

The **ASWA** *Journal*
Seattle

Volume 56 Issue 7

<http://www.aswaseattle.org>

JANUARY 2005

**Seattle Chapter Meeting
Wednesday, January 26, 2005**

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

1 hour CPE

Social Hour 5:30 pm
Dinner 6:30 pm
Speaker 7:30 pm - 8:30 pm

Menu

Salad College Club Salad Supreme
Entree Cordon Bleu
Sides Rice Pilaf, Baby Carrots
- or -
Vegetarian Stir Fried Vegetables
Dessert Chocolate Sundae

Members/Faculty	\$25.00
Guests	\$27.00
Student 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, January 20**, in order to guarantee a spot. Standing reservations will apply. **Cancellations** must be made no later than **noon on Monday, Jan 24**.

No-shows and late cancellations will be billed. Walk-ins are welcome. However, there is no guarantee a meal will be available.

For questions, please call **Diane Cunningham, Arrangements Chair, at (206) 467-8645** (ASWA voice mail) or e-mail at arrangements@aswaseattle.org.

**Wednesday, January 26, 2005
Dinner Meeting**

Program

Individual Income Tax Update

Or

How to answer those pesky questions from your neighbor or friend or boss or family

**Susan Wehrich, PhD, CPA
Associate Professor, Seattle University
Albers School of Business**

(1 hour CPE)

Susan Wehrich is the Chair of the Department of Accounting at Seattle University. She teaches Federal taxation at both the undergraduate and graduate level. In addition, she helps administer a Volunteer Income Tax Assistance site that prepares over 650 individual tax returns every year. She also works for a local tax practice, specializing in high wealth taxpayers. During tax season, she is never sure exactly where she is driving, but she knows she will be preparing tax returns when she arrives. Susan has presented at our tax seminars and previous dinner meetings. We welcome her back with the timely topic of taxes.



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

President's Message January 2005

Greetings to Members:

Happy New Year 2005! The New Year brings many new things, one of which my term is more than half through! I figure by the time I have completed my presidency, I will know how to do it right! Meanwhile, I am getting there. Seattle Chapter, on the other hand, continues to live and breathe with all of our great volunteers that continue to keep this chapter alive! Our chapter goals are: 1) 25 new members – to be approved no later than June 9, 2005, 2) Retain 90% of current members, 3) 75% membership participation.

We have approved 8 new members, retained approximately 83% of current members, and over 45% membership participation. We are not half way there with some of the goals but you can make a difference! I request your creativity in achieving our goals!

I would like to take a brief moment to reflect on our recent events, including Student Night on November 17, 2004. It was a great success with 56 students in attendance! Thanks to Cynthia M. who took charge and made it all happen. Now, we just hope some of those students will join us! Granted, some of the students in attendance, joined our chapter recently, but there is plenty of room for more that can help make our goal achievable. Even if many of them don't join now, I feel proud that Seattle chapter has reached out and touch so many students this year. The other event I want to mention is that on December 10, 2004, the tax practitioners gathered for the Fall Tax Seminar at Seattle University co-sponsored by Seattle University and the Seattle Chapter of ASWA. There were approximately 20 in attendance. It was a great program!

Nominating committee was formed at the November Dinner meeting, Rhonda O. is the chair. Helping her are Jennifer W., Diane C., and ex-officio member Liz P. Please consider what you would like to do next year to contribute to our chapter's success and be ready to respond to the call from the committee.

Until next month, please remember to make ASWA part of your productive day!

Tonya Chin

president@aswaseattle.com

206-467-8645, press 3

Speaker Notes-November

How to Successfully Navigate the Hiring Process

You've just discovered a dream-job opportunity that would top the charts of the Best Jobs Rated Almanac. But wait, before you start mentally decorating that cubicle or corner office, you probably face one slight hurdle before unpacking your briefcase. Unless your Uncle Bob runs the company, you face the dreaded job interview: What in the world should you say (or not say)? What in the world should you wear (or not wear)? And chances are, your dream job has attracted more than a few other starry-eyed job candidates, so how do you make your star shine the brightest during the dreaded interview?

On November 17, we learned exactly that from **Tina Schaaf**, top accounting recruiter with *Robert Half* in Seattle. If you've ever left a job interview wondering what they really thought about you, this presentation provided the inside scoop on what impresses, and distresses, hiring managers during the interview process. For example, do you know what the 80/20 rule is? As Tina explained, 80% of what influences the hiring decision is based on the candidate's personality and how the candidate will "fit into" the organization. Surprisingly, only 20% of the decision is based on technical skills, or the perceived ability to get the job done. Also, do you know what 32% of executives from Fortune 1000 companies value most in a job candidate? While educational attainment or cost-saving wizardry would seem likely, post-Enron executives awash in Sarbannes-Oxley regulations are most impressed with honesty. How about how to dress in attire that announces that you're the best candidate for hire? Tina answered all of this and much more as she walked us through the before, during and after stages of how to successfully navigate the hiring process. Below are highlights from the strategy packed presentation to help you win that next dream job.

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Speaker Notes-December

Estate Planning

Eleanor Johnson, CPA, CLU, spoke to the audience at our December meeting on the dual topics of Life Insurance as part of the Estate Plan and Selecting Life Insurance Policies. She opened by briefly reviewing the types of insurance policies, how they work, and some reasons why individuals purchase policies. Emphasis was given to evaluating a client's current coverage and depending on a client's current and anticipated future requirements, rewriting the policy for better performance, lower cash outlay, and/or to include guarantees. Eleanor also reviewed the tax benefits and estate or wealth creation by including life insurance in the estate plan. Life insurance can maximize the asset transfer to the next generation, add liquidity at death, create wealth replacement, and provide estate equalization for family members.

The latter portion of the presentation focused on the Internal Rate of Return analysis and individual case studies evaluating life insurance contracts.

The presentation was followed by a short question and answer period.

Northwest Regional Conference Sponsorship Opportunities

We are offering advertising and/or table space to interested parties, at \$250 to \$2000 levels. Contact Shirlene Gonzalez, Sponsorship Chair at peteshirl@msn.com or call Sherrie Porter at 503-670-9853 or email Sherrie@napiercpa.com.

See following for information on Northwest Regional Conference, Portland, OR

May 19 - 21



Continued from page 3

Phase One – Preparation and Practice:

- Practice active listening
- Practice responses to common interview questions
- Practice positive body language
- Do your homework

Phase Two – Presentation Skills:

- Look and feel your best
- Keep nerves at bay by being organized and prepared

Phase Three – Effective Interview Strategies:

- Make a great first impression
- Avoid interview blunders
- Ask questions that make them question why they don't hire you
- Ending the interview positively

Phase Four – Evaluation and Follow-U:

- Write a follow-up letter
- Shake hands with the interviewer

To receive a copy of the PowerPoint slides of the presentation by Ms. Schaaf, please contact Anne Taylor at (425) 869-6403 or email ad-taylor@earthlink.net. See the website for a more complete speaker highlight article at aswaseattle.org.

Anne Taylor, Chair – Marketing Committee

“Select the Conference Theme” CONTEST!!

The Seattle Chapter of ASWA is hosting the Northwest Regional Conference 2006. The planning committee is holding a contest to select the theme, which will be chosen after the January dinner meeting. If your suggestion is selected, you will receive a **\$25.00 discount** off your registration for the conference. Multiple entries will be accepted. Respond to nwrc06@aswaseattle.com. Submissions will also be accepted at the January dinner meeting.

Conference Theme: _____

Your Name: _____

Phone: _____

E-Mail: _____

Do you care what is for lunch? If so, help us plan this fun and educational event; subcommittee positions are available. Speakers and topics suggestions are now being collected. For any of these issues please contact the committee at nwrc06@aswaseattle.com. The next planning meeting is January 13. Contact Carrie Noess if you'd like to participate.

*Carrie Noess,
 Planning Committee Secretary*



Northwest Regional Conference May 19-21,
 Portland, OR

Coming Soon! Watch for our postcard mailer coming out in Late January. Web site will be up soon and there will be a link at www.aswa.org Visit www.portlandspirit.com to learn more about the location of our Fun Night Dinner Cruise.

DAY ONE

CPE	TRACK 1	TRACK 2
2	Keynote Speaker – Howard Baker, Communication	
2	FASB Update – Katherine Schipper FASB Member	
2	Ethics – Charles Hester	Nonprofit Update – Kay Sohl, TACS
2	Ethics - Continued	Negotiating Conflict Situations – EFWA

DAY TWO

CPE	TRACK 1	TRACK 2
2	Fraud – Charles Hester	Working with/for Family Businesses – Mark Green, OSU Family Business Program
1	Tax Potpourri – Stan Compton	Hiring & Separation – Deborah Jeffries, HR Answers
1	FLSA – Judy Clark, HR Answers	---TBA- s/b Facilitation Skills – EFWA
2	Tax – Bill Kinney, PSU Faculty	Presentation Skills – EFWA
2	QuickBooks for Accountants – Sherrie Porter, QuickTrain, Inc.	Collaborative Skills: Bldg Effective Teams – EFWA



2005 ASWA Northwest Regional Conference
Portland, OR
May 19-21, 2005

Date& Times: Thurs. May 19; Evening Hospitality & Check in
 Fri. May 20; 8:00am-5:00pm - Dinner Cruise 6:30pm-?
 Sat. May 21; 8:00am-5:00pm - Chapter Exchange Directly Following

Location: Lloyd Center Doubletree
 1000 NE Multnomah
 Portland, OR 97232
 1-800-996-0510 www.portlanddoubletree.com **Mention ASWA Conference**

The Hotel is on the East Side of Downtown Portland, near Lloyd Center Mall. There are several other hotels in a 5-block radius.

Prices:	Event	Price	
		Full Conference Members	\$250
		Full Conference Non-Mem	\$295
		Registration Postmarked After 4/29/05, add \$25	
		Ethics Only	\$100
		Dinner Cruise for Guest	\$55 (<i>tentative but close</i>)

Note: Full Conference Includes Dinner Cruise!

Lodging: Standard Room \$104 Single/Double
 Premium Room \$114 Single/Double
 Call 1-800-996-0510 **Mention ASWA Conference**

Transportation: The Hotel is easy to reach from the airport, West from Hillsboro and East From Gresham using the MAX transit train. The MAX stop is one block from our hotel. Parking is available, but there is a charge. If driving follow the signs to Lloyd Center & the Rose Garden from I5 just south of the I 405 bridge.

Activities: There is lots of shopping at Lloyd Center Mall across the street, as well as in downtown Portland. Downtown also offers, movies, museums, Classical Chinese Garden, galleries and much more. Because the Conference location is on the MAX Line the possibilities for entertainment outside the conference are endless. The MAX Light rail fare is free from the Lloyd Center Mall into downtown Portland. To go further a ride can cost up to \$2.00.

Seminar Track: When registering you will be asked to choose seminars. You will not be locked into a track. Ethics is available as a standalone seminar (see prices).

Sponsorship Opportunities: We are offering advertising and/or table space to interested parties, at \$250 to \$2000 levels.

Contact Shirlene Gonzalez, Sponsorship Chair at peteshirl@msn.com or call Sherrie Porter at 503-670-9853 or Sherrie@napiercpa.com.



The Quilt Project

Last chance to win that quilt! **Raffle tickets are currently on sale for \$1** each from all Quilt Committee members. All proceeds benefit the ASWA Seattle Chapter Scholarship fund. The drawing will be held at the **January 26, 2005** Seattle Chapter Dinner meeting. Your support for this project and the personal growth it allows is greatly appreciated. The Scholarship recipients will also thank you.

Rachel Petrich
 Accountant, University Village
 quilt@aswaseattle.org

<p>Next Journal Deadline: Wednesday, January 26</p> <p>The <i>Journal</i> is published monthly by the Seattle Chapter of the American Society of Women Accountants to serve its members' interests. If you have news or an article you would like published, contact Jan K Cobb via e-mail at journal@aswaseattle.org.</p>	<p style="text-align: center;">Calendar of Events</p> <table border="0"> <tr> <td>Jan 26</td> <td>Dinner Meeting-Program-Tax Update <i>College Club</i></td> </tr> <tr> <td>Feb 23</td> <td>Dinner Meeting-Program-TBA <i>College Club</i></td> </tr> <tr> <td>Mar 23</td> <td>Dinner Meeting-Program-TBA <i>College Club</i></td> </tr> <tr> <td>Apr 27</td> <td>Dinner Meeting-Program-TBA <i>College Club</i></td> </tr> <tr> <td>May 19-May 21</td> <td>NW Regional Conference <i>Portland, OR</i></td> </tr> <tr> <td>May 25</td> <td>Dinner Meeting-Program-TBA-Guest Night <i>College Club</i></td> </tr> </table>	Jan 26	Dinner Meeting-Program-Tax Update <i>College Club</i>	Feb 23	Dinner Meeting-Program-TBA <i>College Club</i>	Mar 23	Dinner Meeting-Program-TBA <i>College Club</i>	Apr 27	Dinner Meeting-Program-TBA <i>College Club</i>	May 19-May 21	NW Regional Conference <i>Portland, OR</i>	May 25	Dinner Meeting-Program-TBA-Guest Night <i>College Club</i>
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<p style="text-align: center;">ASWA Mission Statement</p> <p>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.</p>	<p style="text-align: center;">ASWA Claim Statement</p> <p>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.</p>												