

**Seattle Chapter Meeting  
Tuesday, August 17, 2010**

**Coast Bellevue Hotel**  
625 116<sup>th</sup> Avenue NE  
Bellevue, WA 98004

6:00 – 6:30 Social Hour & Networking  
6:30 – 7:30 Dinner & Announcements  
7:30 – 8:30 Speaker

**Menu:**

**Entrée:** Breast of Chicken Dijon

**Dessert:** Passionberry Cream & Fresh Seasonal Fruit

**Vegetarian Option:** Veggie Kabobs with Rice

<b>Members/Faculty</b>	\$24.00
<b>Standing Res</b>	do not apply for this meeting
<b>Guests</b>	\$28.00
<b>Students Members</b>	\$15.00
<b>Program Only</b>	\$ 5.00

**For this joint meeting with Bellevue only:**

Please make your reservation by emailing  
Mei Niman with the Bellevue Chapter at  
[meiniman@hotmail.com](mailto:meiniman@hotmail.com)

**Standing reservations do not apply**

Reservations deadline:

**1 pm, Thursday, August 12**

Cancellations deadline:

**9 am, Friday, August 13**

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

**August 17, 2010**

**Annual Joint Meeting with Bellevue Chapter in Bellevue**

**Dinner Speaker 1 Hour CPE**

**Speaker:** Robbin Black, Marketing Strategist, Speaker & Author

**Topic:** The Web & Its Strategic Application to Businesses

Robbin has over 25 years of traditional and on-line marketing experience. She has taught at the university level, and has consulted and worked for companies of all sizes including major corporations, such as AT&T Wireless.

Robbin has in-depth knowledge of the Web and its strategic application to business. As a creative, conceptual thinker, she's able to apply technical knowledge to the advancement of client objectives. She enjoys integrating classical marketing principles with technology to meet and exceed targets and expectations. Of particular interest is the combination of Web and wireless to build added-value services and provide integrated customer communications.

Robbin has an MBA from Boston University and a BA in Economics from the State University of New York at Albany. She has been a SCORE volunteer counselor and instructor since 2003, advising small businesses on matters of marketing and the internet. Robbin also volunteers at KBCS 91.3FM on the One World Report public affairs program as a writer, copy editor and voice talent.



## President's Message:

Hello everyone and welcome to ASWA Seattle, Chapter Nine. My name is Carol Bacon, CFE and I am this year's President. We have a new slate of Board Members, Committee Chairs and member participants. This year will be a busy year and we invite you all to participate and add your spark to the future of our chapter.

Are you looking for a place to share experiences and learn new ones? How about make new friends and long lasting relationships with other professional women? Well you have come to the right place, because that is what we are about. And this month's Dinner Meeting was an excellent example of women celebrating one another, encouraging each other as they embrace new challenges and mentoring new members and young professionals during our networking time.

Most of our members have learned that our monthly dinner meetings are one of the few places they can come and participate in a safe and friendly environment that allows everyone to test their speaking, leading and organizational skills, join a committee to contribute their talents, or just come to share, voice ideas and share suggestions. It's also a place where we can spend quality time together while we earn an hour of CPE and enjoy a good meal.

At the July meeting, we had fifty-seven in attendance; four student-members and nine guests. The CPE topic was about ROTH IRA Conversions, a timely subject for those of us trying to navigate through the maze of economic turns and twists. Therese Govern, MBA, CPA & CFP engaged us and was able to shed light on the "who, what, where and when" about conversions. Also, Karen O'Brien came from the Bellevue Chapter along with Joe Hebert; all CFPs from trueNorth Financial Services LLC (yes the "t" is in small caps). If you weren't there, you missed out.

Our new and vibrant VP of Marketing, Sharon Lee, introduced a new program that celebrates our past and recognizes the women who founded and built our Chapter. Mary Ann Olmstead shared about *Ida Ezra, CPA* our founding president for 1941 - 1942. Laura Dodson shared about her interview with Mary Anne Schmitt, past president from 1975 - 1976. I encourage you to join us in September when we learn about another chapter in our history.

Sue Danbom our new Publicity Chair shared about our LinkedIn ASWA Seattle Group and encouraged everyone to take advantage of such a powerful social media tool. She has been dubbed the "Social Media Guru" by many of us. You can look forward to learning more from her in the near future.

Our new President-Elect, Marilyn Wilt, announced the beginning preparations for our 70<sup>th</sup> Anniversary where we will be hosting the Regional Conference in 2012! If you are interested in helping out in any role, small or large, contact Marilyn by going to the website and clicking on the *presidentelect@* link to share your thoughts, ideas, and hopefully your talents. There are lots of ways each of us can help out.

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## Calendar of Events

### 2010:

- |              |  |
|--------------|--|
| Sept 22      | September Dinner Meeting<br>Topic: Michael Kinsley, CFE, Audit Resource Group - Fraud and Compliance   |
| Oct 27       | Annual Scholarship Dessert Auction   |
| Oct 30 (Sat) | Mentoring Program Kick-Off, 11 am – 1:30 pm at Olympic View Community Church<br>425 NE 95 <sup>th</sup> Street, North Seattle – Stay tuned for more info |



### **President's Message, continued:**

In closing, I want to thank everyone that came to the July meeting and invite our guests to become part of our family. I personally invite all of our members to enjoy the fullness of your membership benefits and come to the dinner meetings and participate in various ways on committees and events. We have a lot of wonderful ideas to bring added value to your membership and it takes all of us to make it happen.

And don't forget, the August dinner meeting is our annual joint meeting with our sister chapter in Bellevue. The date is August 17<sup>th</sup>, which is a Tuesday. We normally do this in December, but due to too many past weather conditions, each chapter has decided August is a better month to cross the pond and share a night together. So save the date!

I look forward to meeting each of you in the near future.

*Carol Bacon, CFE*

President 2010-2011

### **WHO WE ARE, WHERE WE'VE BEEN AND WHERE WE ARE GOING**

By Sharon Lee, Director of Marketing for the Seattle Chapter of ASWA

How many of you know the names Ida Ezra, Helen Maddex, Helen Wilkie or Mary Holland and their significance to this chapter? Well, that's about to change.

At the July 2010 Membership Dinner Meeting, we began a new program titled 'Who We Are, Where We've Been And Where We Are Going'

Our core values are to maintain our chapter's visibility, credibility and relevance. It is also important that we sprinkle getting acquainted with each other and have fun throughout the time we spend together.

We honor the women that blazed the trail, as well as those women who will take us into the future. The expectations are that the entire membership participate, which will allow us to continue the historical tradition for those that follow us. With your help, we plan to make this an ongoing part of our monthly dinner meeting program.

Mary Anne Olmstead, Seattle Chapter Historian, shared the following excerpts from "Seattle Chapter – 50 Years in Review" 1941-1990, Recollections of a number of past presidents of Seattle Chapter, ASWA, who met for lunch in 1990.

Verna Bell became the first woman to become a CPA in this state. Her certificate #50 was issued in 1912. Apparently she never practiced as a certified public accountant but was employed by an insurance company.

The State of Washington was the fifth state to adopt an accountancy act, which the legislature did in 1905. In 1942, at the time the chapter was chartered, the records indicate that there had been eight certificates issued to women in Washington.

At the time of the Worlds Fair in 1962, it was estimated that the State of Washington had more women CPAs per capita than any other state. A recent survey shows that four states had more women CPAs, but each of these had substantially larger populations.

At about this time, at a joint annual meeting of AWSCPA-ASWA, a member was asked why there were so many Women CPAs in Washington. The reply: "Because we help each other."

Please look for additional excerpts in the Members Only section of our chapter website as well as new member interviews conducted each month.



## Announcements

### Have you heard the news?

Seattle is hosting the **2012 Northwest Regional Conference**. Ideas and volunteers are needed for Arrangements, Program, Hospitality, Fun Night and many other aspects. The more volunteers we have the easier the job will be for everyone. If you are interested in helping, please contact [presidentelect@aswaseattle.org](mailto:presidentelect@aswaseattle.org).

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### Next Journal Deadline: Friday, August 3, 2010

The Seattle Chapter of the American Society of Women Accountants, to serve its members' interests, publishes the *Journal* monthly. If you have news, member 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 to **Mary Fisher** at [journal@aswaseattle.org](mailto:journal@aswaseattle.org).

Send us your **Member News** to be included in the *Journal*. New job, promoted, passed the exam, started back in school, major life events, read a great book? Send a brief write-up to [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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**ASWA LinkedIn Group**. Please visit our [LinkedIn page](#) and join our group to network with other ASWA members. This is a great way to get connected – and stay connected. We now have over 525 members in ASWA's LinkedIn group and several have started discussion strings. If you've not already done so, please consider becoming a member and participating in the discussions. There are new ones almost every day.

#### **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.