

**Seattle Chapter Meeting  
Wednesday, March 28, 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:** College Club Salad Supreme  
**Entrée:** Cordon Blue  
**Potato:** Boiled New Potatoes  
**Vegetable:** Green Peas with Pearl Onions  
**Dessert:** Sherbet  
**Vegetarian Option:** Stir Fried Vegetables

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

**Reservations**, even if selecting the coffee only option, need to be made by

**1 pm, Thursday, March 22**

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 26**

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

**Wednesday, March 28**

**1 Hour Technical CPE**

**Speaker: Linda Saunders, CPA, CFE, CGFM**  
**Co-presenter Carol Bacon, Associate CFE**

**Topic: Medical Embezzlement:  
Insurance Billings Create the Perfect Storm**

Medical practices have increasingly become victims of embezzlement through insurance billings and the high write-off accounts, which provide the perfect opportunity for on-book fraud. See how banks are unwitting participants in negotiating these thefts. Online insurance claims add to the risk that this fraud has even put doctors out of business by the actions of these perpetrators.

Actual medical embezzlement cases will be used to illustrate how the rampant rise in thefts from medical and dental practices by managers and employees are devastating clinics. We will share our frustrations in trying to get these cases to prosecution.

Ever worry that a client or employee might be cooking the books? What about the divorce where one spouse can't find the assets that are being hidden for the next sweetheart on the horizon? And what about grandma who has been befriended by a neighbor who's getting a little too close to her financial affairs? As forensic accountants, those are cases that Linda and Carol investigate. As owners of their own forensic accounting practices (since 1994 for Linda and since 2004 for Carol) they follow the money trails for both civil and criminal litigation.

**Linda Saunders** is a CPA, a Certified Fraud Examiner, and a Certified Government Financial Manager, with her AS degree from Olympic College in 1978, her BA in accounting from the University of Puget Sound in 1981, and an MPA from the University of Oklahoma in 1993. **Carol Bacon** received her BS degree in Business Management from the University of Phoenix in 2005. She is busy studying for her CFE certification through the Association of Certified Fraud Examiners headquartered in Austin, Texas. Both are ASWA members of the Seattle Chapter.



## President's Message

March 2007

### Pragmatism

A friend recently described me as a combination of realism, optimism, and pragmatism. I had to stop and think about the last word (should I feel woozy or was that a compliment)? So I went to my 1950 version of Funk & Wagnalls and found that pragmatism is a noun: *The philosophical doctrine that **thought or ideas** have value only in terms of **action**, and that thoughts are the sole test of the truth of one's **beliefs**.* Now I realize why it was easy to help rewrite our Strategic Plan. Together, we took what was inside us (beliefs, thoughts, and ideas) and used that to define our Vision and Mission and establish our Annual Goals and Strategies/Actions Plans for 2006-2007.

I approach ASWA with the same qualities identified in me. I **realize** that today's women are balancing (or should I say juggling) a lot on their plates. School, work, families, exercise, and a host of other things compete with our time and energy. I know because my plate is full also, but I am undoubtedly **optimistic** about the future of ASWA.

Although Chapters in our region have gone inactive or are considering going inactive due to dwindling membership or a lack of leadership, I **firmly believe** that the Seattle Chapter will be going strong for years to come. Our experiences have affirmed our thoughts and actions and so we truly believe in ASWA as a vital source of networking, mentoring, education, and everything else we offer.

We invited our members to a meeting entitled "Now that you're here, what are you going to do with us?" We wanted to find out why members remain so loyal to ASWA. We heard powerful and heartfelt testimonials from past presidents. The reoccurring theme was that ASWA is a unique organization. No other organization supports each other as positively as ours. We have a gentle loyalty to each other that is wonderful and uplifting. We show that we sincerely want others to succeed. We provide a place to learn and sprout your wings in a non-threatening environment. We can and will be forever grateful for the experiences learned, jobs and clients obtained, and the camaraderie along the way.

Join us on May 23<sup>rd</sup> to celebrate our Chapter's 65<sup>th</sup> Anniversary. Hard to believe we can be that old and yet so young (and at 65 we are no where near retirement)! We will toast our success as we look forward to continually expanding our opportunities professionally and socially.

Jana Helmuth  
[president@aswaseattle.org](mailto:president@aswaseattle.org)



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**Announcements**

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**Food Frenzy - July 13 - 30**

Wouldn't it be fun if you could compete and have fun with your fellow accounting professionals and make a difference for hungry children? You can! Food Lifeline seeks serious (but fun-loving) competitors in July for the 18th annual Food Frenzy from July 13 - 30 – so spread the word to your favorite firm! Each year more than 60 organizations raise funds and food as part of this lighthearted competition for a very serious cause: getting food to children during the summer when school meals aren't available. There's still time to sign up for the challenge. For more information, call Jill Clymer at (206) 545-6600, ext. 229 today.

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**Seattle Chapter's 65<sup>th</sup> Anniversary Celebration - May 23**

Please contact Jana Helmuth ([president@aswaseattle.org](mailto:president@aswaseattle.org) or 206-281-8116) to help plan this exciting dinner and to contact as many guests and members as humanly possible. There will be a cake from Queen Mary and a champagne toast. Mark your calendars!

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**Joint National Conference - October 25 - 27**

Save the date for the 2007 Joint National Conference that will be held at Disney's Coronado Springs Resort in Orlando, Florida. Though October seems so far away we all know it'll be here before we know it. Your JNC steering committee is hard at work putting together programs and speakers, planning events and breakouts, and budgeting for the event. If you have ideas on speakers or breakout sessions, please let us know. We look forward to seeing you in Orlando,

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**The 2007 Forum for Women in Accounting**

Presented by The Advisory Board and Crosley+Company, with Special Discounted Rates for ASWA Members. This event is for the up-and-coming female professionals in your firm and those responsible for building firm programs. ASWA members will receive a special discount of \$100 off of the registration fee. All you need to do is enter "ASWA Member" in the promotional code box on the registration form. Click on 2007 Forum for Women in Accounting. [www.women-in-accounting.com](http://www.women-in-accounting.com)

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**Community Service: Farestart Guest Chef Night -- July 19**

Save the date to either serve or to be served. Farestart has moved to a newly renovated location at 7th and Virginia. See [www.farestart.org](http://www.farestart.org) for information about the organization and its new facility. More information about the event will be posted in a future newsletter.

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Nominating Committee would like to hear from you. Contact Liz Pray: [www.nominating@aswaseattle.org](mailto:www.nominating@aswaseattle.org).

## How to Ask for a Raise—and Get It!

Deborah Walker, CCMC Career Coach ~ Resume Writer

When was the last time you asked for a raise? If you are like most people, you waited until you were frustrated, angry, and resentful. Not the best frame of mind for trying to make a positive change. You probably made some critical mistakes. You may have: Made your appeal based on emotion; Given your boss an ultimatum; or Failed to plan ahead what to say figuring you could just “wing it”. And how did that strategy work for you? Did you get everything you hoped for? Probably not.

There is a better way to ask for a raise that doesn’t involve emotions, ultimatums, or even slamming doors. The answer is planning. Be prepared with objective documentation that proves beyond doubt that you deserve a raise, and have a strategy that puts that information forward in the best possible light.

**1. Research salary surveys.** If you suspect your current earnings are below average for your industry in your state, verify your suspicion by checking out salary surveys. Your state employment service agencies probably provide a salary survey for your industry. Average earnings can vary greatly from state to state, so be sure to get information that is appropriate for your area or region. Make copies of any salary surveys you find. Additionally, if you suspect your earnings are low within your own company, ask your human resources representative if he/she can provide the normal salary scale for your position. Ask for a copy if possible. These two documented sources will help support the fairness of your request for a raise. By providing a rational argument and proof of competitive salary in your request for a raise, you’ll increase the likelihood that your boss will say yes.

**2. Prove your worth.** Fairness alone won’t convince your boss you deserve a raise. You’ll need documented proof that illustrates your contributions to your organization. If you are waiting for your boss or supervisor to notice what a great job you are doing, forget it. No one is paying that much attention to you. It’s up to you to prove how much you are worth—literally. The best time to begin documenting your accomplishments is in your first week of employment. Keep a weekly journal of what you’ve done that proves such things as: Developing a better process; Completing tasks ahead of time; or Generating good will with clients or customers.

Use your list of accomplishments to update your resume, featuring a “Highlight of Accomplishments” section that illustrates the positive impact you’ve had on your company. An updated resume is your most convincing evidence that you deserve a raise. It will also put your boss on the alert that you are ready with an updated resume when a recruiter calls or when the right career opportunity presents itself.

If you don’t have a record of your accomplishments and contributions, you are not ready to ask for a raise. A **career coach** can be a valuable asset in helping you compile your list of accomplishments. Trained in the art of asking the right questions, a **career coach** can help you quickly identify the contributions you’ve made to the company. This will build not only your case for a raise, but your confidence as well.

**3. Plan your strategy.** Too often, people don’t think about what they’re going to say until they’re actually in their boss’ office. That’s too late. You have to plan your strategy in advance, just as you would plan any business project. It’s the only way to succeed.

With copies of salary surveys and salary scales, you’ll have quantifiable evidence that your request for a raise is a reasonable one. And you’ll be able to back that up with a strong list of accomplishments that demonstrates how valuable you are to the company. Practicing how you want to present your case can be the final key to success in getting the raise you want and deserve.

Choose a friend or family member who has been in the position of hiring others, and ask them to let you practice your request for a raise. If you’re not comfortable with doing that, or if you don’t know someone who is a hiring manager, a **career coach** can help you craft your presentation.

A **career coach** has real-world experience in hiring and decision-making, so they’ve been in your boss’ shoes. They can provide you with strategic tips that will help you win over your boss—or provide you with a way to keep the negotiations open even if your initial request is denied. Creating a strategy with a **career coach** will give you guidance on how to ask for the raise, how to present yourself, and how to close the deal.

Once you have your documentation, your accomplishments, and your strategy in hand, you’ll be ready to approach your boss with confidence. And you’ll be well on your way to getting the raise you have truly earned.



Strategic Planning Committee Report on Annual Goals:

Program is delivering 10 CPE meetings a year, assuming the speakers as discussed at our last meeting.

Membership: We have approved 19 new members with several new memberships to be approved. We are well on our way to our target of 24.

Member Retention, reconciliation needs to be done between the National Database list of members and our local list of members. We cannot know if our member retention is on target until we know who is in the Chapter!

Member Participation is running at about 60%. That is very far below our goal of 90%.

We felt that all of our Strategies and Action Plans were on target, although some higher level follow-up to ensure that the people responsible for instigating the action knew what, when, where and how they were supposed to act would not be amiss.

The next Strategic Planning meeting will be in April 2007.

**Next Journal Deadline:**

**Wednesday,  
 March 28, 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](mailto:journal@aswaseattle.org).

**Calendar of Events**

**March 28, 2007**

**Speaker: Linda Saunders**

**Monthly Meeting: College Club**

**Topic: Medical Insurance Fraud**

**April 25, 2007**

**Board Meeting: College Club, 5:15pm**

**April 25, 2007**

**Monthly Meeting: College Club**

**Election of Officers & Directors**

**May 23, 2007**

**Monthly Meeting: College Club**

**Guest Night**

**Recognition of 65<sup>th</sup> Anniversary**

**May 31 – June 2, 2007**

**NW Regional Conference: Spokane**

**June 27, 2007**

**Monthly Meeting: College Club**

**Installation of Officers & Directors**

**October 25 – 27, 2007**

**National Conference: Orlando FL**

**Friday, December 7**

**ASWA / Seattle University Fall**

**Tax Seminar**

**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.