

**Seattle Chapter Meeting
Wednesday, April 27, 2011**

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

Dress Policy: No Jeans Please

- 5:30-6:30 Social Hour & Networking**
6:30-7:30 Dinner & Announcements
7:30-8:30 Speaker

Menu:

Entrée: Chipotle Glazed Chicken Breast
Vegetarian Entrée: Pasta Radiatore with
Sundried Tomatoes, Capers
Dessert: Brownie Sundae

Cost:

<u>Program & Dinner</u>	<u>Members</u>	<u>Guests</u>
Regular/Affiliate	\$27.00	\$29.00
Student/Associate	\$19.00	\$21.00
 Program Only	 \$5.00	 \$7.00

Reservation/Cancellation Policies

Three options:

Use the on-line form

Call Arrangements Chair 206-467-8645

Email to reservations@aswaseattle.org

Reservation deadline: 5 pm, Thursday, April 21

Cancellation deadline: Noon, Monday, April 25

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

April 27, 2011

Monthly Dinner Meeting

1 Hour CPE

Speaker: Beth Woolley, with Parker LePla, a
Seattle-based brand strategy firm
Topic: Standing out from the Crowd

Why do clients choose you over another accounting firm? Are you the most expert in your niche? Are you high-touch with clients or more behind-the-scenes? Is your approach to solving problems entrepreneurial or conservative? To clients, your *approach* to accounting is just as important as the service itself—maybe even more so. To deliver a consistent, compelling experience to clients from your website through your administrative processes, you need to understand what’s unique and better about your approach—your brand difference. This talk will help you discover three things:

1. Your personal or organization’s “better”—what makes clients choose and stay with you
2. Strengths and areas for improvement in delivering your “better” to clients
3. How to design brand-defining experiences in the places that make or break your customer relationships (like your website, social media and in-person contacts)

Beth Woolley is a senior consultant with Parker LePla, a Seattle-based brand strategy firm. She helps organizations create experiences that build customer loyalty—so wherever a customer interacts with a company, its brand difference comes through in way that’s relevant and authentic. Her clients have included the Steadfast Group, the Northwest Entrepreneur Network and Rogers & Norman; Bowker, Pro-Quest and Serials Solutions; Emerald City Smoothie; and many health, government and nonprofit organizations including the cities of Seattle, Olympia and Port Angeles.



President's Message for April 2011

It is hard to believe that my term as President is almost over and that there remains so much more that I would like to accomplish. True to all past presidents, it takes close to half your term to get your stride and the momentum going.

This year's board has been very active and focused on providing each of you new and better ways to network, learn and participate with each other and the chapter. Some of you are new and feel shy about committing your time to various events and committees, but you tried anyway. To each of you, I send my warmest appreciation and gratitude for your choice to bravely go where you may not have gone before. This is what being part of any organization is about. It is about the opportunities to learn through participation without judgement, but rather with mentoring and freedom to make mistakes and continue to grow among strong and caring women who believe in each other's potential.

Most of you will find that the April Dinner Meeting will be about announcing the upcoming Executive Board Members, and last minute 'tapping on the shoulder' for key Co-Chair assignments. This process is key to the success and progressive nature of our chapter. Each position comes with a wealth of experience in support from past presidents, board members, and chair and co-chair members. It is your chance to share your insight, your views of the future of our chapter as well as learn how to lead, set goals, network with outside businesses and organizations. It helps add to your already growing list of community work and indicate your willingness to be both responsible and engaged in what you do for your livelihood.

Proof of this is how the Marketing Team has taken steps to share about the amazing women who set the precedence of entering into the field of finance and accounting when few others had dared. You have learned about why we as women, continue to lead and change the future of our communities and our nation. They have provided new ways to connect through social media, through key events such as the New Member Tea, Student's Night, and Guest Night. The Executive Board has through a long and painful process with the bank, the chance to pay by credit/debit and we are on our way to finalizing what the new website will entail so we can begin to move forward. It may not seem like a lot of activity from across the room, but a lot does happen with each meeting, each email, and each phone call. And each of you have the ability to impact our direction by both your participation in various ways.

Continued on page 3

Calendar of Events

2011:

- April 27 April Dinner Meeting
 Speaker: Beth Woolley, with Parker LePla, a Seattle-based brand strategy firm
 Topic: Standing out from the Crowd
- April 29 Controllers' Seminar, North Cascades Chapter, Bellingham Golf and Country Club
- May 12-13 Northwest Regional Conference, Billings, Montana
- May 25 May Dinner Meeting
 Speaker: Kris Acker, Washington Department of Revenue
- June 22 June Dinner Meeting
 Speaker: William Bley, AAP
 Topic: Check Processing Rules/ACH
- Oct 24-26 Joint ASWA-AWSCPA National Conference, Charlotte, North Carolina

2012:

- May 18 & 19 Northwest Regional Conference, hosted by Seattle Chapter, Cedarbrook Lodge, SeaTac



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

President's Message, continued

As the new term under Marilyn Wilt begin in July of 2011, the North West Regional Conference (NWRC12) will jump into light-speed. We look forward to celebrating our 70th anniversary of women supporting other women, providing continued education through a variety of seminars and dinner meetings.

So with that in your thoughts, I place before each of you the challenge of finding ways you can make a difference to steer ASWA Seattle into the future. It is time that the next generation of professionals take hold of the helm and begin charting new courses to lead us into new territories complete with new technologies. The future is bright for women and ASWA. And with your help, we can become more diverse, better connected, make key changes in our communities, our state and our nation. Remember we are a national organization that stretches from the Pacific to the Atlantic. Join me and Marilyn as we journey into the next year.

Carol Bacon, CFE

President, Seattle Chapter #9

2010 - 2011

April Anniversaries

The following members have their ASWA anniversaries this month. We're so glad you are part of us!

Christina H. Anderson	Mary Anne Olmstead
Regina Bourgeois	Marylyn E. Ward
Jan K. Cobb	Marilyn Wilt
Carol A. Eisenhauer	Tonya C. Shum
Linda Hunt	Kristn Shetler
Leslie Kastle	Norma L. Patterson
Rhonda J. B. O'Leary	

Welcome New Members

Welcome to our new members in March. We're glad you've joined us!

Bridget Savage
Amy Sgalitzer
Fumiko Yarita

To help make our new members feel welcome, please seek them out and get to know them at a meeting.



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

*The following excerpt is from "Seattle Chapter – 50 Years in Review" 1941-1990
Recollections of Past Presidents*

HAZEL RICHARDS HAYWARD, CPA

1958-1959

During my year as president we had some unusual and interesting tours. For one, a special trip was arranged by the Great Northern Railroad to its mile-long tunnel in the Cascades. The company was very proud of the reconstruction of its roadbed north of Seattle. A special car was attached to the regular train for us, and we disembarked at the tunnel with a box lunch. The return was on the westbound train in the afternoon. Another tour was arranged for the Boeing plant at Renton where the 707 was being manufactured. The pseudo corporation (sub S) became effective January 1, 1959.

While I was still in high school I read an article discussing various professions, which indicated that CPAs were the highest paid.

At a later date each of the students in Miss Butler's class was asked to tell what they planned to do after graduation. I stated that I was going to be a CPA. She was horrified and told me that girls didn't become CPAs, and that it was strictly a man's field. Unfortunately, she was not there when I returned for my class reunion several years after I obtained my certificate.

Before Bill Richards and I were married, I told him of my ambition to become a CPA. He encouraged me to do it, and when I got frustrated he gave me the support to complete my studies. One evening as he waited to pick me up after a tax class, Paul Neilsen of Moss Adams asked why he was sitting in the lobby of the Washington Athletic Club. He explained that I was at a class and of my desire to find a job in public accounting. I was invited for an interview. The two week trial period ended ten years later.

I had been attending Seattle University on a part time schedule and needed this time to complete certain courses for my degree in Economics. In 1963 I graduated Magna Cum Laude and was accepted by the U.W. Graduate School. Unfortunately I was not able to do so as Bill had a very bad accident that summer and retired due to the injuries. He died in 1973.

During my career in accounting, I worked for Ford and Wade and Co., Peat Marwick, and Peterson and Sullivan. George Wade gave me an interesting and rewarding opportunity. When he had a prospective client, he would make an appointment for me. I would meet with the client, review their accounting records and the services they required. It was my responsibility to ascertain whether it was the type of client that we would like to serve, set the fee to be charged, and make all arrangements for the engagement.

My last employment was to set up a new accounting system for the City of Seattle Employees Retirement System to interface with the city's records. I prepared the annual financial report for the system for several years, and received the Award for Excellence in Reporting from the Government Finance Officers association. I retired in 1989.

Charlie Hayward and I were married in 1977. He is a quartermaster on vessels owned by the American President lines. I will be sailing with him to the Orient in the fall of 1992.



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Announcements

Next Journal Deadline: Friday, May 6, 2011

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.

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.

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 if you can't find your member number.

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.