
The **ASWA** *Journal*
Seattle

Volume 57 Issue 12

<http://www.aswaseattle.org>

June 2006

**Seattle Chapter Meeting
Wednesday, June 28, 2006**

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

Social Hour/New Member Orientation 5:30 pm
Dinner 6:30 pm
Speaker 7:30 pm

Menu

Salad Spinach & Bacon Vinaigrette
Entrée Roast Turkey with Dressing or
 Vegetarian Pasta (Vegetarian
 option)
Sides Mashed Potatoes and Green Peas
 with Pearl Onions
Dessert Chocolate Sundae

Members	\$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, June 22**, 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 Nina Buffington, 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, June 26**, before the meeting. No-shows and late cancellations will be billed. Walk-ins are welcome but with no meal availability guarantee.

**Wednesday, June 28, 2006
Dinner Meeting**

Program

ASWA Seattle Board and Officer Installation

Business & Occupancy Tax: Nexus

Speaker: Joseph Cunha, City of Seattle

1 CPE Technical

This is the second part on the topic of B&O Taxes.

Joseph is originally from California and is a graduate of Cal State University of Long Beach. He passed the CPA exam in CA but is not a practicing CPA. He spent 7 years as IRS agent and worked out of Los Angeles District. He has been in WA for the past 11 years and has spent last 10 years with the City of Seattle, the past 5.5 years as the Tax Audit Manager and the previous 4.5 years as a Tax Auditor.



President's Message

June 2006

I was chatting on the phone the other day with fellow ASWA'er, Mary F., and we got on the subject of birthdays – how many have come and gone, and how much more frequently they seem to arrive. We're both in that 50+ category now. I mentioned that my upcoming birthday (55) seems to me somewhat foreboding, but I hadn't yet identified what it is about this birthday that I find disturbing. Mary said she had just had her 52nd birthday – I'm certain you'll agree, she doesn't look it! – and has concluded that it isn't the aging per se that is unsettling, but the realization that to remain vital and fit now requires some concentrated effort and focus on both diet and exercise. I realized she had just expressed the conflict I'm having with the passage of time. My body has always been used to movement and exercise, much of it just in the course of a routinely busy day, but now, with a few added birthdays, I have to watch what I eat, make time for appropriate and regular exercise, and "work" at maintaining fitness, instead of it occurring naturally.

ASWA – Seattle, with the passage of time, needs some focused attention, as well. We started the fiscal year with eagerness and enthusiasm, ambitious plans, and achievable goals. We hosted a successful Fall Seminar with the North Cascades Chapter (thank you, Gina!); raised a record amount with our annual Scholarship Dessert Auction (thank you, Patricia!); converted our financial software (thank you, Diane!); maintained, updated and upgraded our website for our members and non-members use (thank you, Jan, Kerry, Ruth, and Charlie!); put our yearbook on-line (thank you again, Gina and gang!); met with ASWA-Bellevue and the Seattle Chapter of the IMA; shared questions and answers with our Regional Director, Eleanor Siverts-Akerman, for two consecutive meetings; had a great Student Night (Cynthia and Mary, grazie!); and have arrived at this point in the fiscal year with our largest chores, and possibly greatest achievements, still before us!

Our May membership meeting was Guest Night and oh how we shined! Over 70 members and their guests came to network, learn more about ASWA-Seattle, to listen in rapt attention to Tom Cock (host of PBS's "Serious Money") divulge the secrets that "Wall Street Wants Us to Believe," while having an opportunity to win a Nordstrom's gift certificate or other prizes. Mary F., Cynthia, and Carrie, thank you so much for showing us off to our best advantage!

We still have two opportunities for members to get involved in local, regional and national activities of the Society. The Seattle-hosted NW Regional Conference requires a lot of little-increment equivalent hours, for instance, stuffing goody bags for attendees, speaker introductions and thank-you, CPE and room monitoring, greeters, etc. Many of these tasks can be done while attending the conference. Please consider matching your talents with the conference needs. Volunteer by e-mail to: nwrc06@aswaseattle.org. Also, we still have 3 full-conference registration scholarships. If you would like some financial assistance to attend the conference, please e-mail me using the alias below. If we have more than 3 applicants, we will either prorate the full-conference registration or look at other funding possibilities.

The second opportunity for involvement beyond the local chapter is the ASWA-AWSCPA Joint National Conference at Bally's Hotel in Las Vegas. Mark your calendars for Sept. 18-20th (Mon-Wed). This is a chance to connect with fellow ASWA members nationwide. Get acquainted with your National Board. Meet your like-position from St. Louis, Chicago, Denver, Atlanta – how are they doing with member retention? How do they raise scholarship funds? Revel in your successes, share your disappointments and concerns, there are lessons to be learned from other chapters – chances are, if they haven't been in your shoes already, they're about to be. What can you look forward to? Your first day's schedule might include the Chapter President's Council, the Chapter Exchange (I say the BEST thing), followed by an inspirational Keynote Address, the By-laws Forum, and to top-off the day, the opening reception. See what I mean? I haven't even touched on the hours of CPE available. There's so much to see and do in the Las Vegas area, you might want to arrive early or plan to stay later. Visit the ASWA website for the tentative conference schedule at: www.aswa.org. Early-bird registration is \$495.

Optimize your ASWA-Seattle membership. Get involved. Participate. Take a risk in this safe environment, your ASWA community. Increase your value to yourself and others. Let me know how I can help.

president@aswaseattle.org



Announcements

2006 Northwest Regional Conference

The 2006 Northwest Regional Conference is set for June 16 and 17 on the campus of Seattle University. We are very excited about the technical sessions and other activities. You will be able to choose from among 28 topics to get 16 hours of CPE. There is also an exciting Fun Night set on Friday at The Garage, a modish and super-funky bowling alley and billiard parlor. The Registration Brochure (see pdf file) has complete information about technical sessions and other activities. Information about the speakers is in a separate pdf file.

Accommodations are available at the Silver Cloud Inn on Broadway, a short walk from the daily sessions on campus. Hotel reservations must be made separately with the hotel by May 14, 2006, 1-800-590-1801. You could also stay on campus Friday and Saturday night. Seattle University Dormitory Housing reservations must be received by May 25, 2006, using the proscribed form (see pdf file).

Early bird registration is due by May 12, 2006 for a price of \$300. This includes 16 hours of CPE, breakfast and lunch each day, attendance on Friday night at The Garage. Even at full price, this is a great deal. See the Registration Form for all the details. Please print out the form and mail back the completed form.

Volunteers wanted!

Anne Ellett is looking for 10-12 good folks to help stuff goodie bags for the NW Regional Conference '06. This festive event will be on Sat., June 10, from 9a.m. –1p.m. at her office, BarclayDean, Inc. There is free parking in the garage or in the cul de sac adjacent to the building. Please call Anne at 206-250-7851 or e-mail her at Anne.Ellett@barclaydean.com to let her know you'd like to participate in the stuffing! BarclayDean Inc is located at 11100 NE 8th St, Ste 900, Bellevue. Carpooling may be available.

Seattle Chapter budgeted 5 full-tuition **scholarships for the conference** and thus far, only 1 has been requested. If you would like to attend the NWRC'06 but need some financial assistance, please send in your completed registration form immediately with "Scholarship?" in bold red next to the cost. We will consider these on a first-come, first-served basis so don't delay! We look forward to seeing you there.

The Educational Foundation for Women in Accounting would like to remind you to visit their website (www.efwa.org) to place your sealed bid to win a 7-day cruise to anywhere Holland America sails. The auction closes at 5p.m. PDT, 6/14,. The winner will be announced at the EFWA Donor Appreciation Reception, hosted by KPMG, Thurs, 6/15, beginning at 6:30p.m., at the Silver Cloud Inn – Broadway.

Announcements

continued

2006 Northwest Regional Conference Quilt

As you read this, a quilt is being created for the Northwest Regional Conference taking place in Seattle on June 16, 17 and 18, 2006. Once it is completed, the quilt will be raffled off (\$5 per ticket) during the Saturday lunch of the Conference (more information about this below, after the photos).

The Conference theme is "Experience Seattle". This "Blustery Bumbershoots" Quilt reflects our vision of the myriad of experiences available in and around the Seattle area and is sewn entirely out of fabric donated by Seattle Chapter members.

This project is intended to raise money for a NW Regional Conference Registration Fund by extending the camaraderie and friendship that has been developed by these quilting projects. As there are 8 or 9 active chapters in the Region and registration amount is about \$300 per conference, we would like to raise at least \$2,400. This would enable each chapter to subsidize the registration fee of one of their members to the Spokane Conference in 2007. Each chapter would get to decide who they want to use their money to send to the conference. In order to raise this amount of money, this quilt will be raffled off at the 2006 Northwest Regional Conference June 16-18, 2006. Tickets are available now from members of the Seattle Chapter for \$5. All proceeds will go towards these conference "scholarships". Buying a ticket is buying someone the gift of education in 2007.

The basic quilt design is a Medallion Quilt. For anyone who has ever wondered what that was, how it is constructed or why you would want to do such a thing, now is your chance to find out. Come join us at the Conference June 16-18, 2006 and speak directly to members of the Quilt Committee. We are all extremely proud of our handiwork and would love to show it to you! If you will not be at the conference but would still like to contribute (or potentially own this unique work of art!) the Quilt Committee can be reached at quilt@aswaseattle.com.

Food Frenzy!

July 14-31, 2006

Want to compete with fellow accountants to make a difference for hungry children? This summer is your chance! Food Lifeline seeks serious (but fun-loving) competitors for the 17th annual Food Frenzy, held July 14-31. Each year nearly 60 legal and accounting organizations plan creative office-wide fundraisers for a very important cause: getting food to hungry children during the summer when school meals aren't available. Sign up your firm today! Call Grant Thornton at (206) 623-1121.



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

Use Your Resume To Help Negotiate a Higher Salary

Most job seekers believe that salary negotiation starts once they have an offer in hand, but nothing could be farther from the truth. In fact, your resume can make the difference between negotiating at the top end of the salary range—or the bottom end—in your next job offer. If that sounds strange to you, consider the following points:

A prospective employer's first impression of you is created entirely by your resume.

The employer's first impression of you will assign a value and build a level of urgency for the employer to contact you—before someone else does.

First impressions are nearly impossible to change.

If your resume sells your skills short, then you can't expect to receive offers at the upper end of your salary scale. Your current resume could be losing you thousands of dollars in income power. By making a few key changes in your resume now, you can position yourself for higher salaries in the future.

There are three resume strategies for promoting high salary negotiation success:

1. Show that you are a high return on investment with quantifiable results.

Many job seekers throw around the phrase "results oriented", but they fail to back it up with concrete evidence—leaving the reader to conclude otherwise. You may feel that you have no quantifiable evidence of your value in previous jobs, but every job has quantifiable results that can better reflect your worth on your resume. Revenue, sales dollars and material costs are not the only results that use numbers.

Consider using the number of man-hours saved in process improvements, the percentage of repeat customers, or the number of peers helped by a particular efficiency to help reflect your abilities. Every employee is hired to solve problems, and most problems have some quantifiable element at their core.

2. Illustrate the breadth of your experience.

Notice the use of the word "breadth" rather than "length" of experience. Just because a candidate has been doing a job for a long time does not necessarily mean he is worth more. Breadth of experience focuses on quality, not quantity.

There are two key ways to express breadth of experience:

Industry knowledge

Since industry expertise is usually in high demand, you can show your value through insider understanding of industry issues.

Transferable skills

If your career spans many industries within the same occupation, highlight the transferable skills that have enabled you to bridge the gaps from industry to industry.

3. Entice the reader to want to know more about you.

Job seekers often make the mistake of assuming that the job of their resume is to inform the reader. Not so! The ONLY job of your resume is to entice the reader to want to know more about you.

continued

What that translates to is an understanding of what to include and what to leave off your resume. Too much detail can distract the reader and lose his interest, but not enough information, and the reader will wonder what you have been doing with your life. A proper balance between detail and result will win the reader's interest and leave them saying, "I've got to call this guy for an interview today!"

A professional resume writer can create a resume that sells you as a high return on investment. By portraying you as someone with great breadth of experience and a wide range of critical skills, potential employers will see you immediately as someone of high value, building their vision—and your self-confidence—of you in the upper end of the salary scale.

Speaker Highlights – April 2006

Speaker: Brenda Westfall, UI Tax and Wage – Status Manager, WA State Employment Security

Topic: "Changes to Unemployment Insurance Tax and Reporting and SUTA Dumping"

- Unemployment benefits paid to workers are made possible with a state tax on payroll (SUTA). The benefits are determined by an experience system based on claim history, with a ratio of benefits charged to taxable wages.
- In 2006, WA state experience rates charged to employers range from 0.03% to 6.5%.
- In addition, there is a federal tax on payroll for unemployment benefits (FUTA). The federal tax is 6.2% with a 5.4% max. state offset rate—which ends up as 0.8% on the first \$7,000 of each employee's wages to a maximum of \$56 per employee per year. The 5.4% FUTA tax offset ensures that states conform with federal unemployment law.
- Not-for-profit and government entities may choose between the dollar-for-dollar reimbursement or the experience system. Other employers do not have the choice; they fall under the experience system.
- Brenda provided a detailed list of what does and does not constitute wages and what qualifies as reportable hours.
- Employers that do not comply with the reporting requirements can be charged with significant penalties.
- A new state law, the Second Engrossed Senate Bill 6097, targets businesses that file incomplete and/or incorrect reports. Again, significant penalties were enacted against employers that do not correctly report wages and hours.
- SUTA dumping is the practice used by some employers to manipulate and circumvent the experience rating system in order to obtain a lower tax rate.
- A new state law enacted 1/1/05 discourages SUTA dumping by changing the rules for how experience rates can be transferred to new businesses. New successor tax rates are based on predecessor's experience; they no longer get the lower of the predecessor's rate or NAICS average.
- A state law effective 1/1/06 disallows certain transfers: a person not an employer purchases an entity with a low tax rate, than starts a new business activity, i.e. a flower shop to construction. The penalty for knowingly attempt to evade this successorship provision has been expanded from one to three calendar years.
- In its enforcement efforts, Washington state is focusing on businesses that engage in repeated restructuring with no apparent change of employees or clients.



<u>Next Journal Deadline:</u>	<u>Calendar of Events</u>	
Wed, June 28, 2006	June 16-18	ASWA NW Regional Conference – <i>Seattle University</i>
The Seattle Chapter of the American Society of Women Accountants, to serve its members’ interests, publishes the <u>Journal</u> monthly.	June 28	Board Meeting – 5:15pm Dinner Meeting-TBA, <i>College Club</i>
If you have news, seminars, community meetings, committee meetings or an article you would like published, attach the file (preferably in “Word” and single spaced with no tables, boxes or irregular formatting) and send to Michelle Yong via e-mail at journal@aswaseattle.org	July 26	Board Meeting – 5:15pm Dinner Meeting-TBA, <i>College Club</i>
	August 23	Board Meeting – 5:15pm Dinner Meeting-TBA, <i>College Club</i>
	September 27	Board Meeting – 5:15pm Dinner Meeting-TBA, <i>College Club</i>
	October 25	Board Meeting – 5:15pm Dinner Meeting-TBA, <i>College Club</i>
	November 15	Board Meeting – 5:15pm Annual Student Night Dinner Meeting-TBA, <i>College Club</i>

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.