

# Mesa East Valley's IN TOUCH

**ASWA**  
American Society of Women Accountants  
November 2012

## President's Corner

By Shelby Williams

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[www.aswa-mev.org](http://www.aswa-mev.org)

Our chapter was well represented at the Annual Conference for Accounting and Financial Women in San Diego this past month. We had a great time attending CPE, networking with ASWA professionals from other chapters, learning more about the ASWA conference sponsors, supporting the education founding, and much more. Our chapter also had three delegates to represent us at the yearly board meeting. This year's board meeting included a membership vote on a new bylaw to change the name of our organization. The membership voted in favor of the name change! The new name for our organization is "Accounting & Financial Women's Alliance". We will begin receiving information over the next few weeks on the timeline for rolling out the new name and I will try to pass this information along to you all. It is believed that this new name will greatly improve the organization for current and future members.

Along with our new name, there are three words that will help to present what our organization is all about. Connect. Advance. Lead. In our local chapter, every member has the opportunity to do each of these things. Every month we head to The Landmark to connect with one another and do a little networking. Personally, connecting with each of you is a highlight of my membership. We then spend time advancing our knowledge of various topics through our CPE program. The CPE we offer helps us to advance in our professional development. Then we have the opportunity to be leaders – not only in our organization but also in our industry. The local chapter offers many great opportunities to step up and be a leader for the organization. Whether it is by volunteering to perform a board position or helping out on one of the committees, we have a place for you. Additionally, joining an organization lets you stand out among other accounting professionals. It shows that you are a go getter.

Now with all of this in mind, I encourage our membership to reach out to others and tell them what our organization is all about. Invite them along to a meeting to learn more. We have so many opportunities to offer others that can help them to also connect, advance, and lead. Let's get our name out there to our community and show them what a great organization we are!

*Newsletter*



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## 2012 ASWA ANNUAL CONFERENCE RECAP

*By Laura Mangan*

The Mesa East Valley Chapter was well represented at the 2012 Annual Conference for Accounting and Financial Women in San Diego. Members attending this year's conference included Laura Mangan, Shelby Williams, Anna Von Straussenburg, Karen Peterson, Diane Hewlett and Joyanna Hammond. This time I managed to schedule some time to have fun before the conference and got to visit the USS Midway, tour San Diego on the Old Town Trolley, visit Balboa Park and a few museums. Sunday I spent most of the day in the National Board meeting connecting with board members I usually just talk to on monthly conference calls. Then several of us went on the dinner cruise and enjoyed a great meal, catching up with friends and a scenic tour of the San Diego harbor.

The conference began Monday morning with some early bird sessions and training for regional directors and chapter leaders. Members from different chapters got to share their ideas and challenges over the chapter exchange. I learned that Chattanooga has some great lunch meetings, support of their members' employers, and easy commutes. San Francisco gets good attendance when their meeting locations are near public transportation. Notes from the table discussions will be compiled and shared with members to take advantage of the successes chapters have experienced. The bylaws forum was extended to a full hour to allow enough time for members to discuss the proposed bylaw amendment with a name change. The opening session was a panel discussion on diversity in the accounting and financial professions. If you haven't read the diversity papers visit the news page of the ASWA national website. That afternoon I got to present a session on effective chapter websites to a room full of members eager to bring back information to their chapter boards with options for less expensive and easier to manage websites. I won't be trading in my day job for a professional speaking career, but happy to share information I have learned over the last few years with other members. Monday evening the exhibit hall opened showcasing the tremendous support of our annual conference by new and returning companies. It was also the inaugural amazing foundation race – giving our members the chance to team up for fun and

fundraising for the ASWA Educational Foundation. Look for this event at next year's conference.

Tuesday offered more CPE including an interesting session on negotiation skills for women and breakout sessions from a variety of topics. The awards lunch recognized ASWA members for outstanding support as regional directors and the surprise of the president's award presented to Betsy Scott. This year Joyanna was able to attend and visit with her long-time friend Betsy – so glad she got to be there for her big day. CPA Practice Advisor announced the winners of its new awards "Most Powerful Women in Accounting" to recognize professionals in tax and accounting. Tuesday night was the annual business meeting with chapter delegates and members in attendance to elect the national nominating committee members and the much anticipated vote on the name change. For any of our members who haven't attended ABM, the parliamentary procedures were put to the test as President Cheryl Heitz kept order during the ongoing passionate discussion. When the votes were counted by the credentials committee, the amendment to change our name had passed.

Wednesday was the final day of the conference and featured the last of the breakout sessions before the Foundation lunch. The donated baskets and goodies get a lot of attention from members looking to get a good deal while supporting ASWA scholarships. Anna got lucky with a couple of wine themed baskets. During the lunch, a possible new logo was shared with attendees on a notepad. The Accounting and Financial Women's Alliance logo should be finalized soon so we can get moving with the transition plan. I overheard a few members comment and sounded shocked that they had a logo ready to go before the vote. Yes, the national board had been working on logo selection following the positive response from the straw poll. It was shared in the FAQs that members were encouraged to review during the discussions.

I fit in a few more hours of CPE with the afternoon sessions while Shelby got to meet with the nominating committee. That's how it starts! Mark your calendars and make plans to join us for the special 75<sup>th</sup> anniversary celebration at the 2013 Annual Conference in Indianapolis, IN home of the first ASWA chapter October 20-23, 2013.

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**MEETING DETAILS**  
**November 27, 2012**

**TOPIC :** Debtor Bankruptcy and Bankruptcy Litigation

**LOCATION:** Landmark Restaurant

**DINNER:** Meatloaf or Salad Bar

**TIME:** 5:30 p.m. Registration and Networking  
6:05p.m. Dinner  
7:00 p.m. Presentation  
8:00 p.m. Business Meeting



*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*

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

**You can also contact our membership director Laura Mangan at [lauralynne@earthlink.net](mailto: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 [azsam8@yahoo.com](mailto:azsam8@yahoo.com).

**ANNOUNCEMENTS:**

Deadline for the December newsletter is December 1st

**December Save the Family**

This year, instead of providing a Thanksgiving gift basket, we will be adopting a family for Christmas. We will be selecting a family sized to fit our chapter's ability to give. Save the Family asks that we limit our gifts to between \$60 and \$100 per person. If we are able to give more, we can select items from a household needs list to purchase for the family in addition to our gifts. We will need to collect all gifts at our December 11<sup>th</sup> chapter meeting.

**Scholarship**

Our Chapter is still collecting Scholarship applications for our Spring award. The application is due by November 30th and awarded by December 31<sup>st</sup> for the Spring Semester.

**Phoenix Chapter CPE Sponsored by Devry: Saturday November 10th**

Need CPE? Join us for a full 8 hours of CPE that includes accounting and tax updates, current hiring trends, charitable gift-giving, forensic accounting, advanced Excel and more. Cost: \$100. All proceeds will go to the ASWA scholarship fund so please support this great event!

**Entertainment Books**

Sell, sell, sell!! Call Cindy Hallett if you need any more books at 602-679-4857. Any unsold books will need to be returned at the November meeting.

### 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](http://www.aswa.org).

### MESA EAST VALLEY ASWA – OFFICERS AND COMMITTEE MEMBERS

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