

Mesa East Valley's IN TOUCH



September 2012

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www.aswa-mev.org

Newsletter



President's Corner

By Shelby Williams

I was reading an interesting article this month on www.forbes.com titled "The 10 Worst Stereotypes about Powerful Women". The top 10, without going into detail on what each means (even though I believe you will be able to guess or maybe have heard them before yourself) are as follows:

1. Ice Queen
2. Single and Lonely
3. Tough
4. Weak
5. Masculine
6. Conniving
7. Emotional
8. Angry
9. A Token
10. A Cheerleader

While these stereotypes may still be true to an extent – I challenge myself and others to make of it what we will. I believe really when any person (male or female) works to do their best, stays true to themselves and what they feel is right, and works to improve their skills and knowledge on a daily basis – they will have what they want. The path is never easy for anyone. There are always others that will look at a person and try to find flaws and say that it cannot be done. One of the quotes I recently read from Joan Lunden, an American journalist says, "Remove failure as an option and your chances for success become infinitely better." I hope that ASWA helps empower each of us to strive to be the best we possibly can in our leadership roles at work, home, and outside ventures. I believe we have the mentors and amazing tools available to each of us within the organization to continue to develop into the person we wish to be.

Coming up this month we have a joint meeting with the Phoenix chapter. I hope to see everyone at the meeting that offers such a great networking opportunity. We will also need to turn in names for our chapter's 3 delegates to the 2012 Annual Business Meeting in San Diego in October. If you plan to attend the National conference, please let me know if you are interested in representing our chapter's vote this year.

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MEETING DETAILS
September 25, 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

TOPIC : The Infinite Loop
The Economic Landscape and Global Forces

LOCATION: Landmark Restaurant

DINNER: Chicken Marsala 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

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:

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Deadline for the October newsletter is October 1st

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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 11th chapter meeting.

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Scholarship

The application for the Spring Scholarship has been changed, it will be due by November 30th and awarded by December 31st for the Spring Semester.

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Annual Conference: October 22-24

The Annual Conference is October 22-24 in San Diego, California. That is right around the corner! Members are making their plans, reserving their rooms, and looking for roommates or carpool mates.

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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.

MESA EAST VALLEY ASWA – OFFICERS AND COMMITTEE MEMBERS

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