



Accounting & Financial Women's Alliance

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June 2015

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www.mesaeastvalleyafwa.org

Chapter News

Dear Members and Friends:

American Entrepreneur and motivational speaker Jim Rohn said “Your life does not get better by chance, it gets better by change”. Change is an inevitable part of life, and while many of us may resist the unfamiliarity and chaos of change, it can help to bring about a renewed energy and spark to whatever we are doing. Well, we have lots of changes for our chapter!

First, June is the end of our fiscal year and the changing of the Officers and Board members. At our meeting on June 16 (this is a week earlier than usual), we will hold our annual Installation and Awards night. Please join us to help thank the outgoing board and to welcome the incoming board.

Second, going forward, we will be meeting at a new location. Sadly, the Landmark closed at the end of May. This restaurant was a perfect spot for our chapter to meet for many years, and, personally, I will really miss the cooked carrots and the salad room! However, this gives us the opportunity to look for new venues that may work better for our members. In fact, a survey was also sent out to find out if there is a better night or time or place that would work for the majority of our members. If you did not get a chance to complete the survey, please contact Laura Mangan. Our membership changes constantly, and we want to keep up with what works for the majority of the current group.

As we end this year, we would like to thank Stacey Craig for her leadership of the chapter. She held a great planning meeting at the beginning of the year, set us on the right track and was there to guide us when needed. As she is also involved with the National Board, she kept us up to date on what was happening at that level. The rest of her board did a great job doing their parts and fulfilling the tasks needed for their jobs. Everyone contributed, and we had many fun events during the year, including bowling, Painting with a Twist, and our Community Service event at the United Food Bank.

We look forward to the new year and the changes that will come with it. We welcome Deanna Schantel as our President and her new board. I know that with everyone’s help, our chapter will continue to change to meet the needs of our members while still providing us with opportunities for CPE, professional development, and friendship.

Hope to see you all at our next Installation and Awards night on June 16 at Il Vinaio, 270 W Main Street in Mesa!

Regards,

Diane Hewlett

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June Meeting Details
Tuesday, June 16, 2015

Annual Installation and Awards Night

LOCATION: New Location!!

Il Vinaio
270 W. Main Str, Mesa
(near Main and Country Club)

DINNER: Choice of one: *Pecan Crusted
Salmon, Pasta Vinaio with Chicken,
Cobb Salad*

TIME: 5:30 p.m. Networking
6:00 p.m. Dinner
7:00 p.m. Installation and Awards

COST: \$26 member / \$32 guest / \$20 student

RSVP online at:

<http://mesaeastvalleyafwa.org/meetings.html>

Or contact Patty at pkscpaaz@gmail.com

*"We need to understand
that we won't always
make the right deci-
sions, that we'll screw
up royally sometimes—
understanding that
failure is not the
opposite of success, it's
part of success."*

Arianna Huffington
Editor in Chief, Huffington
Post

ADMINISTRATIVE POLICIES: If you would like to cancel a reservation, please contact Patty 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

ANNOUNCEMENTS



- **Monthly 50/50 Drawing:** If you can't win the Lottery, try the 50/50 drawing for better odds (tickets \$2 each or 6 for \$10). Proceeds benefit our scholarship fund.
- **Community Service:**
 - Financial Literacy Program:** Our chapter is working to help others learn the financial skills that will help them manage their money and be successful in life. This program uses the FDIC Money Smart Program. If you are interested in helping, please contact Pat Donohue at Pkdonohue@cox.net
- **AFWA National Conference: Save the Date!**
 - October 26-28, 2015: Pittsburgh, PA
 - Visit the website at www.afwa.org for updates as the year goes on.
- **Mesa East Valley's Annual—Save the Date!**
 - Empowering Today's Accountant Seminar**
 - Friday, August 28



Please keep in mind the AFWA Foundation and the Paula Zanni Fund for your tax deductible donations throughout the year. Paula was a very active member of the Mesa East Valley Chapter.

[Donate to the Paula Zanni Memorial Fund](#) - Paula Zanni was a positive role model and friend to so many of her colleagues in the Accounting & Financial Women's Alliance. The Paula Zanni Memorial Scholarship will be an annual scholarship awarded to a student pursuing a degree in accounting with preference going to applicants from Arizona and New York. (*Learn more about [Paula Zanni](#)*).

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To donate or find out more about the AFWA Foundation, please visit their website:

www.afwa.org/foundation

Meetings and Events around Phoenix

AFWA Mesa Chapter—Upcoming Meetings and Events:

Tuesday, July 28: Dinner and Meeting, CPE, Topic TBA
Tuesday, Aug. 25: Dinner and Meeting, CPE: Human Resources Update
Friday, Aug. 28: Empowering Today's Accountant Seminar

IMA Valley of the Sun Chapter (www.imavalleyofthesun.org):

-IMA Annual Conference, Jun. 20-24, Los Angeles, www.imaconference.org
-July Meeting: Tuesday, July 21, Topic: *Data Mining and Technology: The Impact on Business*

AFWA Phoenix Chapter (www.phoenix-afwa.org):

-July meeting: Thursday, July 15, 5:00 pm: Topic: TBA
(Please note the chapter has a new website—use the web address above)

Ethics for Arizona CPA's: (e-factorgame.com)

Presented by Marcy Maslov, Founder of the e-Factor®

-Wednesday, June 17: 4 pm to 8 pm (dinner included)
-Friday, July 17: 8 am to 12 noon (breakfast included)

ICAN: Positive Programs for Youth:

One of our members, Brenda Masters, is involved with Collaborating for a Cause. Please see the information below and contact her if you are interested in finding out more about this organization.

Collaborating for a Cause is a networking group comprised of nonprofit finance and development professionals. The group conducts monthly meetings aimed at providing networking opportunities and expert led best practice learning experiences for our members. The atmosphere is lively and friendly, yet structured and efficient.

For information on upcoming events and ways to get involved, please contact Brenda or Danielle:

Brenda@icanaz.org or Danielle@icanaz.org

Be Sure to Save the Date for the AFWA Annual Conference!



Surprise! Finance Professionals Prefer Problem Solving Over Crunching Numbers

Provided by Accountemps, a Robert Half company

There's this stereotypical image of accountants: math whizzes who punch calculator buttons with glee and crunch numbers for breakfast. But a recent [Robert Half study](#) found that working with numbers plays a secondary role in their career satisfaction. When asked what they enjoy most about their profession, accountants' top response by far, at 44 percent, was solving problems.

These results suggest that while mathematical aptitude leads finance pros to their present occupation, what truly motivates them is finding answers to tough challenges and improving outcomes for their clients and employers.

Heroes of the story

Consider these two math problems:

- Solve for x : $2 + x = 7$
- If Dad has two apples but needs seven to make a pie, how many more apples does he need?

These problems are asking the same question, but a child learning to solve basic equations is likely to find the second one more appealing. Why? Because it introduces a character and a conflict: the two basic ingredients of a story. By solving the problem, the child is able to help out and make a difference: Dad needs five more apples to make a pie.

Now, extrapolate this puzzle to the finance world. If a CFO announces that the company needs to reduce its cash-flow cycle time from 60 days to 10 days, his staff will get to work on the numbers: gathering and analyzing data, brainstorming potential solutions, and calculating the risks and probability of success for each idea. But most will find [job satisfaction](#) in not just the process, but how the final result benefits the company. In other words, the journey is important, but finally arriving at the destination is even sweeter.

Making a difference

Accounting and finance professionals can find work in nearly any field, from agriculture to zoo operations. Many are drawn to these jobs not just because they love numbers and are highly organized, but also because of the mission of their role. Problem solving is where accountants can make a direct, positive impact on an issue or within an industry they're passionate about. For example, a tech-savvy accountant at a startup uses her skills to identify technology trends and determine how to best price a new product to help it compete in the marketplace. A business analyst passionate about the environment could help a nonprofit by troubleshooting its finance reporting process, identifying weaknesses and delivering recommendations that would result in accomplishing its mission.

An accountant working at an Indianapolis bank says the profession attracts logical thinkers and problem solvers. They also need a "good dose of skepticism, for professionals in auditing and internal controls," she added.

Referring to finance professionals as mere number crunchers, bean counters or calculator queens/kings can be humorous, but doing so tends to diminish their key role in the long-term success of any business. Without their expertise and insights, organizations would lack essential strategic guidance. Problem solving is where accountants get to resolve conflicts and find happy endings for their companies — a sure reason for career satisfaction.

Accountemps, a [Robert Half](#) company, is the world's first and largest specialized staffing firm for temporary accounting, finance and bookkeeping professionals. Accountemps has more than 340 locations worldwide. More resources, including online job search services and the [Accountemps blog](#), can be found at [accountemps.com](#).

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Please join us for the
2015-16

*Board Installation
and Awards Event*

Tuesday, June 16, 2015

Il Vinaio

270 W. Main Str, Mesa, AZ
(near Main and Country Club)

Dinner: Atlantic Salmon or Salad Room

(There will be no CPE at this meeting)

AFWA
Mesa East Valley Chapter
2015-16 Officers and Board

President	Deanna Schantel
President-Elect	OPEN
Immediate Past President	Stacey Craig
Treasurer	Kathleen Pease
Asst. Treasurer	Kristine Gliesman
Secretary	Andrea Owens
Membership	Barbara Gonzalez
Programs Director	OPEN
Asst. Programs Director	OPEN
Member Relations/ Bylaws	Diane Hewlett
Newsletter	Sue Stewart
Job Bank	OPEN
Website	Laura Mangan
Public Relations	Laura Mangan
Scholarship	Shelby Williams
Activities	Stacey Craig
Education Foundation	Pat Donohue
Community Service	Dayna Brown

Fun Times throughout the Year!



BENEFITS OF MEMBERSHIP

- Prestigious status of professional affiliation
- National contacts for networking and professional information
- Forum for CPE
- Scholarship opportunities
- Leadership opportunities in supportive arena
- Subscription to *Accountability* e-Newsletter
- National and regional conferences at a discounted rate
- Access to Career Center
- Access to LinkedIn group
- National online membership directory
- Discounted membership to the Institute for Management Accountants (IMA)
- Discounted products and services through affiliation agreements (CPA review courses, CCH tax & accounting books, and Long Term Care Insurance)

Office	Name	Phone	Email
President	Stacey Craig		scraig23@cox.net
President-Elect	Deanna Schantel	602-568-9664	dschantel@cox.net
Treasurer	Deanna Schantel	602-568-9664	dschantel@cox.net
Assistant Treasurer	Kathleen Pease		kpease@go2uti.com
Secretary	Susan Stewart	602-758-6278	sstew56@yahoo.com
Past President	Diane Hewlett	480-705-7244	dianephx928@gmail.com
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