
The **ASWA** *Journal*
Seattle

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<http://www.aswaseattle.org>

August 2007

Seattle Chapter Meeting
Wednesday, August 22, 2007

College Club of Seattle
505 Madison Street, Seattle, WA 98104
(206) 622-0624

Social Hour 5:30 pm
Dinner 6:30 pm

Menu:

Salad: Spinach & Bacon Vinaigrette

Entrée: Cornish Game Hen

Potato: Stuffed Tomato

Vegetable: Green Peas with Pearl Onions

Dessert: Cheesecake

Vegetarian Option: Vegetarian Pasta

| | |
|------------------|---------|
| Members/Faculty | \$25.00 |
| Guests | \$27.00 |
| Students Members | \$17.00 |
| Student Guests | \$19.00 |
| Coffee Only | \$ 3.00 |

Reservations, need to be made by
1 pm, Thursday August 16,

in order to guarantee a spot. Standing reservations will apply. For **reservations**: use the **Online Reservations Form**, send email to 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 August 20.**

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

Wednesday, August 22
1 Hour CPE

Speakers: Patrick A. Yearout,
Senior Training Specialist, Ivar's Restaurants
Terri Boyd, Operations Training Specialist,
Ivar's Seafood Bars

**Topic: Hospitality – training employees to
provide an outstanding customer experience.**

What are the 'moments of truth' with your customers? How do you meet your customers' above the surface and below the surface needs? What keeps your customers coming back to you?

Patrick Yearout has worked in the restaurant industry for the past 15 years, and he has been employed in the Training Department at Ivar's Restaurants for the past eight years. He is currently the Senior Training Specialist for Ivar's Seafood Bar Division, and also serves as the Northwest Regional Training Forum Director for CHART, the Council of Hotel and Restaurant Trainers. Mr. Yearout recently completed two professional certifications exams related to training in the hospitality industry: the Foodservice Management Professional (FMP) exam through the National Restaurant Association Education Foundation, and the Certified Hospitality Trainer (CHT) exam offered by the American Hotel & Lodging Educational Institute.

Terri Boyd has spent over 30 years in the hospitality industry, including the last 15 years at Ivar's Restaurants. She is currently employed as the Operations Training Specialist for Ivar's Seafood Bar Division, and has also worked as a Store Manager, Training Manager, and District Manager during her tenure. In 2004, Ms. Boyd was the recipient of Ivar's Clammy Award, which is presented each year to the person who best represents the values and ideals of the organization.



Presidential Awards

As my year as President of ASWA Seattle Chapter was winding down, I reviewed our Chapter's challenges and successes. I pondered who supported our Chapter by taking our challenges and turning them into successes. Immediately, I knew that everyone who did anything, no matter how small it may have seemed, made a positive difference.

Above and beyond the seemingly ordinary, I have chosen to spotlight the extraordinary. The following three awards were bestowed upon three of our members. Each recipient received a small-engraved crystal trophy to commemorate his or her distinction.

Making A Difference

This recipient has served as Membership Chair several times and uses her gifts as an excellent recruiter. She is heartily dedicated to education and scholarships, both from the standpoint of work as well as ASWA. She has been on the Scholarship Policy and Procedures Committee for two terms and has been involved with the Scholarship Dessert Auction since it's inception in 1994. Thank you, **Patricia Angell!**

Attitude Is Everything

This recipient is a relatively new member. She is infectiously cheerful and always on the ball. She can be counted on to promptly follow up and follow through on every detail on her task list (and no detail escapes her). She is the "hostess with the mostest." She has a welcoming smile and enjoys her position so much that she has agreed to stay on in her capacity as Arrangements Chair. Thank you, **Adrienne Lowber!**

Member Of The Year

This recipient is a volunteer with a capital V! She creatively seeks out ways to help and tirelessly sees ideas through to completion. She is an organizer and reliable disseminator of information. She is prompt, timely, and always wears a smile. She drafted our records retention policy, organized our record purging party, and made sign-up sheets for greeters and sponsors. Thank you, **Kristin Holland!**

Heartfelt congratulations to Patricia, Adrienne, and Kristin! And to all of us, congratulations on a year of many successes, which includes the following:

- * Held two planning meetings
- * Developed a written Mentor Program that will be implemented this fiscal year
- * Recognized and celebrated our 65th Anniversary
- * Approved an EFWA Scholarship
- * Raised \$16,400 at our 13th Annual Scholarship Dessert Auction
- * Awarded 6 scholarships totaling \$26,320
- * Achieved National's "9 in 9" new member recruitment goal
- * Volunteered for our community

Again, thank you. We are an awesome group of women!

Jana Helmuth
Immediate Past President



Announcements

Planning/Board meeting

September 12th, Southwest Plumbing, 6:00pm. Come help us make plans for the coming year.

Controllers' Seminar

For Accounting, HR Professionals and Business Owners - Sponsored by the North Cascades Chapter of ASWA - **Friday, September 28th, 8:00 a.m. – 4:40 p.m.** - Fairhaven Library, Fireplace Room, 1117 - 12th St, Bellingham, WA - Lunch at The Black Cat (included).

Topics: Emergency Preparedness; Business Continuity Management; Forensic Accounting & Financial Investigation; *New* July 2007 Washington State Legislation/Streamlining Sales Tax; Employment Law: The latest trends in legal issues for employees and employers.

Registration: \$150 for members, \$175 for non-members - **CPE:** 8 CPE Credits

Register: Mail check payable to: ASWA, c/o Marci Hanson, PO Box 4199, Bellingham, WA 98227
email: Name, Job Title, Company, Address, and Phone Number to Reservations@ASWA115.org.

2007 Joint National Conference

Whatever you do, DON'T tell your boss about hanging out at world-class attractions, bidding on great prizes at auctions, the wine and cheese event where you can mingle with your many friends from across the country, or celebrating New Year's Eve every night at "Pleasure Island." DON'T tell her about the opportunity to mingle with representatives from many different companies, and an opportunity to have your resume reviewed and updated. DO tell her about the high quality CPE (24 hours), the opportunity to hear nationally recognized speaker Cynthia Cooper, the networking and possible recruitment opportunities for your company, and the impact of a conference like this on your leadership skills. DO tell her what a bargain it still is compared with many other professional conferences offering this level of CPE. And if you ARE the boss, congratulate yourself on making a great decision to attend the JNC from **October 25 – 27** this year at **Disney's Coronado Springs Resort** in Orlando Florida. (Online registration available August 1.) It'll be an investment that keeps on rewarding you. My boss INSISTS that I go every year! - *Monika Miles, ASWA National Treasurer and JNC Chair (and Boss of Me!)* monika@labhartmiles.com

Women For Hire Career Expos

Women For Hire 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 fall schedule of upcoming career expos, www.womenforhire.com.

Fall Tax Seminar – December 7

Eight hours of tax-related CPE. Confirmed topics include: Working with clients who have Diminished Capacity Issues; Investment Funds, Accounts and Advisory Fees; Tax Planning for Non-Married Couples; Charitable Tax-Exempt Trust Strategies for Smaller Estates; Electronic Back-up and Storage of Financial Data; Tax Treatment of Bonds - market discount and OID. Contact Ruth Callard, ruth@callardcpa.com,

Top Deciding Factors for Job Candidates

by Ilga Paskovskis (ilga.paskovskis@rhi.com)

What do accounting and finance job candidates value most in a new position? According to a recent Robert Half International survey of chief financial officers (CFOs), it's salary, company stability and an appealing workplace culture. CFOs polled were asked to cite the most important considerations for candidates when evaluating employment offers. The top answer was salary (27 percent), followed by company stability (24 percent) and work environment/corporate culture (22 percent). Reflecting these preferences, following are tips for effectively recruiting and securing stellar accounting professionals:

Showcase your salary smarts. Investigate current compensation standards and trends to make sure the salaries you offer accounting employees are above or at least on par with competitors in your geographic area. Excellent resources include the U.S. Department of Labor's Bureau of Labor Statistics and the annual Salary Guide from Robert Half. If you're restricted by tight salary budgets, consider offering other perquisites such as performance-based bonus opportunities or extra vacation days.

Highlight your firm's solidity. Just as you look for applicants whose work history shows stability and progress, job candidates seek the same. If your organization has a longstanding reputation for success and strength, by all means highlight this when speaking to potential candidates. In addition, describe potential career paths to show that your firm is committed to the long-term growth and success of its accounting staff members. For example, did a senior financial executive get her start at the company as an entry-level payroll professional? If so, mention that inspiring fact.

Emphasize your work environment. Remember that a dynamic, team-oriented and employee-focused culture can win over candidates, too. For instance, does your organization help accountants achieve work/life balance through telecommuting options or on-site child-care facilities? Do you offer a formal mentoring program or tuition reimbursement? Are outstanding employee achievements publicly recognized? Do you invest in corporate philanthropy or give employees time to share their expertise with deserving non-profit organizations? These types of initiatives attract desirable applicants, and they can significantly aid your retention efforts.

In today's competitive hiring environment, top-notch accountants have no shortage of employment options. To stand out from the crowd, companies can appeal to candidates by spotlighting the aspects of the job candidates rate most highly.

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, Australia and New Zealand, and offers online job search services at www.accountemps.com.



Want a Free Registration to the 2008 Joint National Conference?

Got plans October 28 – 30, 2008? If not, then plan on packing your bags for Dallas that week for the 2008 JNC! As an incentive to retain your members, we'll be awarding a free 2008 JNC registration to the chapters that achieve 95% retention or higher for the 2007-08 year.

Renew Your Membership Online!

Did you know that you can renew your ASWA membership online? This year, all members who renewed by June 15th will be entered into a special drawing for a free registration to the JNC, the place to network, grab some CPE and share experiences with other inspiring women in your field. So, take advantage of ASWA's online membership renewal today! Simply click on the secure [ASWA Membership Renewal Invoice](#). Questions? Contact aswa@aswa.org

Next Journal Deadline:

**Wednesday,
 August 22, 2007**

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.

Calendar of Events:

- | | |
|------------------------------|--|
| August 22, 2007 | Monthly Meeting: College Club |
| September 12, 2007 | Planning Meeting: Southwest Plumbing |
| September 26, 2007 | Monthly Meeting: College Club Dessert Auction |
| October 24, 2007 | Monthly Meeting: College Club |
| October 25 – 27, 2007 | National Conference: Orlando FL |
| November 28, 2007 | Monthly Meeting: College Club |
| December 7, 2007 | ASWA/Seattle University Fall Tax Seminar |
| December 19, 2007 | Monthly Meeting: College Club |

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.