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The **ASWA** *Journal*  
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August 2005

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**Seattle Chapter Meeting  
Wednesday, August 24, 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** Spinach & Bacon Vinaigrette  
**Entrée** Cornish Game Hen  
- or -  
Vegetarian Pasta (Vegetarian option)  
**Sides** Rosemary Roasted Potatoes, Peas with  
pearl onions  
**Dessert** Cheesecake

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, Aug 18**, in order to guarantee a spot. Standing reservations will apply. For **reservations**: use the **Online Reservations Form**, send email to [reservations@aswaseattle.com](mailto: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, August 22**, before the meeting. No-shows and late cancellations will be billed. Walk-ins are welcome but with no meal availability guarantee.

**Wednesday, August 24, 2005  
Dinner Meeting**

**The New Bankruptcy Act**

**Speaker - Kenneth C. Weil**

Ken will talk about the new bankruptcy act, which will become effective on October 17, 2005. He will talk about the new law in general, the tax provisions, and insights gained from his participation as a member of the Tax Advisory Committee to the National Bankruptcy Review Commission.

**Speaker**

**Kenneth C. Weil**; JD, University of Alabama 1980; MBA, University of Chicago 1981; LL.M. in Taxation, New York University 1983

**Author**, *Resolving Your Client's Tax Liabilities, Tax Code and Bankruptcy Code Remedies* (CCH 2002), Second edition forthcoming. "Taxpayers Cannot Hide in Bankruptcy: The Supreme Court's Decision in Young", 96 J. of Tax. 282 (2002) and many other articles.

Member, Tax Advisory Committee to National Bankruptcy Review Commission (1997).

Sole practitioner, Seattle.



## President's Message August 2005

July 9<sup>th</sup> found 19 members of the outgoing and incoming Board of ASWA-Seattle meeting to discuss the direction and goals of the chapter for the coming year. We began by taking turns describing the current situation of the Seattle Chapter and the anticipated journey ahead, from a personal perspective. We brainstormed through the internal and external factors affecting our ability to succeed (strengths and weaknesses, opportunities and threats). Eventually, we narrowed the choices to three goals, all of which focus on you, the members.

- Promote a sense of ASWA community
- Actively incorporate new members into Chapter activities
- Actively incorporate seasoned members into regional/national activities

Everyone is encouraged to get involved in the Chapter. You will get more in return from ASWA and its members than you invest. Explore our web site to learn about all the committees that contribute to the operations of the chapter and our outreach to the community. You'll also find a calendar of current and future events. Find that special interest group, committee, or activity that *lights your fire*. Consider, perhaps: bonding with your fellow members over a scheduled or impromptu gathering; asking questions and seeking wisdom of those around you – there is vast experience there and a willingness to share; looking for opportunities among your peers and mentors, offering the gift of assistance or allowing someone else to do for you - accept the gift.

ASWA-Seattle is the largest chapter in the nation, and we have a history and reputation of being good ambassadors for the Organization – regionally and nationally. Let us all focus on being good ambassadors within the Chapter, as well. How?

- Greet newcomers, guests; or others attending after a long absence
- Welcome them into your pre-dinner and dinner table conversations
- Introduce them to others
- Choose to sit at a different table each month and expand your circle of friends

And please don't be shy about asking for help, guidance, or information. If you ask and she doesn't know, she probably knows who does! Let me know how I can help.

Liz Pray  
president@aswaseattle.org



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**Speaker Notes-July**

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**Environmental Accounting**

Julie Lockhart, Chair of Accounting,  
 Western Washington University

Ms. Lockhart became interested in “environmental accounting” in the 1990’s. She designed a class on this topic in 1996 and has been teaching it since.

She presented a history of “sustainability reporting” as well as a definition of “environmental accounting”—essentially a full-cost accounting model that attempts to capture all the costs, including the hidden ones--resource usage, environmental, and social--that are incurred in the course of running a business.

The United States has been slower to report on environmental accounting than other industrialized countries. Currently, in this country environmental, social, and sustainability reporting is voluntary and therefore there are no required standards. Thus, it is difficult to determine if the information is reliable.

The “Triple Bottom Line” is a metaphor for economic prosperity, environmental quality, and social justice.

Ultimately, when environmental costs are tracked, there is an impact on decision-making—“What gets measured gets done!”

“Full cost accounting” allows industries to evaluate whether they are operating in a truly sustainable manner given the measurable economic costs along with the often hidden social and environmental costs.

--Janet Stebbins

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**ASWA Seattle/North Cascades 2005  
 Fall Seminar, September 9 & 10  
 Seattle, WA**

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**Tools for Success for Small  
 Businesses**

Please join us on September 9<sup>th</sup> and 10<sup>th</sup> (Friday afternoon and Saturday) at the Best Western Executive Inn in Seattle for 12 hours of great CPE (10 hours of technical, 2 hours of non-technical). The Executive Inn is located conveniently just east of the Seattle Center and one-block north of Denny Way. Access to the downtown core with a fabulous selection of restaurants and events is as easy as a 10-minute walk or a short ride on the bus or the monorail. Parking at the Executive Inn is easy, free for overnights, and only \$4 for those not staying at the hotel. Here are the particulars:

**When:** Friday, September 9<sup>th</sup>, registration begins at 12:30. Class begins at 1pm and ends at 5pm. Saturday, September 10<sup>th</sup>, breakfast & registration begin at 7:30. Class begins at 8:30am.

**Where:** Best Western Executive Inn at 200 Taylor Avenue North, Seattle, WA 98109, 206-448-9444 (Group Name: ASWA – 2005 Fall Seminar)

**Cost:** \$175 for 12 hours of CPE and includes breakfast, breaks, and luncheon

**How to Register:** Complete the registration form and mail with your check to the ASWA address on the registration form so it is received by **August 31<sup>st</sup>**. *Late registrations aren't guaranteed but we'll do our best to accommodate, space permitting.*

Go to the website at [www.aswaseattle.org](http://www.aswaseattle.org) click on the Calendar, scroll to the 2005 Fall Seminar event, and download the .pdf file. Complete the registration form and mail with your check to the address on that form.

**Questions?** Email [fallseminar@aswaseattle.org](mailto:fallseminar@aswaseattle.org)

*See page 4 for Fall Seminar Registration Form and page 5 for program and speaker details. To download additional registration forms go to [fallseminar@aswaseattle.org](mailto:fallseminar@aswaseattle.org).*



**ASWA 2005 FALL SEMINAR REGISTRATION FORM**

- Hotel Reservations - contact the Executive Inn by August 5<sup>th</sup> to receive the group discount  
 \$103 plus 15.6% tax (single or double occupancy)  
 \$123 plus 15.6% tax (triple or quad occupancy)  
***(To make your hotel room reservations, contact the Best Western Executive Inn directly at 206-448-9444 and ask for the group rates for the ASWA – 2005 Fall Seminar)***
- Seminar registration - August 31<sup>st</sup> to register for the seminar classes  
 Seminar fee - \$175 (includes breaks, breakfast, and luncheon; does **not** include room)

*Late registrations cannot be guaranteed but we will do our best to accommodate, space permitting.*

Attendee Registration Information

Name(s) \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_  
 Phone ( ) \_\_\_\_\_ Email \_\_\_\_\_

Please check here if you have any special dietary considerations and we will contact you.

**Mail Registration Form and Check to:**

ASWA 2005 Fall Seminar Registration  
 c/o Diane Cunningham  
 3702 NE 180<sup>th</sup> Street  
 Lake Forest Park, WA 98155

**Questions? Please contact:**

Gina Bourgeois, 2005 Seminar Chair  
 Phone: 206-781-9542 (before 8pm)  
 Email [fallseminar@aswaseattle.org](mailto:fallseminar@aswaseattle.org)

**Friday, September 9<sup>th</sup>**

- 1:00 One Page Business Plan (*Maria Marsala, Consultant and former Wall Street trader*)
- 3:00 Cash and Internal Controls (*Eleanor Siverts-Akerman, CPA, and Susan Paulsen, CPA*)
- 4:10 Small Business Banking & Finance (*Frontier Bank*)
- 5:15 Join us in the Hospitality Suite – hosted by ASWA North Cascades Chapter

**Saturday, September 10<sup>th</sup>**

- 7:30 Buffet Breakfast
- 8:30 Small Business & Not-For-Profit Employee Retirement Plan Options (*Mary Dickinson, CPA*)
- 10:30 Selected Employee & Related Party Tax Issues (*Tina Polf, CPA, and Jan Augustin, CPA*)
- 12:30 Lunch served
- 1:10 Luncheon Program: Creating Community (*Kathleen Bartholomew, BS, RN*)
- 3:00 E-Commerce Solutions for Small Business (*Charlie Hamilton, Ph.D.*)



#### **Fall Seminar Program and Speaker Details.**

**Discover How to Create a One Page Business Plan®** The traditional business plan is dead! Long live a document you create that is half business plan, half marketing plan, and helps you take action and monitor your progress – and all on one page. In this workshop you will learn: How to write a business plan on one page that will change your business forever, the 5 essential ingredients every business plan must have to be successful, how to write a vision statement that graphically describes any business in two sentences or less, how to create a mission statement that actually creates sales demand, how to design quantitative business & financial objectives that drive behavior and produce results, and how to craft the 5 strategies that every business owner must have in their plan. Speaker: **Maria Marsala**, Consultant and former Wall Street trader, has consulted, coached and trained over 1000 individuals nationally. She has authored more than 100 business articles for books, e-books, magazines, and newspapers and appeared on radio and TV. Maria is a licensed consultant for The One Page Business Plan Company.

**Cash and Internal Controls** In this class, you will learn to recognize how cash fraud can happen in a small business and how to minimize the temptation for others to commit cash fraud. You will take away processes and procedures so you can advise clients how to implement these procedures to protect themselves in their daily operations. Speakers: **Eleanor Siverts-Akerman**, CPA, and **Susan Paulsen**, CPA, will share internal control tips that anyone can implement. With over 20 years of experience, Ms. Siverts-Akerman has specific expertise in this topic. She was in charge of the development and implementation process for safeguarding high volume cash receipts for a startup in 1999. After that, she was recruited by Schwartz Brothers Restaurants where she has spent the last 5 years training bookkeepers, refining internal control procedures, and conducting cash audits across their lines of business. Ms. Paulsen, CPA, NHA, has over twenty-seven years of accounting, auditing and consulting for many types of organizations including not-for-profit and health care organizations. Susan, along with her husband, Dennis Megaard, owns a CPA firm in Bothell, Washington, which specializes in accounting and auditing for health care entities. Susan has a BA in Bus Admin and an MS in Accounting.

**Small Business Banking & Finance** Learn how to team effectively with 'the banker' to best serve your clients and hear about the current banking environment for small businesses. Frontier Bank is the largest independent commercial bank headquartered in Western Washington and provides an outreach program to business clients in which value-added activities, such as annual economic forecasts, seminars and workshops, are tailored to businesses and their day-to-day needs. Speakers: **Robin Reinig**, Senior VP/Manager, has served the Snohomish county small business community for 29 years and currently manages Frontier Bank's main office in Everett. She has a B.A in Economics from the University of Washington. **Neeru Atreya**, Operations Officer, has over 8 years of banking experience from daily branch operations to business development. Her practical experience and degrees in Business, Marketing, Asian Studies, and International Development Studies allow her to effectively address the diverse needs of her customers.

**Small Business & Not-For-Profit Employee Retirement Plan Options** How many times have you been asked for advice on establishing a retirement plan? Or wondered why a client hasn't any retirement plan? What retirement plan ideas might you provide to clients looking for tools to recruit and retain good employees? What are the retirement plan options available to small business or not-for-profit clients? This session is intended to help you provide your clients with good advice on selecting, implementing, and maintaining appropriate retirement plans for themselves, their businesses and not-for-profits. You will also come away with resources to keep current on developments. Speaker: **Mary Dickinson**, CPA, is a Senior Manager with Bader Martin Ross & Smith and a member of the BMRS Accounting and Business Advisory Services practice. With 17 years of professional experience in public accounting, preceded by nearly a decade in accounting for private industry, Mary provides audit, consulting and compliance services for employee benefit plans—including optimization to serve business objectives—as well as accounting and tax services for professional services. She is an expert in planning and accounting for complex transactions, scenario modeling, and data management.

**Selected Employee & Related Party Tax Issues** What are the reporting, discrimination, and taxation rules for employee fringe benefits (non-health and non-retirement) such as cars, tuition, moving costs, and those for 2%-plus owners? What do you need to know about taxation, reporting, and accounting for below-market loans and other related party issues? Don't miss this class! This information is essential to all of your business clients. Speakers: **Janis Augustin**, CPA, MBA, has been a sole practitioner specializing in individual and small business income taxation since 1988. She was a senior tax accountant at Deloitte Haskins & Sells in Oakland and in Seattle. Janis designed and taught two tax classes at Seattle Pacific University in 1989 and Principles of Accounting at California State University, Hayward, while in graduate school. **Tina Polf**, CPA, has been a sole proprietor since 1988 after working 10 years in a public accounting firm. Her practice includes diverse small business tax and accounting clients. She has addressed industry groups on self-employed tax and accounting issues, collaborated with financial planners on tax presentations and led several ASWA seminars.

**Luncheon Program: Creating Community** Allow yourself to consider the possibilities...there is another way. We will discuss building community at work and why there is tremendous opportunity and value in creating meaning and belonging. Speaker: **Kathleen Bartholomew**, BS RN, presents at national conferences and recently published *Speak Your Truth: Proven Strategies to Improve Physician-Nurse Communication*.

**E-Commerce Solutions for Small Business** Do your clients ask you for advice about the financial returns to their businesses from investing in a company website? What are the ramp-up options for moving onto the web? How about those concerns around security, spammers, and internet scams? Hear from a pro who understands business, is thoroughly knowledgeable about Web technology, and is passionate about excellent customer service. Speaker: **Charles Hamilton**, Ph. D., is an experienced Web site designer, trainer, consultant and manager. Dr. Hamilton founded CHCS in 1985 as a communication, management and technical consulting firm. Hamilton has been producing Web sites since 1994 and brings together content, graphics, and navigation to produce effective Web sites. Prior to CHCS, Dr. Hamilton spent over 15 years in broadcasting, managing public radio stations in major cities, and managing the Corp for Public Broadcasting's training program. He has served on the faculty at several universities and colleges.



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**LOOKING FOR THEATER FANS**  
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Seattle Shakespeare Company (did you know we had a resident Shakespeare theater?) is looking for board members and volunteers with financial and accounting skills. Quickbooks skills handy, but not necessary to get involved. This is a scrappy non-profit theater with an active board - active in strategic planning, budgeting, and fundraising. We're heading into our 15th season, opening in October with Romeo and Juliet. If you are interested in joining the board or volunteering to help with reporting and QB issues, contact Mary Dickinson (current treasurer) at [mary.dickinson@bmrs.com](mailto:mary.dickinson@bmrs.com) or Larry Copeland (immediate past president and chair of the board development committee) at [larry.copeland@wachoviasec.com](mailto:larry.copeland@wachoviasec.com).

<p style="text-align: center;"><b><u>Next Journal Deadline:</u></b></p> <p><b>Wednesday, Aug 24, 2005</b></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 <b>Jan K Cobb</b> via e-mail at <a href="mailto:journal@aswaseattle.org">journal@aswaseattle.org</a>.</p>	<p style="text-align: center;"><b><u>Calendar of Events</u></b></p> <p><b>Aug 24</b>                    <b>Board Meeting – 5:15pm</b>  <b>Dinner Meeting-The New Bankruptcy Act,</b>  <b>Kenneth C Weil</b>  <i>College Club</i></p> <p><b>Sep 28</b>                    <b>Board Meeting – 5:15pm</b>  <b>Dinner Meeting- Latest on ovarian cancer –</b>  <b>Empowering women, Lynn Mandel, Ph.D.</b>  <i>College Club</i></p> <p><b>Sep 9-10</b>                <b>Fall Seminar, Seattle &amp; North Cascades Chapters</b>  <i>Best Western Exec Inn (Near Seattle Center)</i>  <i>Seattle, WA</i></p> <p><b>Sep 28-Oct 1</b>         <b>ASWA/ASWCPA Joint National Conference</b>  <i>Philadelphia, PA</i></p> <p><b>Oct 26</b>                    <b>Board Meeting – 5:15pm</b>  <b>Dinner Meeting-Scholarship Dessert Auction</b>  <i>College Club</i></p> <p><b>Nov 16</b>                    <b>Board Meeting</b>  <b>Dinner Meeting</b>  <i>College Club</i></p> <p><b>June 16-18, 2006</b>    <b>ASWA NW Regional Conference - Seattle, WA</b></p>
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<p style="text-align: center;"><b>ASWA Mission Statement</b></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;"><b>ASWA Claim Statement</b></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>
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