

The **ASWA** *Journal*
Seattle

Volume 56 Issue 10

<http://www.aswaseattle.org>

April 2005

**Seattle Chapter Meeting
Wednesday, April 27, 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 Spinach & Bacon Vinagerette
Entrée Chicken Curry
- or -
Vegetarian Pasta
Sides Steamed White Rice & Green Peas with
Pearl Onions
Dessert Vanilla Ice Cream

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, April 21**, in order to guarantee a spot. Standing reservations will apply. For **reservations**: use the [Online Reservations Form](#), send email to reservations@aswaseattle.com, or contact Diane Cunningham, 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, April 25**, before the meeting. No-shows and late cancellations will be billed. **Cancellations** must be made no later than **noon on Monday, April 25**. Walk-ins are welcome but with no meal availability guarantee.

**Wednesday, April 27, 2005
Dinner Meeting**

Program (1 Hour CPE)

HIPAA: An Employer's Checklist

**Sally Crum Wineman, Esq.
Corporate Counsel with Gallagher Reppond**

This presentation will provide a comprehensive overview of what businesses need to have accomplished in order to be compliant with the privacy, electronic data interchange and security requirements of HIPAA.

Sally is the Corporate Counsel with Gallagher Reppond, a Northwest leader in employee benefits consulting and administration. Throughout her 12-year tenure in the employee benefits industry, Sally has specialized in developing effective strategies for organizational compliance with rules and regulations impacting employee benefits. Prior to joining Gallagher Reppond, she worked in private legal practice. Sally is a graduate of the University of Montana and the University of Michigan School of Law. She has earned acclaim as a speaker and educator in the local business community, teaching ten or more training seminars and workshops every year on such topics as HIPAA, COBRA, IRC Section 125 and other areas of benefits compliance. Gallagher Reppond is a division of Arthur J. Gallagher & Co., the nation's third largest insurance brokerage and risk management firm.



American Society of Women Accountants
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President's Message March 2005

Greetings to Members:

Time flies when we have fun. I can't believe we have just three months before my term as president ends. I was reminded of that by the presentation of the slate of officers and board of directors by the Nominating Committee at the March dinner meeting. We still have many positions to fill. Please consider serving on the Board, chairing a committee, or simply being a member of a committee. You will gain a lot valuable experiences for your career while having a ton of fun! Please contact nominating@aswaseattle.org if you have any thoughts or comments.

I would like to mention one last time that our next major event is the Northwest Regional Conference hosted by the Salem Chapter to be held in Portland, Oregon May 19-21. Details can be found through the link on the calendar section of our website. The early registration price for the full conference is \$250, if postmarked by April 29. With this great pricing, I hope that more Seattle Chapter members can attend. If you are interested in attending and would like some assistance (full or partial scholarships) in making the trip down to Portland, please let me know by April 15. Although we did not formally budget any scholarships to the regional conference, the Board has identified a funding plan should our members make any requests for assistance.

The other future event I want to mention is our Guest Night on May 25. This is our annual public relations night where we invite our colleagues, friends, or neighbors to come see for themselves what we do at ASWA dinner meeting and to learn more about our organization. The speaker's topic will be in the area of women in politics. Please look for more details to come on our website.

Have you checked out our Members Only section of the website? If not, please log in and check it out. All you need is your member number – it is on your dues statement or you can follow instruction on-line to obtain it.

I can't finish without mentioning our goals this year. 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 14 new members, retained approximately 83% of current members, and have over 55% membership participation. We have just three more months before the year is over; I continue to request your creativity to achieve our goals!

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

Tonya Chin
president@aswaseattle.org
206-467-8645, press 3



Speaker Notes-March

Topic: “Together We Prepare” with an overview on workplace preparedness

Speaker: Cecilia T Matta, Workplace Preparedness Program Coordinator, American Red Cross of King and Kitsap Counties

Cecilia’s presentation followed the Red Cross’ approach to emergency management that is structured as “Prevent, Prepare, Respond, and Recover”. The biggest obstacle to preparedness is denial. The Red Cross advises what it terms a continuum of responsibility. Cecilia discussed five preparedness actions: make a plan, build a kit, get trained, volunteer, and give blood.

Cecilia introduced the audience to specific resources that the Red Cross makes available to businesses: Business Continuity Plan CD, Protect Your Patrons/Cover Your Crew training classes, First Aid classes, and emergency kits. She also provided a Disaster Preparedness Calendar published by the Red Cross that is applicable to residential settings.

Lastly, she announced that the Emergency Management Division of the Washington Military Department has planned a statewide earthquake drill on April 21st from 9:45 am to 10:00 am. More information about that is available by contacting the Disaster Preparedness Month Coordinator at 253-512-7047.

Cecilia provided closing remarks in which she encouraged businesses and individuals to contact her directly for more information about classes and preparedness at 206-726-3507 or by email at cecilia.matta@seattleredcross.org.

Gina Bourgeois

NW Area Conference

Salem Chapter #66 is sponsoring this year’s ASWA NW Regional Conference at the Lloyd Center Double Tree Hotel in Portland on Friday and Saturday, May 20 & 21, 2005.

Conference fees for ASWA members are \$250 and \$295 nonmembers. Included in your registration fee includes keynote speaker, 16 hours of CPE (2 tracks), including 4 hours of Ethics AND a Fun Night Dinner Cruise on the Portland SPIRIT!

For more info, see the Salem ASWA website at www.aswasalem.org or call 1-800-747-1371.

Northwest Regional Conference Sponsorship Opportunities

Advertising and/or table space is available for 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.

“Why Doesn’t My Old Resume Work Anymore?”

If your last job search was prior to 2001, you may be in for a rude awakening. You might be surprised to find that your old resume, which worked well for you before, is no longer attracting employers, headhunters and corporate recruiters. If you wondered, “What am I doing wrong?” it might not be you—it’s probably your resume.

There are three reasons your old resume may not be working for you:

- Drastic increase in competition
- Changes in technology
- Changes in your industry

1. Drastic increase in competition

Increased candidate competition is the #1 reason your resume is no longer working.

While current employment outlooks are marginally brighter, competition is still so high that your resume must be able to stand out against a mountain of candidates.

The best way to enhance your competitive standing against other job seekers is through strong accomplishment statements. Accomplishments are most effective when:

- They illustrate your transferable skills
- They show your contribution to corporate bottom-line objectives
- They are stated quantitatively

If you are confused about how to state your accomplishments effectively, consider hiring a professional resume writer. Correctly written statements will make your accomplishments shine—and you’ll be more likely to land those critical interviews.

2. Changes in technology

Is your resume ready for the high-tech world? Probably not, if you are still snail-mailing or faxing your resume to potential employers. Are you willing to take a chance on your resume being tossed, just because you didn’t take the time to prepare your resume for an electronic audience?

With dramatic increases in the number of resumes received, many employers have invested in software to manage resumes and candidate responses. It is entirely possible that a computer, not a person, will be the first one to screen your resume. The electronic eye is much more objective than the human eye; it scans only for industry-specific terminology and keywords in qualifications and responsibilities.

Here are some critical questions to ask about your resume:

- Does it contain the right keywords to put you in the “interview” pile?
- Will new resume software be able to read its formatting correctly?
- Will your tables, fonts, and graphics transmit properly in an online resume form—or will they disintegrate into unreadable symbols?

You can give your old resume a real boost by investing in the services of a professional resume writer who understands the pitfalls of our electronic job market. Whether your resume needs a brush-up or a complete rewrite, it’s well worth the investment to make sure your name makes it to the top of all candidate lists.

3. Changes in your industry

If you are still just tacking your most current job onto the same old resume, then your resume probably contains a lot of old terminology and buzz words. If so, it will make you look outdated—even over the hill. It may also fail to be recognized by software that uses keywords to retrieve the best resumes.

If you’re feeling out-of-step with your industry, it may be time for a checkup with a career coach who can help prepare you and your resume to stand up to the challenges of your industry’s changing trends.

Bottom line: if your old resume isn’t winning the attention of employers, then it’s time to ask yourself, “How much is my old resume costing me in wasted time and effort?”

An investment in professional resume help could mean the difference between months of fruitless effort—and landing the perfect new job. A new, better resume built on strategies that are suited to today’s job-search challenges may be just the edge you need to get you noticed and get you hired.



YWCA GIRLSFIRST MENTORING PROGRAM

Make A Difference in Your Community!

Have you been looking for a meaningful way to give back to your local community? Mentoring is a powerful way to connect with youth and make a significant impact. The YWCA GirlsFirst program is currently looking for a diverse group of compassionate and life experienced women to be volunteer mentors. GirlsFirst is a year-long leadership program for high school girls of color from low-income families in the Seattle area. This is a unique opportunity for you to make a difference in the community by helping teens define and achieve their personal goals. The sense of community created through this program is empowering not only for the youth, but also for the women mentors who realize how much their involvement matters.

The mentor commitment is for one year (approximately 10-15 hours/month) and begins summer of 2005. Information sessions are being held now, so if you are interested, please call 206-461-4443 or e-mail girlsfirst@ywcaworks.org.

Tacoma Chapter 22nd Annual Accounting Seminar, June 2-5, 2005

20 Hours, CPE, featuring a wide range of topics to those in private industry and public accounting

Fort Worden, Port Townsend, WA

**Contact: Marsha Schorer, mdschorer@nventur.com. Phone 253.474.7867.
\$395. Registration. Deadline, April 28, 2005. Partial Registrations are available.**



**Scholarship Application Deadlines -
 2005-2006 School Year**

April 30, 2005 is the application deadline for ASWA Seattle Chapter Scholarships.

Applications for the National Scholarships will not be processed by the Seattle Chapter this year. Please check the website again in the fall of 2005 for details of their 2006-2007 scholarship applications.

<p align="center"><u>Next Journal Deadline:</u></p> <p>Wednesday, April 27, 2005</p> <p>The Seattle Chapter of the American Society of Women Accountants, to serve its members' interests, publishes the <i>Journal</i> monthly.</p> <p>If you have news or an article you would like published, contact Jan K Cobb via e-mail at journal@aswaseattle.org.</p>	<p align="center"><u>Calendar of Events</u></p> <p>Apr 27 Dinner Meeting "HIPAA Privacy and Security Requirements", Sally Wineman, Corp Counsel, Gallagher Reppond. <i>College Club</i></p> <p>Apr 29 Deadline-NW Regional Conference Registration</p> <p>May 19-May 21 NW Regional Conference <i>Portland, OR</i></p> <p>May 25 Dinner Meeting-Program-Speaker - Robin Hunt, Thurston Co. Treasurer, Guest Night <i>College Club</i></p> <p>June 2-5 Tacoma Annual Accounting Seminar, 20 hours, CPE, <i>Fort Worden, Port Townsend, WA</i></p> <p>Jun 22 Dinner Meeting-TBA <i>College Club</i></p> <p>Jul 27 Dinner Meeting-TBA <i>College Club</i></p> <p>Sep 28-Oct 1 ASWA/ASWCPA Joint National Conference <i>Philadelphia, PA</i></p>
<p 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 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>