

## Seattle Chapter Meeting Wednesday, October 24

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

**Social Hour** 5:30 pm  
**Dinner** 6:30 pm  
**Speaker** 7:30 pm

### Menu:

Salad: College Club Supreme  
Entrée: Beef Stroganoff  
Potato: Broccoli Hollandaise  
Vegetable: Baked Stuffed Tomato  
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, need to be made by 1 pm, Thursday, October 18**

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, October 22**

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

## Wednesday, October 24

### 1 Hour CPE – Technical (Tax)

**Speakers:** Robert Grannum, CPA and Craig Chase, Moss Adams LLP

**Topic:** Cost Segregation: Uncovering Hidden Deductions in your Commercial Property

Cost segregation is a tax savings strategy that can provide significant increases in cash flow by deferring income taxes through accelerated depreciation deductions. It is a process of identifying, analyzing and segregating the facility costs into the proper asset classifications and recovery periods. Robert and Craig will talk about how cost segregation works and how it is done, who can benefit, when it can be done, and who is qualified to perform the studies.

Robert and Craig work for Moss Adams LLP in their Everett office. Robert is a CPA who specializes in cost segregation services at Moss Adams. He is director of the firm's Western Washington Costs Segregation Services group, leading a team of engineers and accountants who provide in-depth studies in cost segregation and related tax matters. Craig has an engineering background and provides construction and engineering expertise to the Moss Adams Cost Segregation Services team.



## President's Message October 2007

Hello Ladies: Autumn has arrived with the long, dark evenings, lots of ripe fruit from the trees and tax deadlines Galore. It seems as if even those of us who are not Tax Accountants are in a dead sprint as we hurry up to get Quarter end, Year-end and Budget documents put together before the glorious disruption of the National Conference and Holiday Season. But take a moment and remember to breathe deeply through all of the hurry, hurry. There are only 24 hours in a day and our families need our attention as much as our clients and bosses do. The big difference, of course, is that my family does not get 40 hours a week of my attention scheduled for its concerns! In all seriousness, pencil your friends from the ASWA into your life – they call it Balance.

Rachel Petrich  
[president@aswaseattle.org](mailto:president@aswaseattle.org)

\*\*\*\*\*

### ASWA/Seattle University Fall Tax Seminar - December 7, 2007

Join us for this year's annual ASWA/Seattle University Fall Tax Seminar. Support women in leadership! We will have all women speakers at this continuing education seminar December 7, 2007. See the ASWA calendar page on the ASWA-Seattle website for a link to the registration form. Registration will close Friday, November 30, 2007, and we are limiting attendance at 45 participants.

This year we are opening up the seminar to the tax division of the Washington State Bar (courtesy of Jennifer Gellner) and to Certified Financial Planners (courtesy of Michelle Fait). We are working to certify the CPE for both of these organizations

Susan Weihrich with Seattle University and the ASWA Fall Tax Seminar Committee are doing our best to sponsor a 'green' seminar: We will save 3,000 pieces of paper by having the speaker materials emailed to you prior to the seminar. No more wondering what is in those notebooks on your bookshelves! You will now be able to cut and paste from the materials and search for ideas and references electronically! No plastic bottles will be used and you will be able to make choices from a mini-buffet to reduce materials that have to be discarded or recycled. Each participant will receive a mug so that you will already have a container for coffee, tea or water. **You can win a prize if you arrive via something other than a single occupant vehicle.** Additionally we have incorporated your suggestions for extra hot water, a better offering of teas, and more healthy choices for breakfast items.

Topics for the seminar are technical but we think they are also interesting and timely! We hope to bring you the best CPE at a very reasonable price. Net proceeds from the Seminar accrue to the Seattle Chapter of ASWA!

Hope to see you in December. The Fall Tax Seminar Committee



## Announcements

\*\*\*\*\*

### Attention ASWA Members! 2007 Joint National Conference

I know that by now you've received the JNC program in the mail. You've probably perused the topics and set it aside to review again later. Let me suggest that you pick it up again and register today to invest in yourself professionally! In addition to great CPE and networking, we are very excited to host Ms. Cynthia Cooper as our keynote speaker. Ms. Cooper is best known for her role in uncovering the largest corporate fraud in history while she was Vice President of Internal Audit at WorldCom. In 2002, she was named one of Time Magazine's "Persons of the Year". (The magazine has named Persons of the Year since 1927, with fewer than 10 women receiving the distinction.) So, your investment in the JNC will cover stimulating CPE (including Ms. Cooper), unbelievable networking, a little ASWA official business, and plenty of opportunity for fun and relaxation. As a kid who grew up watching a certain Disney show might say .... "M...I...C (see ya real soon in Orlando), K...E...Y (Why? Because the JNC's the place to be in October!) ... M..O..U..S..E. And feel free to contact me with questions. Monika Miles, ASWA National Treasurer and JNC Chair - [monika@labhartmiles.com](mailto:monika@labhartmiles.com)

\*\*\*\*\*

### Foundation Update

The Foundation Board is very excited about the upcoming JNC in Orlando! For the first time, we will **recognize outstanding women of achievement from each of the six Regions in ASWA** through our Balance Awards program. Also, please join us at our Wine and Cheese Reception on Friday evening at 5:30 pm and take this opportunity to greet these exceptional women. This event will also be your last chance to bid on any of our silent auction items, not to mention the fact that we will also have an outstanding door prize for some lucky winner! Please note that tickets for the Wine and Cheese event are included in your registration. Additional tickets for family members, guests and business associates may be purchased for \$25.

**ASWA Educational Foundation's Dress for Success Drive!** As part of the ASWA Educational Foundation's mission to promote and advance financial literacy, the Foundation has developed a relationship with Dress for Success. The mission of Dress for Success is to promote the economic independence of disadvantaged women by providing professional attire, a network of support and the career development tools to help women thrive in work and in life. Please plan to support the Foundation's first Dress for Success event that will be an "Accessory Drive" at the upcoming 2007 JNC in Orlando. To support this great cause, please plan to bring one or more of the following accessories and undergarments with you to the conference:

- 1) New or gently used purses (black, tan, brown - neutral colors only please)
- 2) New or gently used jewelry (conservative, small, tasteful - earrings, necklaces, watches/bracelets)
- 3) New bras - must be new with tags still on, and must be in neutral colors and smooth front styles. Only band sizes 36 and up and cup sizes C, D, DD are needed.

And don't forget that you can always send these donations along with a chapter member if you are unable to attend the JNC!

\*\*\*\*\*

## The Importance of Recognizing Employees

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

If you want to instill loyalty and create a positive corporate culture, don't underestimate the power of regularly patting accounting staff on the back for a job well done. Praising your employees for stellar work is vital to maintaining morale and boosting productivity. Offering a simple "thank you" may have more impact on people than you realize. In a recent survey commissioned by Accountemps, workers polled cited frequent recognition of accomplishments as the most effective non-monetary motivator. Following are excellent ways to show high-performing team members you value their dedication and hard work: Say it like you mean it. There is no substitute for inspiring employees on a regular basis by offering your gratitude for their efforts. But don't give praise just for the sake of giving praise. Your attempts to motivate will backfire if people don't consider your words heartfelt.

Publicize achievements. Spread the word about noteworthy individual and team accomplishments during meetings or in e-mails to your entire department. When one of your accountants truly goes above and beyond the call of duty, consider acknowledging his or her efforts in the company newsletter or in a memo to senior management.

Explain the bigger picture. People tend to work harder when they know their work matters. To help your staff feel more personally invested in the success of the organization, share information about the business and how standout efforts contribute to the company's bottom line and overall goals.

Make it formal. While company-wide recognition programs may already exist, you can create more targeted initiatives for your team. Tie the program to your department's mission and identify specific actions that merit honors. To encourage buy-in, ask your staff to help establish the guidelines and brainstorm possible rewards.

When your accountants exceed your expectations, complete projects at record speed or come in under budget, remember to show your appreciation promptly. Put simply, managers who take the time to offer kudos reap significant benefits in terms of increased employee output and retention.

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](http://www.accountemps.com).



**Report from the Endowment Fund Trustees**

The ASWA Seattle Chapter No. 9 Scholarship Endowment Fund was established to encourage, receive and administer gifts in perpetuity for the purpose of granting scholarships for college and post-graduate studies in the field of accounting. During fiscal year ended June 30, 2007, the fund received **\$9,889.00** in permanently restricted contributions. The fair market value of the principal balance was **\$131,551.41**. The Scholarship Endowment Fund earned **\$7,034.11** during the year. This amount has been transferred to the Chapter's scholarship fund.

This year, the trustees decided to engage new professional investment management advice. Karen O'Brien and Joe Hebert of True North Financial Services LLC have agreed to provide the trustees with investment management advice on a pro-bono basis. With their help, we have prepared an investment policy statement that will guide the trustees in management of the Endowment Fund investment portfolio. Using this policy, we have determined an asset allocation plan consistent with our investment objectives, time horizon, and risk profile. We very much appreciate their professional assistance.

Contributions, made payable to ASWA Scholarship Endowment Fund, may be sent to the chapter treasurer or to Susanne Lindsley, Trustee, 1218 Third Avenue, Suite 508, Seattle, WA 98101.

Respectfully submitted, Susanne Lindsley, Trustee; Christina Anderson, Trustee; Linda Landerdahl, Trustee

**Next Journal Deadline:**

**Wednesday,  
 October 24, 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**

- |                              |   |
|------------------------------|---|
| <b>October 24, 2007</b>      | <b>Monthly Meeting: College Club</b>  |
| <b>October 25 – 27, 2007</b> | <b>National Conference: Orlando FL</b>  |
| <b>November 28, 2007</b>     | <b>Monthly Meeting: College Club</b>  |
| <b>December 7, 2007</b>      | <b>ASWA/Seattle University<br/>Fall Tax Seminar</b>                                 |
| <b>December 19, 2007</b>     | <b>Monthly Meeting: College Club<br/>Joint Meeting with Bellevue</b>                |
| <b>January 9, 2008</b>       | <b>Board Meeting: TBD<br/>Executive Committee 5:30 – 6:00<br/>Board 6:00 – 7:00</b> |
| <b>January 23, 2008</b>      | <b>Monthly Meeting: College Club</b>  |
| <b>February 13, 2008</b>     | <b>Board Meeting: TBD</b>   |
| <b>February 27, 2008</b>     | <b>Monthly Meeting: College Club<br/>Student Night</b>                              |
| <b>March 26, 2008</b>        | <b>Monthly Meeting: College Club</b>  |

**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.