

Seattle Chapter Meeting Wednesday, October 22

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: Pan Seared Breast of Chicken

Dessert: Ice Cream Sundae with Cookie

Vegetarian Option: Roasted Vegetable Strudel

Members/Faculty	\$27.00
Guests	\$29.00
Students Members	\$19.00
Student Guests	\$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

Reservations deadline:

1pm, Thursday, October 16

Cancellations deadline:

noon, Monday, October 20

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

Wednesday, October 22

1 Hour CPE

Speaker: Dr. Kate Lancaster, CPA, Accounting Professor at Cal Poly, San Luis Obispo, and at The Bainbridge Institute

Topic: The Business Strategy of Sustainability and the Resulting Opportunities for Accountants

Kate will discuss the business case for sustainability and provide examples of businesses' response to climate change, consumer activism, legislation, the growing demand for "green products," and cost saving opportunities. She will provide examples of what a couple innovative businesses are doing and how they are measuring success. She will conclude by offering her perspective of opportunities for the accounting profession.

Dr. Lancaster is a Professor of Accounting and Sustainable Business at California Polytechnic State University, San Luis Obispo. She is also on the faculty of Washington's Bainbridge Graduate Institute where she teaches Sustainable Business Practices and Financial and Managerial Accounting, including classes on Triple Bottom Line and Research and Quantitative Methods. She has made numerous presentations including presentations to Association for the Advancement of Sustainability in Higher Education, The American Accounting Association's National and International Conferences, and Focus the Nation.

YWCA Dress for Success® For this year's annual drive they have requested non-clothing items because they are lacking accessories. Please bring any donations to the meeting. Dress for Success® has requested the following items: jewelry, purses, scarves, new make-up & hygiene products, watches & watch batteries, new pantyhose & undergarments, hair clips & accessories, briefcase, planners/agendas, shopping bags, soap/body wash, shampoo/conditioner or hair styling products.

Donate Your Old/Used Cell Phones to Dress for Success® Seattle! What an awesome and easy way to support this organization!! DFS will recycle them for cash to support their programs!



Calendar of Events

- October 13, 2008** **ASWA Tacoma: La Quinta Inn**
Speaker: David Roskoph, Total Asset Management
Topic: Can Capitalism Survive?
- October 16, 2008** **ASWA Spokane: Bank of America Building**
Fall Seminar – 8am - noon
- October 17 – 18, 2008** **ASWA Big Sky: Red Lodge, MT**
Fall Retreat
- October 21, 2008** **ASWA Bellevue: Coast Hotel Bellevue**
Speaker: Elizabeth Case, *Puget Sound Journal*
Topic: Getting the Info You Need from the Business Newspaper
- October 21, 2008** **ASWA North Cascades: Bob's Burger & Brew**
Speaker: Tony Pechthalt
- October 22, 2008** **ASWA Big Sky: Yellowstone Art Museum**
- October 22, 2008** **ASWA Seattle: Rainier Golf & Country Club**
Speaker: Dr. Kate Lancaster
Topic: Business Strategy of Sustainability
- October 28 – 30, 2008** **Joint National Conference: The Fairmont, Dallas**
- November 5, 2008** **ASWA Seattle Board Meeting: Southwest Plumbing**
- November 10, 2008** **ASWA Tacoma: La Quinta Inn**
Guest Night
- November 18, 2008** **ASWA Bellevue: Coast Hotel Bellevue**
Dessert Auction
- November 18, 2008** **ASWA North Cascades: Bob's Burger & Brew**
Speaker: Barry Meyers
- November 19, 2008** **ASWA Seattle: Rainier Golf & Country Club**
Speaker: Elisabeth Edelen, Cost Benefit of Emotions
New Member Tea: 5:30pm – 6:30 – Contact Jo Smitchger
- November 20, 2008** **ASWA Spokane: Red Lion Hotel at the Park**
Speaker: Jan Quintrall, Better Business Bureau
Topic: Background Screening
- December 11, 2008** **ASWA Spokane: Red Lion Hotel at the Park**
Dessert Auction
- December 12, 2008** **Fall Tax Seminar: Seattle University**
- December 16, 2008** **ASWA Seattle: Joint Meeting with Bellevue**
Speaker: Rick Sweeney
- January 11, 2009** **ASWA Seattle: New Member Tea**
- May 14 – 16, 2009** **NW Regional Conference: Lakeway Inn, Bellingham, WA**



Announcements

WE NEED YOU! WE NEED YOU! WE NEED YOU! First, we need you to support the Silent Auction at the Joint National Conference in Dallas, Texas at the end of the month by bringing an item and/or bidding on your favorite items. Suggestions for donated items include gift cards, jewelry, goody baskets and handmade crafts valued at \$100 or more. All funds from this auction will support our annual scholarships, including 2 - and 4 - year undergraduate scholarships as well as certification scholarships. You can bring your donation with you where it will be accepted at the conference registration desk, or you may ship it directly to the hotel at the following address: The Fairmont Dallas, Joint National Conference, Attention Hotel Guest Joseph Jordon, 1717 N. Akard Street, Dallas, TX, 75201. Download the 2008 Donation Form for details on how you can contribute.

http://www.mmsend1.com/ls.cfm?r=29680937&sid=4963188&m=580461&u=ASWA&s=http://www.aswa.org/files/public/2008_JNC_Commitment_Form.pdf

Second, we need your financial support! We are challenging each member to contribute a minimum of \$10 and each Chapter to contribute a minimum of \$100 this year to **The Foundation**. We know that the current economy has caused most of us to tighten our wallets but imagine going to college and not knowing if you will be able to return next year because you can't obtain a loan. Each year, your contributions are used to support individuals attending college and ASWA members who want to further themselves by becoming certified in accounting and finance disciplines. In 2008, The Foundation sponsored the first annual "Dress for Success" scholarship in the amount of \$500. We want to do more for individuals who are struggling but it's just not possible without your support! We know that normally a challenge means that you get something in return - well you will - the knowledge that you helped someone (possibly from your local area or region) obtain an education that might not happen without our assistance.

The Foundation communicates almost exclusively with its members via email. In accordance with the Federal Trade Commission CAN SPAM Act, we must provide all email recipients an option to "opt out." Please be aware that by opting out you will no longer receive any email from ASWA or the ASWA Educational Foundation. To opt out, please use the following link: unsubscribe@aswa.org.

Next Journal Deadline: Wednesday, October 22. 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.

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 if you can't find your member number.

ASWA LinkedIn Group Please visit our [LinkedIn page](#) and join our group to network with other ASWA members. Download instructions to join!

Worldwide Financial Talent Shortage Continues

by Noreen Florio noreen.florio@rhi.com

Having difficulty finding employees with the right mix of skills? If so, you're not alone. Accounting and finance organizations around the world are experiencing a talent shortage, according to the second annual Robert Half Global Financial Employment Monitor. The recently released report highlights results from a survey of more than 4,000 finance and human resources managers in 20 countries. Here are some key findings:

Hiring and Retention Challenges Persist. For the second consecutive year, more than half (56 percent) of respondents worldwide report problems locating skilled candidates in a wide range of job categories. Moreover, 58 percent of respondents globally are concerned about losing top employees in the near future, up sharply from 43 percent last year. Ninety-two percent of respondents in Hong Kong, for example, said retention is a major staffing worry. In the United States, 73 percent of managers expressed retention concerns. Employers Focused on Making Smart Hires. To avoid costly hiring mistakes, organizations are devoting significant time to the applicant evaluation process. Employers are interviewing leading candidates again and again and again. The global average was three interviews for staff-level positions, while every country reported at least three interviews for management roles. (In the United States, 21 percent of respondents conduct five or more interviews for management positions; 18 percent said five or more interviews are held even for staff positions.) Despite the attention paid to the interview process, companies have learned they can't take too long to make hiring decisions without risking losing promising candidates to competitors.

Project Professionals in Great Demand. More and more companies are staffing strategically, relying heavily on temporary accounting and finance professionals at all levels, says the report. When asked why, managers most often cited access to special skills that don't exist internally. "Provides a fresh perspective on the job and the company" and "Enables our company to quickly accommodate workload peaks" were the second and third most frequently noted benefits. But employers aren't just hiring interim professionals; they are using them for advanced functions. In 17 of the 20 countries, respondents reported that they've become more likely to hire project professionals at more senior levels in recent years.

To request a complimentary copy of the Global Financial Employment Monitor, please visit www.accountemps.com/EmployerFreeResources.

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 360 offices worldwide and offers online job search services at www.accountemps.com.



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

**Fall Tax Seminar 2008
 December 12, 2008 - Seattle University
 8 Hours of CPE**

You don't want to miss these great sessions. Mark your calendars now! Detailed information coming soon...

Preliminary Schedule:

Buying & Selling a Business – Janet Weisman - Harvest Capital Advisors; Robert Abbott - Principal, Harvest Capital Advisors; Bill Pearsall - owner, William Pearsall, PS

Community Property – Nancy Cahill - Attorney, Holman Cahill Garrett Ives Oliver & Anderson

Hedge Funds – Joe Canbern - Business Development Officer, Asset Summit Strategies

Passive Activity Losses – Donna Evered, CPA, JD, ASWA member

Tips To Help Your Clients Get Organized – Ginger Culver, Professional Organizer, member of NAPO

For more information contact: Valerie Moseley at valaccounting@yahoo.com 206-682-3177 x104
 or Eleanor Siverts-Akerman at eleanorsa@comcast.net 425-255-8842

**Joint National Conference
 October 28 – 30 Dallas**

Some of the topics/activities at the JNC:

Monday: Pre-conference Women's Leadership Academy

Tuesday: ASWA Chapter Exchange and By-Laws Forum; Keynote Speaker: Laura Wright, Southwest Airlines; Dynamic Excel Tips & Tricks; Tax Platforms of the Presidential Candidates; Welcome Reception; Kessler Walk for Humanity

Wednesday: General Session: The Accounting Profession in a Changing Global Landscape; Business and Accounting for Professional Sports; Financial Analysis and Presentation to Non-Financial Leaders; ASWA Annual Business Meeting

Thursday: XBRL Reporting; The Power of Certifications; How to Be an Effective Mentor; Evening Remembering JFK

Doesn't all this sound so exciting ☺ See what you are missing by not attending. There are also plenty of opportunities to talk to vendors (and pick up free things) as well as network with your peers.

If you are not attending this year, start thinking about attending in 2009.

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.