

**Seattle Chapter Meeting
 Wednesday, December 21, 2005**

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

Social Hour 5:30 pm
Dinner 6:30 pm

Menu

Salad Entrée Spinach & Bacon Vinaigrette
 Salisbury Steak – or –
 Vegetarian Pasta (Vegetarian option)
Sides Baked Potato, Parslied Baby Carrots
Dessert German Chocolate Cake

Members	\$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, Dec 15**, 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, Dec 19**, before the meeting. No-shows and late cancellations will be billed. Walk-ins are welcome but with no meal availability guarantee.

**Wednesday, December 16, 2005
 Dinner Meeting**

Joint meeting with Bellevue Chapter, ASWA

Historic Preservation Tax Credit

1 Hour Technical - CPE

Steven Mathison, of the WA Dept of Archeology and Historic Preservation.

The Federal Historic Preservation Tax Certification Program is one of the most useful incentives for encouraging preservation of the state's historic resources. The program fosters private sector rehabilitation of historic buildings and promotes economic revitalization as well as providing a strong alternative to government ownership and management of such historic properties.

Jointly managed by the National Park Service and the Internal Revenue Service in partnership with State Historic Preservation Offices, the Historic Preservation Tax Incentives program rewards private investment in rehabilitating historic buildings. Prior to the program, the U.S. tax code favored the demolition of older buildings over saving and using them.

Stephen Mathison will share more about the tax incentives program. He has a degree in Architectural Engineering from WSU and an Art History Degree with an emphasis on architectural history from the UW. Mr. Mathison has worked for the Pierce County Planning Department and was involved in the first survey of historic properties in King County. He has served as the "Restoration Designer" and "Historical Architect" for what is now the Washington State Department of Archaeology and Historic Preservation for 25 years. He is a member of the Washington Trust for Historic Preservation and the National Trust for Historic Preservation, and has built his own house on Puget Sound west of Olympia.



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

President's Message December 2005

Why did you join ASWA? What was it that we offered you in the beginning that continues to benefit you? What did you discover at ASWA-Seattle that was perhaps unexpected yet beneficial? What skills, knowledge and attributes have you acquired or honed here at ASWA?

And how have your needs changed over the years of your membership? **What is it that you currently seek which will keep you active in the Chapter and maintain the value of your membership?**

And if we don't currently offer what it is you seek, what are you doing about it?

Janet S. and others, who did not wish to travel all the way up to the North end Tax Roundtable (currently meeting at the Greenlake PCC), decided to form a South end Tax Roundtable in conjunction with members of the Tacoma Chapter of ASWA.

While chatting at the annual planning meeting in July, Mary F. and Carol W. determined that there was sufficient interest to charter a Not-Profit Roundtable.

If you're looking for a job, have you tried exploring the *Opportunities* section of the ASWA Seattle website – a benefit reserved for members only?

At the recent Student Night, members in attendance had the chance to meet with some of our less experienced and prospective members. Of the four students at our table, 2 were looking for jobs in public accounting (one of whom already had 10 years experience in hospital accounting); the other 2 were looking to start their own businesses (one a nightclub, the other Italian imports). Both sets of students felt ASWA offered exposure to a wide variety of member talents and experience, possible mentors, and the ability to network - nationwide. ***If these bright young women could discern that kind of value in a matter of an hour of conversation, what is it that you are missing out on by not being an active member?***

Come back to ASWA-Seattle for a visit. I think you'll like what you see, and decide to get involved. You are in charge of the benefits you reap from your membership!

John Wooden's lesson for today: do not permit what you cannot do to interfere with what you can do.

Let me know how I can help.

Liz Pray
president@aswaseattle.org

**Dinner Meeting Minutes &
 Speaker Highlights-November**

- I. Announcements – see page 5 and website
- II. Student Night--Coordinated by Mary Fisher and Cynthia Masterson
 Panel Discussion: 5:30 - 6:15 pm
 Representatives from different fields of the accounting profession hosted a panel discussion to introduce students to the pros and cons of varying career paths:

Stephanie Doenges	Public Accounting
Rachel Petrich	Private Industry
Sharron O'Donnell	Non-Profit
Linda Saunders	Forensic Accounting
- III. Student Night activities commenced with drawings for \$100, and 3-\$50 gift certificates to Nordstrom's, commuter mugs, insulated lunch carrier, etc. – all of which were donated.
- IV. Speaker: Tamera Wachter, Recruiting-Division Director, Robert Half Int'l
 Topic: "Landing Your Dream Job"
 - The typical accountant is on the job an average 3 – 7 years.
 - Networking is the single most important job seeking skill to cultivate—one must be willing to step out of their comfort zone. 2/3 of all positions are found through networking.
 - The job market is currently excellent for accountants.
 - Tips for the job search:
 →Identify your strengths (interest + abilities = strengths)
 →Differentiate yourself
 →Practice CAR: Challenge, Action, your interviewer who you are and what you are

**Highlights,
 continued**

looking for.

Response

→Develop effective networking skills. Join professional groups, investigate professional sites on the internet, grow your contact list, and schedule informational interviews.

→Cultivate effective resume writing and interviewing skills. Remember that the sole purpose of a resume is to get the interview, and that the interview is a two-way process.

→Perfect the "Elevator Pitch"—the 30-second "tell me about yourself" spot that tells →Take the time to research companies for whom you would like to work.

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

Do you want to be a sponsor at the NW Regional Conference?

Or Do you know someone who would?

Contact Sharron O'Donnell at NWRC06@aswaseattle.org for more information.



Avoid the Top Three Cover Letter Mistakes!

As a career coach and professional resume writer, I'm often asked "How important are cover letters to my job search?" My answer is, "It depends on how long you want to search for your next job." If you are in no hurry to get interviews, then don't worry about your cover letter. The fact is I've never met a job searcher who wants to have a painfully slow job search. The whole point of sending out resumes is to get multiple interviews as quickly as possible. But many job seekers still unwittingly sabotage their efforts by using substandard cover letters. Instead of helping you, your cover letter may actually be hurting your job search.

For fast job search results, make sure to avoid these top three cover letter mistakes:

- Not understanding the hiring motives of your audience
- Repeating rather than introducing your resume
- Overuse of the word "I"

1. Not understanding the hiring motives of your audience

There are three basic audiences that a job seeker sends his/her resume to: executive decision-makers, resume screeners, and third-party recruiters. Each of these groups has its own hiring motives. Executive decision-makers are looking for candidates who will have a significant impact on bottom-line initiatives, such as time saved, income generated, revenue built, etc. Resume screeners are searching for candidates who directly match the lists of qualifications in the job description. Third-party recruiters are looking for selling points to help position you as a top candidate. Knowing these hiring motives will help you craft your cover letter specifically to catch the attention of your particular hiring audience. By appealing directly to the reader, you are creating an immediate bond that will make you a stronger candidate.

2. Repeating rather than introducing your resume

Repeating the exact same things you wrote in your resume is one of the most common cover letter mistakes. No one wants to read the same thing twice. By the time most people have finished writing their resume, they feel that they have run out of ideas and just cut and paste to create a cover letter. Instead, the cover letter should be what sells the reader on your skills. Like the jacket-cover introduction to a good book, the cover letter should give the reader a taste of the great things to come and encourage them to read more. If you don't have any idea what your top skills are and how they will help the company, neither will your reader. Take the time to craft the right words and statements to make your skills shine.

3. Overuse of the word "I"

A cover letter that begins nearly every sentence with "I" is as boring as a conversation with someone who only talks about himself. That kind of person one avoids at all costs. Is that the way you want your reader to see you? Focusing all the attention on yourself may seem like a good way to sell your skills. But it can also reflect lack of interest in the company, in the job, and in making a real contribution to that workplace. There's a good balance to be drawn between selling yourself and selling what you can do for the company. Creating variety in the sentences of your cover letter is an easy way to show your interest without being self-centered. By shifting the emphasis to the recipient/company—and away from yourself—you can prove that your main interest is not just in winning the job but also in doing it effectively. Try to rewrite sentences that start with "I," "me," or "my," to start with "You," or "Your." Show how you can make a difference for them.

A cover letter that is poorly written may cause your resume to be ignored. But a well-crafted cover letter will invite and encourage the reader to take a closer look at your resume. You'll make a positive first impression before your resume is even opened. Rather than making your cover letter an afterthought, take the time to really consider the type of presentation your cover letter will make. If your resume isn't winning you job interviews, consider hiring a professional resume writer to help. It's true what they say: You never get a second chance to make a good first impression.

Deborah Walker, CCMC
Career Coach ~ Resume Writer
Find more job-search tips and resume samples at:
www.AlphaAdvantage.com
Email: Deb@AlphaAdvantage.com



ASWA Announcements

Fall Seminar 2005, orchestrated by Gina Bourgeois and her committee members, was a resounding educational and fiscal success. All the presenters and the facilities received high marks this year. The North Cascades and Seattle Chapters will each net about \$800 from the conference net profit.

Nov. 30, 2005, Mary Sheard, Tacoma Ch. Pres., will be piloting her van of interested ASWA members on a **road trip to Portland** in support of their not-yet-chartered chapter. Mary expects to depart Tacoma area about 3:30pm, Wed, the 30th; and return to Tacoma about 1:30am. At this time there's room available if you're interested in the ASWA chapter formation process. I will be representing the Seattle Ch., and am assured that these trips are always grand fun. Please contact Mary Sheard via e-mail at: Olalla@aol.com if you are interested.

Board meeting December 21st, 5:15pm, College Club (expectation: 30 minutes, so time available to network & socialize)



 Scholarship Dessert Auction a Resounding Success

Our 12th Annual Scholarship Dessert Auction cracked that \$10,000 ceiling thanks to all the donors, bakers, sponsors, and underwriters. Patricia Angell, chair of the event, reports that she is still tracking down sponsors and underwriters, but it looks like the final number might be in the range of \$11,500.

Thank you so much, Everyone!

Next Journal Deadline:

Wed, Dec 21, 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 single spaced with no tables, boxes or irregular formatting) and send to Jan K Cobb via e-mail at journal@aswaseattle.org.**

Calendar of Events

- | | |
|-------------------------|---|
| Dec 21 | Board Meeting – 5:15pm
Dinner Meeting-Historic Preservation Tax Credit, Steven Mathison, WA Dept. of Archeology & Historic Preservation,

<i>Joint with Bellevue Chapter, College Club</i> |
| 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, <u>2006</u> | 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.