

## Seattle Chapter Meeting Wednesday, March 26

Rainier Golf & Country Club  
11133 Des Moines Memorial Drive South  
Seattle, WA 98168  
(206) 242-4460

Dress code requirement: no jeans

### Menu:

**Salad:** Tossed Green

**Entrée:** Carved New York Strip

**Dessert:** Cheesecake

Members/Faculty \$27.00

Guests \$29.00

Students Members \$19.00

Student Guests \$21.00

No coffee only option

### **Reservations, need to be made by 1 pm, Thursday, March 20**

in order to guarantee a spot. Standing reservations will apply. For **reservations:** use the **Online Reservations Form**, send email to [reservations@aswaseattle.org](mailto:reservations@aswaseattle.org), or contact, Arrangements Chair, (206) 467-8645 (ASWA voice mail).

For **cancellations**, please call, use the online form, or send an email to cancel no later than noon on **Monday, March 24**

No-shows and late cancellations will be billed. Walk-ins are welcome but with no meal availability guarantee.

## Wednesday, March 26

1 Hour CPE

**Speaker:** Linda Criddle

**Topic:** Internet Safety: How Online Risks Occur and How to Minimize Them

The news reports daily about Internet crimes, yet criminal acts are an end result - committed when an environment creates opportunity for abuse. This presentation will outline the landscape of online crime, teach you to recognize predatory motivation and tactics and understand how individuals and businesses place themselves at risk. It will also outline the financial drivers of online services and how this affects the safety of everything from a product's Terms of Service to the safety they build into features. Then it will cover the scope of online abuse, how to spot flaws and gaps in technology and what it takes to negotiate your privacy and safety with others so you can have a great online experience.

Internet safety expert and author Linda Criddle has her own consulting company: LOOKBOTHWAYS Online Safety Consulting LLC. Before establishing her company, Criddle spent 13 years at Microsoft where she was a pioneer in online safety. Criddle brought to that role a deep understanding of predatory behavior, methods, and mindsets, a field of interest she has pursued for more than 25 years. The depth and breadth of Linda's online safety expertise and her ability to create practical technical and policy-based solutions is reflected in the filing of numerous patents on behalf of Microsoft in the areas of emerging technologies and online safety.

Linda has collaborated with several international law enforcement agencies, helping with investigations into the online activities of child predators. She has worked with many government organizations in the U.S. and around the world to prepare online safety regulations and legislation. In addition, Linda has offered online safety training and design expertise to executives and product teams across the technology industry.

Criddle is a tireless advocate for consumers. Her passion and talent for teaching Internet safety principles has benefited youth, parents, and educators. She is author of the award-winning consumer-oriented book, Look Both Ways: Help protect your family on the Internet, and gives consumers the same straightforward, accessible online safety information on her Web site, [Look-both-ways.com](http://Look-both-ways.com)



## Calendar of Events

<b>March 18, 2008</b>	<b>ASWA North Cascades Meeting: Bob's Burger &amp; Brew</b>
	Topic: Workforce Strategies: Have You Turned Over <u>Every</u> Stone
<b>March 20, 2008</b>	<b>ASWA Spokane Meeting: Red Lion Hotel at the Park</b>
	Topic: Trade Secrets & Covenants Not to Compete
<b>March 20, 2008</b>	<b>ASWA Bellevue Meeting: Red Lion Bellevue Inn</b>
<b>March 26, 2008</b>	<b>Monthly Meeting: Rainier Golf &amp; Country Club</b>
<b>April 17, 2008</b>	<b>ASWA Spokane Meeting: Red Lion Hotel at the Park</b>
<b>April 21, 2008</b>	<b>ASWA Tacoma Meeting: LaQunita Inn</b>
<b>April 22, 2008</b>	<b>ASWA Bellevue Meeting: Coast Hotel Bellevue</b>
<b>April 22, 2008</b>	<b>ASWA North Cascades Meeting: Bob's Burger &amp; Brew</b>
<b>April 23, 2008</b>	<b>Monthly Meeting: Rainier Golf &amp; Country Club</b>
<b>May 12, 2008</b>	<b>ASWA Tacoma Meeting: LaQunita Inn</b>
<b>May 14, 2008</b>	<b>Board Meeting: 5:30 – 7:00      TBD</b>
<b>May 15, 2008</b>	<b>ASWA Spokane Meeting: Red Lion Hotel at the Park</b>
<b>May 20, 2008</b>	<b>ASWA Bellevue Student Night: Coast Hotel Bellevue</b>
<b>May 20, 2008</b>	<b>ASWA North Cascades Meeting: Bob's Burger &amp; Brew</b>
<b>May 28, 2008</b>	<b>Guest Night: Rainier Golf &amp; Country Club</b>
<b>May 30 - 31, 2008</b>	<b>NW Area Conference: Bellevue Courtyard Marriott</b>
<b>June 9, 2008</b>	<b>ASWA Tacoma Meeting: LaQunita Inn</b>
<b>June 17, 2008</b>	<b>ASWA Bellevue Meeting: Coast Hotel Bellevue</b>
<b>June 19, 2008</b>	<b>ASWA Spokane Meeting: Red Lion Hotel at the Park</b>
<b>June 25, 2008</b>	<b>Monthly Meeting: Rainier Golf &amp; Country Club</b>
<b>October 28 - 30</b>	<b>Joint National Conference: The Fairmont, Dallas</b>

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## **2007-2008 Dues Schedule**

<u>Member Classification</u>	<u>Total Dues</u>	<u>Breakdown</u>
Regular	\$153.00	National \$104.00    Chapter \$49.00
Affiliate	\$153.00	National \$104.00    Chapter \$49.00
Associate (Non-Student)	\$ 63.00	National \$34.00    Chapter \$29.00
Associate (Student)	\$ 49.00	National \$34.00    Chapter \$15.00
Retired	\$ 45.00	National \$24.00    Chapter \$21.00

Dues are prorated for the second year of membership according to the month the Board approved in the first year.



**American Society of Women Accountants**  
 Box 237  
 800 5th Avenue, Suite 101  
 Seattle, WA 98104-3191

## ASWA Northeast Regional Conference

**June 5-7, 2008      Akron, OH**

**Sponsored by the Akron/Canton Chapter  
 "Celebrate the Past, Focus on Your Future!"**

We are thrilled to inform you that the Akron/Canton Chapter #139 will be hosting the 2008 Northeast Regional Conference from Thursday, June 5th to Saturday, June 7th in celebration of the chapter's 25th anniversary.

Twelve CPE credits (which will include 3 hours of ethics CPE) will be offered in addition to a Friday Fun Night. The installation of the 2008-2009 National Board of Directors will also take place at this conference. [www.aswa.org/files/public/ASWA\\_NE\\_Conference\\_Promo\\_Flyer.doc](http://www.aswa.org/files/public/ASWA_NE_Conference_Promo_Flyer.doc) for promotional flyer. If you have any questions, please feel free to contact Susan Tripepi at [stripepi@neo.rr.com](mailto:stripepi@neo.rr.com) or Becky Price at [beckyp606@yahoo.com](mailto:beckyp606@yahoo.com). We hope to see you there!

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### SAVE THE DATE

**“Get Connected, Stay Connected”**

**With 16 hours of CPE (including 4 hours of Ethics)**

**Bellevue Chapter invites you to attend**

**The 2008 Northwest Regional Conference - May 30-31, 2008**

**Courtyard Marriott in Downtown Bellevue, Washington**

**3 tracks to chose from: Accounting/Auditing, Controller/Leader or Tax  
 Fun night at Parlor Billiards & Spirits - an upscale billiard parlor with a fashion session  
 Fabulous shopping at Lincoln Square and Bellevue Square, fine dining restaurants ... all within walking distance and featuring great Bellevue hospitality.**

**CPE Topics (subject to change):**

- |                                     |                                                  |
|-------------------------------------|--------------------------------------------------|
| Sox Update                          | Essential Skills                                 |
| 4 hours of Ethics                   | Career Development in Corporate America          |
| Forensic Accounting                 | Canadian Taxes                                   |
| Profit & Loss Analysis              | Where There's a Way, There's a Will              |
| Internal Control/Engagement Letters | Department of Revenue - Sales Tax Simplification |
| Identity Theft                      | Retirement Plans for Small Business              |
| ABCs of Credit Scoring              | Foreign Tax Treaties                             |
| Global Business Etiquette           | Executor Duties                                  |
| Advanced QuickBooks                 | Social Security Benefits for Women               |
| Employment Law                      |                                                  |

**For more information, contact: Paula Bishop - [paulabishop@qwest.net](mailto:paulabishop@qwest.net) 425-591-1137 or  
 Eleanor Siverts-Akerman – [eleanorsa@comcast.net](mailto:eleanorsa@comcast.net) 425-255-8842**

Registration form: [www.aswabellevue.org/images/Registration\\_Interest\\_1.pdf](http://www.aswabellevue.org/images/Registration_Interest_1.pdf)

## We Asked "Y": Survey of Gen Y Workers Sheds New Light

by Noreen Florio ([noreen.florio@rhi.com](mailto:noreen.florio@rhi.com))

Ever since members of Generation Y began entering the workforce, employers have been struggling to get a better sense of what motivates and inspires this unique group. To gain insight into the Millennial mindset, Robert Half International and Yahoo! HotJobs went straight to the source, commissioning a national survey of more than 1,000 workers ages 21 to 28. Based on those findings, here are tactics that can help you recruit and retain Gen Y employees:

Offer competitive compensation. Gen Y survey respondents said salary is their single most important job consideration. Moreover, 33 percent of those polled said financial security is their top career concern, followed by job stability (25 percent) and career satisfaction (23 percent). And when asked what factors would most influence them to leave one job for another, "higher pay" topped the list, beating out advancement opportunities, more interesting work, better work environment, shorter commute and more prestigious job title. To ensure that your compensation standards are above or at least on par with competitors in your region and industry, use resources such as the Department of Labor's Bureau of Labor Statistics and the annual Salary Guides from Robert Half International.

Keep your door open. Gen Y grew up with ongoing supervision and validation from authority figures. Many will likely look for similar guidance and frequent feedback from you. In fact, 35 percent of Millennial workers surveyed said they want to communicate with their bosses several times a day, while 25 percent want to touch base at least once a day. Given their communication needs, consider giving periodic "spot reviews" as tasks and projects are completed instead of waiting until annual-review time to offer assessments.

Pay attention to perks. In addition to healthcare coverage and retirement plans, perquisites such as in-house training opportunities, paid time off to attend professional development events, flexible scheduling, recognition programs and mentoring initiatives all appeal to Gen Y. Because nearly three-quarters of respondents said it's likely they will return to school to obtain another degree, consider starting (or expanding) tuition-reimbursement programs.

Accountemps is the world's first and largest temporary staffing service specializing in the placement of accounting, finance and bookkeeping professionals. The company has more than 350 offices throughout North America, Europe and the Asia-Pacific region, and offers online job search services at [www.accountemps.com](http://www.accountemps.com).



## Announcements

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**Consider serving with ASWA Seattle in the coming year.** The nominating committee may have already contacted you. Say “yes” when they contact you.

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**ASWA Southwest Regional Conference.** May 16-17 - Flagstaff, AZ - "Accounting with Altitude" 13 hours of CPE (including 4 hours of ethics). The Flagstaff Chapter invites you to attend the 2008 Southwest Regional Conference. The conference begins on May 16th at 12:30pm with an exciting fun filled day of CPE. The chapter exchange will be Friday evening followed by fun night at the hotel with games, prizes and more. The installation of the ASWA Foundation Board of Directors will take place on Saturday.

See [www.aswa.org/files/public/ASWA\\_SW\\_Conference\\_Promo\\_Flyer.doc](http://www.aswa.org/files/public/ASWA_SW_Conference_Promo_Flyer.doc) for our program brochure. If you have any questions please email Kelly Robertson at [kelly.robertson@nau.edu](mailto:kelly.robertson@nau.edu) or call 928-523-3711.

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It’s not too early to think about going to the **JNC in Dallas**. Start saving your pennies, nickels and dimes! October 28 – 30.

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**Mentoring Program.** ASWA Seattle kicked off our mentoring program at the February meeting. If you are interested in participating in this, please be sure to get your form to Tina Polf. The initial commitment is for six months. This is another great opportunity to get connected with the women of ASWA. The more you are involved the more you appreciate ASWA!

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### Next Journal Deadline: Wednesday, March 26

The Seattle Chapter of the American Society of Women Accountants, to serve its members’ interests, publishes the *Journal* monthly. If you have news, seminars, community meetings, committee meetings or an article you would like published, attach the file (*preferably in Word™, single spaced with no tables, boxes or irregular formatting*) and send via email to **Marilyn Wilt** at [journal@aswaseattle.org](mailto:journal@aswaseattle.org).

### **ASWA Mission Statement**

The mission of the American Society of Women Accountants is 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.

### **ASWA Claim Statement**

For women who seek advancement in the accounting profession, ASWA is a professional membership organization that provides the leadership skills required for success. ASWA provides experienced mentors and a supportive, non-threatening environment to practice business management and establish a professional reputation among peers.