

The **ASWA** *Journal*  
Seattle

Volume 59 Issue 12

<http://www.aswaseattle.org>

June 2008

**Seattle Chapter Meeting  
Wednesday, June 25**

**Rainier Golf & Country Club  
11133 Des Moines Memorial Drive South  
Seattle, WA 98168  
(206) 242-4460**

**Dress code requirement: no jeans**

**Menu:**

**Salad:** Tossed Green

**Entrée:** Halibut

**Dessert:** Cheesecake

**Vegetarian Option:** Pasta

<b>Members/Faculty</b>	\$27.00
<b>Guests</b>	\$29.00
<b>Students Members</b>	\$19.00
<b>Student Guests</b>	\$21.00

**No coffee only option**

**Reservation/Cancellation Policies**

**Use the on-line form**

**Call Arrangements Chair 206-467-8645**

**Send email to [reservations@aswaseattle.org](mailto:reservations@aswaseattle.org).**

Reservations deadline: **1pm, Thursday, June 19th**

Cancellations deadline: **noon, Monday, June 23rd**

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

**Wednesday, June 25**

**1 Hour CPE**

**Speaker:** Sharron O'Donnell, CPA,  
Bader Martin, PS

**Topic:** New Risk Based Auditing Standards

The Risk Assessment Standards represent one of the most significant changes in the audit profession in decades. This presentation will give you an overview of the standards and how they are affecting audit clients. Is the auditor's increased understanding of an organization going to provide a better audit result? Are there any benefits to organizations being audited? We will also discuss what clients can do to help control the related increase in audit costs.

Sharron O'Donnell is a CPA and a senior manager with the Seattle-based public accounting and business advisory firm of Bader Martin, PS. She heads Bader Martin's Not-for-Profit Services practice.

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*A quorum is needed at this meeting as we are voting on a by-law change. It is important that you show up!*



## Calendar of Events

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|------------------------------|---|
| <b>June 17, 2008</b>         | <b>ASWA Bellevue: Coast Hotel Bellevue</b>                          |
|                              | Speaker: Dr. Jeannette Birnbach, Designed Clinical Nutrition Center |
| <b>June 17, 2008</b>         | <b>ASWA North Cascades: Bob's Burger &amp; Brew</b>                 |
|                              | Installation of Officers and Planning Meeting                       |
| <b>June 18, 2008</b>         | <b>ASWA Billings: Yellowstone Art Museum</b>                        |
| <b>June 19, 2008</b>         | <b>ASWA Spokane: Bank of America, 2<sup>nd</sup> floor</b>          |
|                              | Installation of Officers and Wine Tasting                           |
| <b>June 24, 2008</b>         | <b>ASWA Portland: 4800 SW Macadam #400</b>                          |
|                              | Topic: Business Development through Networking                      |
| <b>June 25, 2008</b>         | <b>ASWA Seattle: Rainier Golf &amp; Country Club</b>                |
|                              | <b>Board Meeting: 6:00 – 6:30</b>                                   |
| <b>July 23, 2008</b>         | <b>ASWA Seattle: Rainier Golf &amp; Country Club</b>                |
| <b>July 26, 2008</b>         | <b>ASWA Spokane: Summer Planning Meeting I</b>                      |
| <b>July 28, 2008</b>         | <b>ASWA Tacoma: Summer Meeting</b>                                  |
| <b>August 9, 2008</b>        | <b>ASWA Spokane: Summer Planning Meeting II</b>                     |
| <b>August 27, 2008</b>       | <b>ASWA Seattle: Rainier Golf &amp; Country Club</b>                |
| <b>September 9, 2008</b>     | <b>ASWA Tacoma: LaQunita Inn</b>                                    |
| <b>October 28 – 30, 2008</b> | <b>Joint National Conference: The Fairmont, Dallas</b>              |
| <b>May 14 –16, 2009</b>      | <b>NW Regional Conference: Lakeway Inn, Bellingham, WA</b>          |

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## **Joint National Conference**

### **October 28 – 30     Dallas**

The JNC offers up to 24 hours of quality education again this year. The program chairs for the 2008 JNC have been hard at work locking in the best speakers for you! They have scheduled four full tracks of quality education covering:

- \*\*\*Tax
- \*\*\*Controllership
- \*\*\*Accounting & Auditing
- \*\*\*Personal & Professional Development

In response to feedback from prior JNC attendees, we've included not-for-profit accounting and technical how-to sessions with real "meat" to provide you knowledge you can take home and put to use immediately.

The Dallas Convention and Visitor's Bureau's website, [www.visitDallas.com](http://www.visitDallas.com), is a good starting place for planning around what interests you.

To reserve your room, contact The Fairmont Dallas and be sure to mention that you'll be attending the ASWA/AWSCPA Joint National Conference and that you are seeking the \$169 room rate.

Put those pennies, nickels and dimes away now so that you can join other members of Seattle ASWA in Dallas. The more the merrier!



## Announcements

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**Foundation Update** The Foundation has two scholarship awards specifically for ASWA members. These are the Certification and the Becker CPA Review scholarships. If anyone in your Chapter has successfully sat for any of the following certifications within the prescribed time period: CPA, CFP, CFE, CIA, CMA or CVA, they may be eligible for a scholarship. Also, if any member is planning to sit for the CPA exam, we have scholarships available for the Becker CPA Review course. The Foundation also sponsors 2-year and undergraduate scholarships. In the past, the deadline for these scholarships has been March 1. We are currently evaluating the program to see if any changes are needed so keep watching for additional information.

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**Free Nonprofit Webinars Brought to You by Crowe Chizek & Company LLC** Crowe Chizek & Company LLC is providing a webinar education program on the changing requirements for tax exempt organizations as well as a webinar event tailored specifically to board members and their changing responsibilities. Please note that none of these webinars are approved for CPE. All webinars will be held from Noon - 1pm ET. Register online at [www.crowechizek.com/events](http://www.crowechizek.com/events) or contact Dana Heminger at [dheminger@crowechizek.com](mailto:dheminger@crowechizek.com).

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**Virtual Exchange (VE)** If you haven't visited the VE lately, take a moment to visit the site and see what questions members have posted and responded too. Billings chapter member, Gale Kreitzberg is asking for assistance in finding out "How do you encourage members to mix and mingle in the networking portion of your meeting?" This is a great question and while many chapters probably have some excellent successes to report in this area, there are other chapters that could benefit from your ideas. We need to continue to encourage our members to mix and mingle especially with new members and potential new members. So take a moment and share your ideas!

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**Becker CPA Review** As a member of ASWA, you have access to benefits through our national alliances with various companies. As the most trusted name in CPA review for over 50 years, Becker CPA Review is proud to partner with ASWA and offer its members \$250\* off our full course tuition. Becker helps you achieve your CPA designation as quickly and efficiently as possible. Becker delivers a comprehensive review system that helps assure your success. Lectures, textbooks, software and even flashcards all work together to prepare you to pass. And with three flexible course formats to choose from, you can prepare the way that suits you best – in a live class, online or with self-study CDs. Earning your CPA designation is one of the toughest professional challenges you'll ever face. Choose the CPA review provider that offers you the greatest opportunity for success. Choose Becker. To enroll, and for more information including schedules and class locations, visit [www.beckercpa.com](http://www.beckercpa.com) or call 877.CPA.EXAM.

\*This discount valid only on full 4-part course tuition price and cannot be combined with any other discount or offer.



## Announcements

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**Women For Hire Career Expo** offers signature career expos, inspiring speeches and seminars, a popular career-focused magazine, customized marketing programs and an online job board that help leading employers connect with top-notch professional women in all fields. Check out their schedule of upcoming career expos, [www.womenforhire.com](http://www.womenforhire.com). As a benefit for ASWA members, Women For Hire is offering a free network membership (\$38 value). Women For Hire Network includes such features as "Ask Tory & Team" that allows you to submit a personalized question for a guaranteed response, a network website and newsletters. It also includes a free monthly conference call hosted by various experts! Visit [network.womenforhire.com](http://network.womenforhire.com) for full membership details. To take advantage of this free offer email [michelle@womenforhire.com](mailto:michelle@womenforhire.com) and include "American Society of Women Accountants" in the subject line.

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**Next Journal Deadline: Wednesday, June 25.** 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).

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**RHI Career Center** Are you considering making a change from your current job and looking for some job search advice? Are you in management and responsible for the hiring function? Are you interested in some of the latest trends in Accounting and Finance? The RHI Career Center ([www.aswa.org/i4a/pages/index.cfm?pageid=3564](http://www.aswa.org/i4a/pages/index.cfm?pageid=3564)) can provide assistance in these areas and many more. If you haven't had an opportunity to visit the Career Center, take a few moments to peruse the information available to you regardless of whether you are in public accounting or private industry or even a sole proprietor. You may be delighted to find some very useful information.

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**Employment Opportunities Newsletter** will be posted after the dinner meeting to the Members Only section of the web site. You will need your 5-digit ASWA member ID number to log in. Send email to [update@aswaseattle.org](mailto:update@aswaseattle.org) if you can't find your member number.

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**Renew your Membership** There's no need to delay, renew your dues online today! Take advantage of getting your dues in early. Renew online: [www.aswa.org/custom/forms/form.cfm?id=4](http://www.aswa.org/custom/forms/form.cfm?id=4). It's quick, easy and convenient. Encourage your fellow members to do the same. Renewal and retention plays a critical role in helping us build our membership. *(There was quite a discussion at the Northwest Regional Conference Chapter Exchange on the policies regarding membership, especially regarding new members.)*

## Savvy Recruiting and Hiring Tactics

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

Implementing savvy hiring strategies will not only save your firm time and money; it will significantly boost the odds that your recruitment efforts yield a large, talented pool of accounting and finance candidates. Following are smart tactics for securing top talent today:

**Do a salary checkup.** You can't afford to be on the low side of the market if you want to attract the best and brightest candidates. To ensure that your current starting salaries are above or at least on par with competing firms in your industry and geographic region, consult resources such as the *Bureau of Labor Statistics' Occupational Outlook Handbook*, the *2008 Salary Guide* from Robert Half, and accounting and finance trade publications.

**Get progressive with perks.** Nontraditional perks can be tremendous recruiting tools. Beyond the standard benefits, consider offering performance-based bonuses, tuition reimbursement, formal mentoring programs and profit-sharing packages. Today's professionals also highly value work-life harmony. Telecommuting options, flexible work schedules, parental leave, extra vacation time and even an on-site cafeteria or fitness facility can help employees better balance competing work and personal obligations.

**Highlight possible career paths.** Emphasize your firm's track record for developing and promoting high-potential employees. Candidates want challenging and fulfilling careers with organizations that will recognize and reward their contributions. Explaining that your firm strives to establish long-term career tracks for employees and frequently promotes from within are key selling points.

**Offer referral bonuses.** Find good employees with the help of good employees. Your current staff understands your firm's culture and needs, and will likely recommend friends and business associates who would be an excellent fit. Give these internal recruiters incentive to tap their own professional networks by rewarding them with cash bonuses for referrals that result in new hires.

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 and the Asia-Pacific region, and offers online job search service at [www.accountemps.com](http://www.accountemps.com).

### 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.