communication, are for business and career growth. Attendees will learn:

- Why these attributes are in demand – and will be even more so in the future
- The skills organizations need most
- How professionals can improve their soft skills
- Ways managers can help their teams hone their interpersonal abilities

This webinar is hosted by ASWA and sponsored by Accountemps and Robert Half Finance & Accounting.

Please note this webinar does not qualify for CPE credit.

Space is limited. Reserve your Webinar seat now at:

<https://www3.gotomeeting.com/register/936713862>

Member Benefits

- Prestigious status of professional affiliation
- National contacts for networking and professional information
- Forum for CPE
- Scholarships
- Leadership opportunities in supportive arena
- Subscription to *The Compass* e-magazine
- National and regional conferences at a discounted rate
- Access to ASWA's **LinkedIn** group
- National online membership directory
- Discounted membership to the Institute for Management Accountants (IMA)
- Discounted products and services through affiliation agreements (CCH tax & accounting books, Long Term Care insurance, Bank of America credit card and more)

If you are interested in becoming a member of ASWA, please fill out a registration form at www.aswa.org.

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