

**Seattle Chapter Meeting  
November 17, 2004**

College Club of Seattle  
505 Madison Street, Seattle, WA 98104  
Corner of 5th and Madison, downtown Seattle  
(206) 622-0624 for directions  
1 hour CPE

**Social Hour & Pre-dinner**

**panel discussion for students 5:30 pm**

**Dinner 6:30 pm**

**Speaker 7:30 pm - 8:30 pm**

**Entrée** Salad Bar & Pasta Bar with Chicken

**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 **5 pm Thursday, Nov 11**, in order to guarantee a spot. Standing reservations will apply. Cancellations must be made no later than noon on **Monday, Nov 15**. No-shows and late cancellations will be billed. Walk-ins are welcome. However, there is no guarantee a meal will be available.

**Please note the new reservation deadlines and the holiday dinner meeting schedule.**

For questions, please call **Diane Cunningham, Arrangements Chair, at (206) 467-8645** (ASWA voice mail) or e-mail at [arrangements@aswaseattle.org](mailto:arrangements@aswaseattle.org).

**November 17, 2004  
Dinner Meeting  
Student Night**

**PRE-DINNER PANEL DISCUSSION FOR  
STUDENTS 5:30-6:15**

Tina Schaaf  
**Navigating through the  
Interview Process**

Tina Schaaf is a Recruiting Manager for Robert Half International and has been with RHI for the last 8-1/2 years in various roles focusing most of her time in the permanent placement of Accounting and Finance professionals. Prior to joining RHI she was the Controller of an Eastside Sales/Service based company and throughout her accounting career she was exposed to everything from Real Estate Property Management to the fabrication of Cold Storage facilities. She has been a member of the ASWA for approximately 6+ years and has served on various committees. Recently she's been busy with motherhood duties. Tina has three children.

Tina will discuss how to successfully navigate through the interview process, sharing what is most important to employers in the marketplace today. She will be providing resources for resume' writing, the value of a network and of course, a dependable recruiter. Tina will also share what the marketplace looks like for a candidate in today's market and what to expect in 2005.



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

## President's Message November 2004

Greetings to Members,

Fall season is definitely here, I can feel it in the air and from having attended Fall Seminar at Chrysalis Inn and Spa on October 22 through 24. The Seminar was hosted by North Cascade chapter with their usual great hospitality in Bellingham. I earned 12 hours of CPE for all the interesting topics under the theme "Accounting for the Future"! Although I must confess that I was very tempted to go for spa appointment in place of class but that would be out of character for my accountant soul.

We continue to monitor relatively well against our goals. As of October 13, 2004 the Board approved eight new membership applications toward our 25 new members goal this year. According to National Headquarters, we have retained 83% of current members toward our goal of 90%. This number still need to be verified with our chapter's own dues reconciliation report. The last goal of 75% membership participation is measured at 42% as of mid October. You may ask how you can help the chapter meet the goals! First, make sure you renew your membership. Then get your friends and colleague to join ASWA. And if you have not attended a dinner meeting, please consider attending the November dinner meeting on November 17, 2004.

At the October Board meeting, we discussed going forward with simplifying our membership database management, starting next fiscal year, by utilizing National Headquarters' database and supplement with our own smaller database. Gina B. and Jan A. are working out the plan, in conjunction with our website, and will provide more information as we iron out the details. Meanwhile I continue to encourage all members to access National Headquarters' website at [www.aswa.org](http://www.aswa.org) and login to the "Members Only" section to review your member information and to update anything that is no longer current. You will need your membership number to log in. (It is on your dues invoice.) If you can't find that information, please contact me. As for this year's Yearbook, we are targeting distribution by November. It is not too late if you are interested in placing an ad in the Yearbook, please contact Gail H. at [yearbook@aswaseattle.com](mailto:yearbook@aswaseattle.com).

Something new we are trying out at Dinner Meeting is "Member Spotlight". Each month a member will be featured as a way to get to know her better. If you miss the meeting, you can catch up at the next dinner meeting as we will make available all previous Member Spotlight. Yes, you have to attend the meeting to find out more!

Some of us are getting ready to attend ASWA/AWSCPA Joint National Conference in Chicago from November 10 through 12. The theme this year is "The Joint Inspired Solutions Conference". We will have the ASWA Annual Business Meeting on Thursday November 11. If you have any thoughts, comments, or concerns that you wish for me to deliver to the National Board, please let me know by November 5.

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

Tonya Chin

[president@aswaseattle.org](mailto:president@aswaseattle.org)

206-467-8645, press 3



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**10th Anniversary Scholarship Dessert  
 Auction A Sweet Success!**

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Once again the many talents of our members were shown to fiscal advantage at the 10th Anniversary Scholarship Dessert Auction on Sept. 22nd. This is the time of year when we learn who knows her way around her kitchen, and who knows her local bakery or confectionery – both equally admirable traits for this festive evening. Attendance was up a little bit, and the number of desserts, fabulous to a crumb, was down a little, but our members and guests challenged, cajoled, dickered, bluffed and allied themselves according to his/her particular taste and spent their dollars on their hearts’ sweet desire.

Was there sufficient to go ‘round? You bet! We had pies, tortes, tarts, cheesecakes, brownies, lemon and other-flavored bars, upside down and right-side up cakes, cookies, candies, cream puffs and éclairs. And then there were baskets of goodies, a cookie jar (yep, full), shortbreads, and contemporary delicious, and healthy-for-you, fruitcakes. There were nuts – from pecan to coco. Did I mention chocolate? Inside, outside, filled, frosted, drizzled, toffee’d, dipped, and promised. Is that all, you say? That was just the list for the silent auction.

When we went live, our cake models (Becca Hall – Patricia Angell’s daughter, and Carol Eisenhauer) showed off to fine advantage the works of 5 bakeries: Empress of Desserts, the Queen Mary Tearoom, Schwartz Brothers, Grazie, and Pasta & Co. I think everyone will agree that the proffered items tasted every bit as good as they looked, and then some! When you visit these providers, please let them know you learned of them at our Scholarship Dessert Auction.

We’ve raised a total of \$9,433(gross) thus far, thanks to your generosity. We hope to top that magical \$10,000 figure before calendar year-end, so we continue to gladly, and gratefully, accept your checks. Please mail your donation, made payable to either the ASWA Scholarship Fund or the ASWA Scholarship Endowment Fund, to: Kathy Clark, 7740 – 196th St SW, Unit 20, Edmonds, WA 98026.

Thank you to all who helped with the advanced mailing, the set-up, the clean-up, decorations, baking or otherwise creating, purchasing, tasting, delivering, etc. Your efforts contributed greatly to the success of the evening. Kathy Clark coordinated the entire evening – **thank you, Kathy!**

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**Speaker Notes**

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Roberta Goodnow, Vice President of Gift Planning at The Seattle Foundation gave a presentation at the October dinner meeting. Entitled, "A Tale of Two Families", she used two family examples to discuss ways to talk to your family and/or to your clients about charitable giving. If a parent or other relative communicates with their family regarding money and philanthropy during the younger years it helps to build family communication, leave a legacy and gives back to the community.

She also discussed the benefits of using a donor advised fund or an area of interest fund while having the assistance of the community foundation to help the family identify local charities and needs here in King County.

You can find complete information about the Seattle Foundation at <http://seattlefoundation.org/>. We thank Roberta for coming to tell us about the services and programs of the Seattle Foundation.

**HAPPY THANKSGIVING**

Please remember that the dinner meeting is moved up a week to accommodate the holiday schedule.

Also, note that the December Meeting is on Tuesday in Bellevue.



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## Seattle Scholarship Endowment Fund Annual Report

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### **ASWA Seattle Chapter No. 9 Scholarship Endowment Fund Annual Reports for the years ended June 30, 2003 and 2004**

The ASWA Seattle Chapter No. 9 Scholarship Endowment Fund was established to encourage, receive and administer gifts in perpetuity for the purpose of endowing scholarships for college and post-graduate studies in the field of accounting.

During the fiscal year ended June 30, 2003, the fund received \$7,604 in permanently restricted donations. Of this, \$1,951 was raised at the annual scholarship dessert auction, \$550 was received from various sources during the year, and \$103 was contributed by the members of the Northend Tax Roundtable. In addition, \$5,000 was received at a special fundraising luncheon in November 2002, honoring donor Helen Basso and featuring speakers Dorothy McKay, Susanne Lindsley, and scholarship recipient Ruth Vera.

During the fiscal year ended June 30, 2004, the fund received \$35,334 in permanently restricted contributions. A total of \$32,347 was received at the distribution of the Ray McKay Testamentary Trust, created by Dorothy McKay's husband. In addition, \$670 was received during the year, and \$2,317 was raised at the annual scholarship dessert auction.

The Scholarship Endowment Fund earned \$1,387 and \$1,250 during the years ended June 30, 2003 and 2004, respectively, which will be transferred to the Chapter's scholarship fund.

Contributions, made payable to ASWA Scholarship Endowment Fund, may be sent to the chapter treasurer or to Carol Watson, trustee, 600 University Street, Suite 2828, Seattle 98101.

Respectfully submitted,

Carol Watson, Trustee  
Teri Kertson, Trustee  
Donna Evered, Trustee

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## What's YOUR Weakest Link? Building a Strong Job-Search Chain

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A chain is only as effective as its weakest link-and you don't know which link is weak until the chain is tested. If your job search is falling short, one of your job-search skills may be the weak link. By analyzing your chain of job search skills, you can build a stronger chain, one that can stand up to any test.

There are three critical links in your job search chain. Consider each of them carefully to determine your weakest link, then work to strengthen that link.

### **Link #1: Resume and Cover Letter**

If your resume and cover letter aren't attracting attention and generating interviews, this may be your weakest link. A quality resume should:

- Sell your best transferable skills
- Support those skills with bottom-line impacts and achievements
- Be easy to understand at a glance, without dense reading
- Have an easy-to-read format with a clear outline
- Not typecast you into an industry or job you are trying to leave
- Focus on only one career objective

An effective cover letter should:

- Support-but not repeat-the resume
- Not sound like a form letter
- Not start every sentence with "I," "Me," or "My"
- Focus on the hiring motives of the reader

If your weakest link is your resume and cover letter, you may want to consider investing in a professional resume writer. Many of them have experience in Human Resources and recruiting, so they know what hiring managers are looking for and the best way to present that information.

### **Link #2: Resume Exposure**

Even the best resume will fail to generate interviews if it doesn't reach a wide enough target audience. To a certain degree, generating interviews is a numbers game. If the resume is effective to begin with, then the more resumes you send out, the more interviews you will win.

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How much exposure is enough for your resume? The answer is subjective, but you'll definitely increase your exposure by using the following methods and online tools:

- Post your resume on numerous job boards (i.e., more than two or three)
- Distribute your resumes using a reputable online resume distribution service
- Proactively mass-target your resume to prospective employers
- Proactively send your resume to a wide audience of recruiters
- Identify numerous job boards that target your specific industry or occupation (again, more than two or three)
- Use job board profile options to have job postings emailed to you on a regular basis
- Utilize your existing network or build a stronger network of industry and occupational contacts to uncover job leads

If resume exposure is your weakest link, then you might benefit from the expertise of a career coach to help guide you in better job search strategies. A career coach can assist you in building a campaign to gain maximum exposure for your resume.

### **Link #3: Interview Skills**

If your resume is fine and you are getting plenty of first interviews-but no second ones-then your interview skills may be your weakest link.

To analyze the strength of your interview skills, ask yourself the following:

- Have I adequately researched this company prior to the interview?
- Am I prepared to answer tough questions?
- Do I know what questions they might ask, or do I find myself stumped by questions I didn't expect?
- Do I know what kinds of questions to ask in order to gain insight into important hiring motives?
- Do I know how to uncover any concerns that might prevent a job offer?
- Am I a good interview "closer"?

If interview skills are your weakest link, you'll receive more job offers by investing in interview coaching with a career expert.

By strengthening each link of your job-search chain, you'll avoid months of frustrating, ineffective effort. With each link strong enough to support your career objective you'll win your dream job with confidence.

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**The Quilt Project**  
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Please contact either Rachel Petrich or Diane Cunningham to RSVP and get driving directions to help at the quilting sessions over the next couple of months. They are open to all who are interesting in learning about this incredible process, not to mention that the proceeds from the raffle will benefit the Scholarship fund.

**Raffle tickets are currently on sale for \$1** each from all Quilt Committee members. All proceeds benefit the ASWA Seattle Chapter Scholarship fund. The drawing will be held at the **January, 2005** Seattle Chapter Dinner meeting. Your support for this project and the personal growth it allows is greatly appreciated. The Scholarship recipients will also thank you.

Rachel Petrich  
 Accountant  
 University Village  
 quilt@aswaseattle.org

<p><b>Next <i>Journal</i> Deadline:</b>  <b>Wednesday, November 17</b></p> <p>The <i>Journal</i> is published monthly by the Seattle Chapter of the American Society of Women Accountants to serve its members' interests. 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>Calendar of Events</b></p> <table border="0"> <tr> <td style="vertical-align: top;">Nov 9</td> <td><b>Working Together Symposium Joint with the IRS</b> <i>Seattle Center</i></td> </tr> <tr> <td style="vertical-align: top;">Nov 10-12</td> <td><b>ASWA/AWSCPA Joint National Conference</b> <i>Chicago, IL</i></td> </tr> <tr> <td style="vertical-align: top;">Nov 17</td> <td><b>Dinner Meeting - Student Night</b> <i>College Club</i></td> </tr> <tr> <td style="vertical-align: top;">Dec 10</td> <td><b>Tax Seminar Joint with Seattle University</b> <i>Seattle University</i></td> </tr> <tr> <td style="vertical-align: top;">Dec 14</td> <td><b>Joint Meeting with Bellevue Chapter (Tuesday Night)</b> <i>Bellevue</i></td> </tr> <tr> <td style="vertical-align: top;">Jan 26</td> <td><b>Dinner Meeting-Program-Tax Update</b> <i>College Club</i></td> </tr> </table>	Nov 9	<b>Working Together Symposium Joint with the IRS</b> <i>Seattle Center</i>	Nov 10-12	<b>ASWA/AWSCPA Joint National Conference</b> <i>Chicago, IL</i>	Nov 17	<b>Dinner Meeting - Student Night</b> <i>College Club</i>	Dec 10	<b>Tax Seminar Joint with Seattle University</b> <i>Seattle University</i>	Dec 14	<b>Joint Meeting with Bellevue Chapter (Tuesday Night)</b> <i>Bellevue</i>	Jan 26	<b>Dinner Meeting-Program-Tax Update</b> <i>College Club</i>
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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>												