

**Seattle Chapter Meeting  
Wednesday, May 28**

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:** Salmon and Capers

**Dessert:** Blueberry Crisp

**Vegetarian Option:** Vegetarian Lasagna

Members/Faculty	<b>\$27.00</b>
Guests and hosts	<b>\$25.00</b>
Students Members	<b>\$19.00</b>

No coffee only option

**Reservation/Cancellation Policies**

Use the on-line form

Call Arrangements Chair 206-467-8645

Send email to [reservations@aswaseattle.org](mailto:reservations@aswaseattle.org).

Reservations deadline: 1pm, Thursday, May 22<sup>nd</sup>

Cancellations deadline: noon, Monday, May 26<sup>th</sup>

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

**Wednesday, May 28**

**GUEST NIGHT**

**1 Hour CPE**

**Speaker:** Peg Marckworth,  
Marckworth Associates

**Topic:** Personal Branding for  
Professional Women

A clear, recognizable brand conveys your strengths, expertise and passions whether you are developing a new business, contemplating a career change or just want to manage your career in the most effective way. Peg will speak to us about what personal branding is and the benefits and how to go about developing your personal branding. This will be a fun, interactive presentation.

As part of our evening festivities, we will have drawings for Nordstrom gift certificates and other goodies for our guests and our members who bring guests – the more guests you bring the more chances you have.

So how many guests are you planning on bringing? Feel free to invite anyone that you know – co-workers, friends, relatives ...



## Calendar of Events

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|--------------------------|--|
| <b>May 20, 2008</b>      | <b>ASWA Bellevue: Coast Hotel Bellevue</b><br>Student Night  |
| <b>May 20, 2008</b>      | <b>ASWA North Cascades: Bob's Burger &amp; Brew</b><br><b>Speaker:</b> C.J. Seitz, Small Business Development Center   |
| <b>May 21, 2008</b>      | <b>ASWA Big Sky</b><br>Public Relations Event <b>Topic:</b> Identity Theft   |
| <b>May 28, 2008</b>      | <b>ASWA Seattle: Guest Night Rainier Golf &amp; Country Club</b><br><b>Topic:</b> Personal Branding for Professional Women<br><b>Speaker:</b> Peg Marckworth |
| <b>May 30 - 31, 2008</b> | <b>NW Area Conference: Bellevue Courtyard Marriott</b>   |
| <b>June 9, 2008</b>      | <b>ASWA Tacoma: LaQunita Inn</b><br>Installation of Officers   |
| <b>June 17, 2008</b>     | <b>ASWA Bellevue: Coast Hotel Bellevue</b><br><b>Speaker:</b> Dr. Jeannette Birnbach, Designed Clinical Nutrition Center                                     |
| <b>June 17, 2008</b>     | <b>ASWA North Cascades: Bob's Burger &amp; Brew</b><br>Installation of Officers and Planning Meeting   |
| <b>June 19, 2008</b>     | <b>ASWA Spokane: Bank of America, 2<sup>nd</sup> floor</b><br>Installation of Officers   |
| <b>June 25, 2008</b>     | <b>ASWA Seattle: Rainier Golf &amp; Country Club</b>   |
| <b>October 28 - 30</b>   | <b>Joint National Conference: The Fairmont, Dallas</b>   |

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## Joint National Conference October 28 – 30 Dallas

The JNC offers up to 24 hours of quality education again this year. The program chairs for the 2008 JNC have been hard at work locking in the best speakers for you! They have scheduled four full tracks of quality education covering:

- \*\*\*Tax
- \*\*\*Controllership
- \*\*\*Accounting & Auditing
- \*\*\*Personal & Professional Development

In response to feedback from prior JNC attendees, we've included not-for-profit accounting and technical how-to sessions with real "meat" to provide you knowledge you can take home and put to use immediately.

The Dallas Convention and Visitor's Bureau's website, [www.visitDallas.com](http://www.visitDallas.com), is a good starting place for planning around what interests you.

To reserve your room, contact The Fairmont Dallas and be sure to mention that you'll be attending the ASWA/AWSCPA Joint National Conference and that you are seeking the \$169 room rate.

Put those pennies, nickels and dimes away now so that you can join other members of Seattle ASWA in Dallas. The more the merrier!



**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)



## Announcements

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**Women For Hire Career Expo** offers signature career expos, inspiring speeches and seminars, a popular career-focused magazine, customized marketing programs and an online job board that help leading employers connect with top-notch professional women in all fields. Check out their schedule of upcoming career expos, <http://www.womenforhire.com>. As a benefit for ASWA members, Women For Hire is offering a free network membership (\$38 value). Women For Hire Network includes such features as "Ask Tory & Team" that allows you to submit a personalized question for a guaranteed response, a network website and newsletters. It also includes a free monthly conference call hosted by various experts! Visit <http://network.womenforhire.com> for full membership details. To take advantage of this free offer email [michelle@womenforhire.com](mailto:michelle@womenforhire.com) and include "American Society of Women Accountants" in the subject line.

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**Forum for Women in Accounting - Special Discount for ASWA Members!** Join the profession's top consultants for [The 2008 Forum for Women in Accounting](#), an event for women working in public accounting (partners, managers and other firm leaders) as well as male and female COOs, partners, HR directors and others involved in building a strong firm culture and a women's program for their firms. This conference will be held June 16-18 in Las Vegas at the Bellagio Hotel.

While technical training is essential (and required!) in this profession, so much of our jobs, our projects and our interactions involve skill sets that don't start with acronyms like GAAP or FASB. Leadership, communication, networking, niche building, career planning, firm culture, mentoring, work/life balance - these are all the focus of The Forum for Women in Accounting. This event focuses on those aspects and more – all from a women's perspective and all specific to the accounting profession!

Practical ideas poured out of every session last year as women shared how they made their lives work and achieved success. This year, The Forum will build on that experience further, as women's position in the profession continues to evolve. ASWA members receive **\$100** off of the registration fee. To receive this discount, enter "ASWA03" in the Promotional Code field of the registration form.

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**Next Journal Deadline: Wednesday, May 28.** 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).

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**Employment Opportunities Newsletter** will be posted after the dinner meeting to the Members Only section of the web site. You will need your 5-digit ASWA Member ID number to log in. Send email to [update@aswaseattle.org](mailto:update@aswaseattle.org) if you can't find your member number.

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**Becker CPA Review.** As a member of ASWA, you have access to benefits through our national alliances with various companies. As the most trusted name in CPA review for over 50 years, Becker CPA Review is proud to partner with ASWA and offer its members \$250\* off our full course tuition.

Becker helps you achieve your CPA designation as quickly and efficiently as possible. Becker delivers a comprehensive review system that helps assure your success. Lectures, textbooks, software and even flashcards all work together to prepare you to pass. And with three flexible course formats to choose from, you can prepare the way that suits you best – in a live class, online or with self-study CDs.

Earning your CPA designation is one of the toughest professional challenges you'll ever face. Choose the CPA review provider that offers you the greatest opportunity for success. Choose Becker. To enroll, and for more information including schedules and class locations, visit [www.beckercpa.com](http://www.beckercpa.com) or call 877.CPA.EXAM.

\*This discount valid only on full 4-part course tuition price and cannot be combined with any other discount or offer.

## Fit the Description: How to Write Compelling Job Descriptions

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

There's much more to writing a job description that will serve as the basis for a job ad than simply providing a laundry list of tasks and requirements. Your goal should be to capture the essence of the open position and sell the advantages of working at your firm. Basic components include the position's job title and department, a summary of key responsibilities, and the preferred experience, skills and educational background you seek. Here are some more detailed tips on crafting strategically written, persuasive job descriptions:

**Focus on clarity.** Outline the general scope of the work in a clear, concise and orderly fashion. While certain higher-level accounting and finance positions will require more detail than others, verbose and convoluted job descriptions generally turn off job seekers. Write tight, prioritize responsibilities and avoid going into the minutia of every aspect of the job.

**Don't look back.** Don't focus on a job's history when writing a description. Instead, identify what the position will require now and in the near future. Assess your team's current mix of strengths and weaknesses, and look for opportunities in the new position to fill skills and knowledge gaps.

**Be flexible.** Don't paint yourself into a corner by writing a job description that is too rigid or lofty. Remember that what you prefer in an ideal candidate - such as an advanced academic degree - may not be what is required to effectively fulfill the role. This is particularly true when you factor in work experience and professional accomplishments.

**Zero in on soft skills.** Accounting and finance professionals have always needed strong technical skills to be successful. Today, however, soft skills also are critical. A job description emphasizing communication, negotiation and team-building abilities, for example, will help you establish clear expectations and attract the right candidates.

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 service at [www.accountemps.com](http://www.accountemps.com).

### 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.