

The **ASWA** *Journal*
Seattle

Volume 57 Issue 5

<http://www.aswaseattle.org>

November 2005

**Seattle Chapter Meeting
Wednesday, November 16, 2005**

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

Social Hour/Panel Discussion 5:30 pm
Dinner 6:30 pm

Menu

Salad Entrée College Club Salad Supreme
Veal Parmesan – or –
Stir-fried Vegetables (Vegetarian
option)
Sides Fettuccini Noodles, Green Beans
Almandine
Dessert Chocolate Sundae

Members	\$25.00
Guests	\$27.00
Students	\$10.00
Faculty	\$10.00
Coffee Only	\$ 3.00

Reservations, even if selecting the coffee only option, need to be made by **1 pm, Thursday, Nov 10**, 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, Nov 14**, before the meeting. No-shows and late cancellations will be billed. Walk-ins are welcome but with no meal availability guarantee.

**Wednesday, November 16, 2005
Dinner Meeting**

STUDENT NIGHT

Door prizes - \$250 in Nordstrom gift certificates and other goodies!!!

**Pre-Dinner Panel Discussion
5:30 - 6:15 pm**

A group of ASWA members will discuss the various types of accounting careers and their diverse career paths. Come early and hear our panelists!

**"Landing Your Dream Job in a
Competitive Marketplace"**

Dinner Speaker: Tamera Wachter

Here's your chance to learn how to successfully navigate through the job search process in the ever-changing job market.

Our guest presenter will be Tamera Wachter, a Division Director and Recruiter for Robert Half Finance & Accounting of Seattle. She began her career with Robert Half International in 1995 and has held various management roles over the past 10 years. Tamera attended St. Martin's College of Olympia, pursuing her degree in Accounting with a minor in Finance.

Invite your favorite student with this invitation



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

President's Message November 2005

Each month we will feature a table topic at our dinner meetings, which will serve not only as an icebreaker amongst the members and guests at the table, but also give some feedback to the Board and the Strategic Planning Committee for the future direction of the Seattle Chapter of ASWA.

The August table topic was: given declining membership, declining dinner meeting and CPE attendance – and increased competition for your CPE dollars, how can the Seattle Chapter of ASWA maintain its financial or fiscal viability?

One table surveyed themselves as to why they continued as members, what benefits they derived from membership, or why they attended that particular meeting if a quest. Another table suggested we improve search engines' ability to locate us; market our ASWA chapter to other organizations (women and/or accounting focused); more widely distribute our ASWA Seattle and National brochures. One table thought we ought to sell the building of leadership skills in a safe environment (public speaking, networking, etc.). Another suggested we target smaller businesses and/or the isolated accountant/bookkeeper, where resources are thin and networking with peers is limited. All are great ideas.

I see a fundamental challenge here. This is a volunteer organization and we do not have enough volunteers currently to effectively recruit and retain members, expand our contacts and market our Organization, and meet the needs and expectations of our members. We're spreading the effort over too few people. Please consider how you can help!

Every member needs to be a good ambassador for ASWA. Every member needs to work on recruitment or staying in touch with member-friends -- talk to them, ask questions; find out how ASWA can help. Tell them about the ASWA resources (job bank, roundtables, CPE, camaraderie, interacting with peers, etc.). Find out why they have stopped coming to dinner meetings.

Seattle Chapter is currently the only chapter across the country with over 100 members. When I joined in 1987, Seattle had nearly 300 members. In 2005, at least 38% of the chapters have fewer than 30 members. Seattle members have high expectations and high standards. Many other chapters look to us for ideas and solutions to help them combat their dwindling numbers and declining revenues. We need to address the same issues.

John Wooden, long-time basketball coach at UCLA, offered his students, players and family many maxims. Here's one from the coach's corner: Make each day your masterpiece!

Let me know how I can help.

Liz Pray
president@aswaseattle.org



Speaker Notes-October

Dessert Auction News

No Speaker due to the 11th annual Scholarship Dessert Auction. While we wait for the final tally, go to Dessert Auction News at the website and enjoy the photos of attendees and desserts.

Scholarship Application Deadlines

2006-2007 School Year

April 30, 2006 is the application deadline for ASWA Seattle Chapter 2006-2007 Scholarships.

Details of the ASWAEF 2006-2007 scholarships are not currently available. Please check the website later for details

Scholarship winners for the year 2005-2006

Since its inception, the ASWA Seattle Chapter has awarded over \$130,000 in scholarships to accounting students. Congratulations to the award winners for the 2005-2006 school year:

- Jennifer de Leon (Seattle University)
- Tracy Ray (Central Washington University)
- Lisa Thompson (University of Washington)
- Martha Kendall (Western Washington University)

Tacoma & Bellevue Dessert Auctions
Joint Meeting Seattle/Bellevue

Tacoma Public Relations Night and Dessert Auction

November 14, 2005

In addition to the regular program there will be a "silent" dessert auction for the Scholarship Fund.
 Speaker: Judy Love, Director of Marketing and External Affairs, WSCPA
 Topic: Speaking Under Pressure

Location: LaQuinta Inn, 1425 E 27th St, Tacoma WA
 Networking begins 5:30p.m., Program and Gala Buffet
 from 6-8p.m., \$24 per person.
 Reservations: Denise Housman (253) 851-4696 ext 135 or
 email denise_housman@yahoo.com

Bellevue Chapter Dinner Meeting and Scholarship/Education Dessert Auction

November 15, 2005

Coast Hotel (Formerly Greenwood Inn)
 116 Ave NE (Near NE 8th St)
 Bellevue

Seattle Dinner Meeting - Joint with Bellevue Chapter

December 21, 2005

College Club
 Seattle, WA

ASWA NW Regional Conference
 June 16-18, 2006 - Seattle, WA



Is It Time To Update Your Resume?

The motto “Be prepared,” isn’t just great advice for Boy Scouts; it’s also great career advice. You never know when the perfect career opportunity will present itself. If a recruiter called you today with your dream job, would you be prepared to send out an up-to-date resume right away? There are four critical times to update your resume:

- At least once a year
- Any time your career focus changes
- When you anticipate layoffs with your company
- When you begin to feel dissatisfied with your current position

1. Update your resume every year. This is where many people fall short. When that recruiter calls with the perfect job, you may suddenly find your resume is years out of date, and you’ll have to scramble to catch up.

Keep your resume current by including your best accomplishments each year. Don’t count on your memory to recall everything you achieved in years past! You are likely to overlook critical achievements and contributions. If you need assistance, a resume coach may be able to help you through the process with some targeted questions on your most recent jobs.

2. Update your resume when your career focus changes. If you want to change your career path, then you also need to change your resume. There are several ways to shift the focus away from your current job and toward your new career.

By focusing on the skills that will be useful in your new career, you can position yourself as a stronger candidate for the job. Highlight those transferable skills in your new resume, bringing them front and center.

In addition to highlighting your transferable skills, shift your list of accomplishments to support those skills. Accomplishment statements give credibility to transferable skills and prove your ability to cross industry or occupational lines. Well-crafted accomplishments make a big difference in whether you win the interview or are passed over.

Finally, be sure you understand your audience. As you shift career focus, it is critical to understand the hiring motives of your target market. Use your resume as an effective selling tool by correctly anticipating the recruiter’s “wish list” for great job candidates.

3. Update your resume when you anticipate layoffs within your company. A harsh reality of today’s economy is the need for corporate downsizing. Layoffs and losses are becoming more and more common. But you can prepare for any worst-case scenario by keeping your resume up-to-date.

Don’t make the mistake of being overly optimistic. It’s safer to assume that you are on the “out” list. Most people who get caught unexpectedly in a layoff thought they were indispensable to their employers. You might be important or well liked, but remember that the bottom line always has a louder voice than you do. Get your resume ready as soon as you see any indications that downsizing is on the way.

Don’t mistake company loyalty for a fear of change. Often employees would rather take their chances with a potential layoff than make proactive steps toward finding a new job. Once they’re laid off, it’s already too late. Remember, as a candidate, you are always more marketable while still employed. Avoid this trap and start your job search early with self-marketing tools (resume and cover letter) that are up-to-date and top quality.

4. Update your resume when you are dissatisfied with your current position. Job dissatisfaction leads to feelings of frustration, worthlessness, and often hopelessness. But there is no reason to stay in a job you hate. Being prepared with an updated resume can help you feel better in your current job. When you have a really terrible day at work, you can respond to job opportunities that same evening with confidence in your up-to-the-minute resume. Taking proactive steps toward a new career will give you back your optimism and self worth.

If it’s time for you to update your resume, first decide whether your resume requires a simple update or a complete rewrite. If you have been using the same resume format throughout your career, it’s possible that you have outgrown the old look. What your resume promoted ten years ago may not be appropriate or significant for your career choices today. And if you’ve simply been “tacking on” to your old resume, it may start to resemble a house with too many additions, with little sense or direction.

A professional resume critique can help you decide exactly what you need to move forward. A well-written resume can make an incredible difference in:

- The length of time it takes to make your career move
- The quality of your next position
- The income potential of your next position

Your resume is your best sales tool in finding a new job, and it deserves the investment of your time and commitment. With a little extra effort now, you’ll be prepared for anything that comes your way—and be well on the path to your next great job.



American Society of Women Accountants
 Box 237
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ASWA Seattle
2005-2006
Officers, Directors & Chairs

Position	Name	email prefix*
President	Liz Pray	President@
President-Elect	Jana Helmuth	Presidentelect@
Secretary	Janet Stebbins	Secretary@
Treasurer	Diane Cunningham	Treasurer@
Immediate Past President	Tonya Chin	PastPresident@
Administrative Committees:		
By-Laws		
Finance		Finance@
Strategic Planning	Rhonda O'Leary	Strategic@
Historian		
Scholarship Policy	Pat Angell	
	Mary Anne Schmitt	
Endowment Fund Board	Teri Kertson, Susanne Lindsley	
Marketing - Director/VP		
Membership	Sharon Lee	VPMarketing@
Marketing		Membership@
Scholarship		Marketing@
		Scholarship@
Communications - Director/VP		
Arrangements	Gina Bourgeois	VPCommunications@
Newsletter	Nina Buffington	Arrangements@
Employment/Opportunities	Jan Cobb	Journal@
Yearbook	Nina Buffington	Employment@
Database		Yearbook@
Technology	Jan Augustin	Updates@
Website	Kerry Hughes	Technology@
	Susan Goegebuer	Website@
Professional Develop. - Director/VP		
Program		VPDevelopment@
Fall Seminar 2005	Gina Bourgeois	Program@
Regional Conference 2006	Tina Polf & Susan Goegebuer	FallSeminar@
Community Service		NWRC06@
		CommunityService@
Seattle Directors At Large:		
Northwest Area Director	Eleanor Siverts-Akerman	AreaDirector@

*email prefixes are followed by: aswaseattle.org



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COMPLIMENTARY BUSINESS BREAKFAST

Sarbanes-Oxley Business Breakfast
Sarbanes-Oxley Year Two Update: Rebalancing Internal Audit
 Thursday, Nov. 17, 2005 7:30 a.m. to 9:30 a.m.

Crowne Plaza Hotel, Downtown Seattle
 Carlsbad Room, Lower Lobby Level
 113 6th Ave
 Seattle, WA 98101

RSVP by Wednesday, Nov. 9, 2005 to Johanna Combo at 206-749-0960 x227 or johanna.combo@rhi.com
 This event is complimentary. Space is limited.

Next Journal Deadline:

Wed, Nov 16, 2005

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") and send to Jan K Cobb via e-mail at journal@aswaseattle.org.**

Calendar of Events

- Nov 16 **Board Meeting – 5:15pm**
Dinner Meeting-TBA, Annual Student Night
College Club
- Dec 21 **Board Meeting – 5:15pm**
Dinner Meeting-TBA, Joint with Bellevue Chapter,
College Club
- Jan 25 **Board Meeting – 5:15pm**
Dinner Meeting-TBA, College Club
- Feb 26 **Board Meeting – 5:15pm**
Dinner Meeting-TBA, College Club
- Mar 22 **Board Meeting – 5:15pm**
Dinner Meeting-TBA, College Club
- Apr 26 **Board Meeting – 5:15pm**
Dinner Meeting-TBA, College Club
- June 16-18, 2006 **ASWA NW Regional Conference - Seattle, WA**

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.