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**LOCAL WEBSITE**

**PRESIDENT'S MESSAGE**

Hello Everyone!

It is hard to believe that another tax/audit season is about to be history. I hope you all have some well-deserved get away plans for after the 15<sup>th</sup>! But, if you will be in town, don't forget to practice your swing at our golf social on **Monday, April 21<sup>st</sup> at 5:30pm at the Glen Annie range**. Wine and cheese (and a great time) are guaranteed!! (Also, please note, that we will be having our **Board Meeting on Wednesday, April 24<sup>th</sup>** at Walpole & Co., starting at 5:30pm.)

What fun we had at the March meeting held at the ol' Rusty's Pizza on Carrillo. **Rafelle Glatter of the IRS** not only gave us the facts, but charmed us with her personality. IRS and personality?! Yes. She was fabulous. Thanks, Rafelle.

**Need See's, call Barb.** **Barbara Shaw** has a few more boxes of See's Candy to sell. Please contact her at [bjshawsb@cox.net](mailto:bjshawsb@cox.net). A big thanks to Barbara for organizing this fundraiser for our Scholarship Fund!

The **Nominating Committee** is still looking for a few good wo-men ...to be a part of our great local team for the 2003/2004 year starting this June. Show your leadership skills by contacting either **Barbara Shaw** ([bjshawsb@cox.net](mailto:bjshawsb@cox.net)), **Sherri Mauler** ([sherri@cdllp.com](mailto:sherri@cdllp.com)) or **Pam Lombardo** ([plombardo@housing.ucsb.edu](mailto:plombardo@housing.ucsb.edu)).

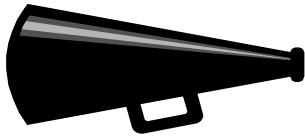
Save the date! **Monday, May 12th at the University Club** will be the site of our monthly meeting commonly known as **P.R. (Public Relations) Nite**. It's the night many of our local groups come together. And we will have **Alan Hopkinson** address our big group about 'Fraud'.

See you all after the 15<sup>th</sup>!



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## SANTA BARBARA CHAPTER ANNOUNCEMENTS

**SEE'S CANDY still available!** If you haven't picked any up to sell for our Scholarship Fund, please call or email Barbara Shaw at 961-7776 (office), 968-3961(home), barbara.j.shaw@gm.com, bjshawsb@cox.net.

**Deadline for May newsletter is Friday, April 25.** Contact Paige at ladyconst@aol.com or call (805) 388-7244.

**You are encouraged to share your expertise and submit half page and/or full-page articles of interest.**

Jane E. Russell, CPA has become a partner at MacFarlane, Faletti & Co. LLP in Santa Barbara, CA. She has been the firm administrator for the past year and an employee of the firm for the last 15 years. She oversees the small business portion of the practice, specializing in restaurant, compilation and agreed upon procedure engagements, as well as income, payroll, sales, property tax and other informational reporting. Jane holds a Bachelor of Science degree in Business Administration from Clarion University of Pennsylvania. She is a member of the AICPA, CA Society of CPAs, American Society of Women Accountants, The University Club and MENSA. Congratulations, Jane!

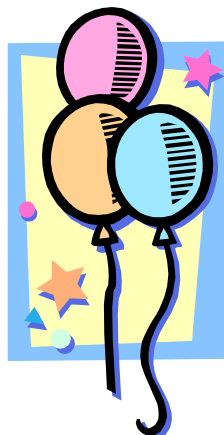


**A reminder that Simone Byers is offering an incredible deal to contribute to our Scholarship Fund: for each massage or yoga class you pay for before May 31, she will contribute HALF the proceeds to our Scholarship Fund!!! This generous offer applies to gift certificates also. NOW you have no excuse...indulge yourself, guilt-free! Simone can be reached at 452-8240.**

Board Member extraordinaire Leslie Yoon has established her Accounting and Business Management company "Facets". Leslie has had several years experience in accounting and office management and is ready to share that experience with small to medium sized businesses. If you have clients that need her services, please contact her at (805) 966-6669 or lyoon@silcom.com...and best wishes, Leslie!

***Happy Birthday to you,  
Happy Birthday to you,  
Happy Birthday dear...***

**Sandra  
O'Meara  
Connie Por-  
ter**



Don't forget to  
bring a raffle gift to the  
upcoming dinner meeting !!

### **CPA Review Courses**

**Still available!!!**

Don't delay...contact Pam Dain at Jones Wheeler Co. at 963-1902 to order the following CPA review courses:

	Retail	Sale
Micromash Review	\$745	<u>\$375</u>
Roger Philipp Cram (San Jose, San Francisco & LA)	\$650	<u>\$325</u>

Thank you, Kathryn Costello for purchasing the Becker Review course!

## ASWA SANTA BARBARA CHAPTER

cordially invites you to attend our

### ***Monthly Meeting \* Annual Golf Social***

Join us on Monday, April 21 at 5:30 P.M. at

#### **Glen Annie Golf Course**

405 Glen Annie Road  
Goleta (near Dos Pueblos High School)

***Join us for wine and cheese and expert golf instruction!***

***Perfect for all levels, clubs will be provided but feel free to bring your own.  
Non-alcoholic drinks will be provided - Casual dress code.***

**This is the social meeting of the  
Sunshine and relaxation with  
professional colleagues.**



**year;**

**\$30. Members, Guests and Students**

For reservations please contact Diane Donohue at [ddonohue@hendry.com](mailto:ddonohue@hendry.com)  
or contact Fiona Lofgreen @ [flofgreen@yahoo.com](mailto:flofgreen@yahoo.com)

PLEASE RSVP NO LATER THAN THURSDAY, APRIL 17.

**Standing reservations: Pam Lombardo, Diane Donohue, Barbara Shaw,  
Diane Ravenscroft, Paige Hibbits, Sherri Mauler & Diana Dahlen**

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## **Career Fairs-Your Shortcut to Job Interviews**

In many cities and local communities, spring is career fair season. While these events often prove disappointing, job-seekers who understand how to "work" career fairs use these events as powerful networking sessions leading to interviews with future employers. If you are considering attending a job fair soon, you'll get more out of the event by following these three rules.

### **Rule #1: Plan ahead.**

Know ahead of time which companies will attend the event. Decide which employers you are interested in contacting. Visit their websites to read their open job positions. For employers of primary interest, do extra research to acquaint yourself with them. The basics are enough: local, national or global; headquarters, branch or subsidiary; industry lifecycle (growing or declining) and how many employees locally. If you've done your homework, you'll feel much more confident during the event to speak intelligently with company reps. Take an employer list with you to make sure you don't miss any important connections.

### **Rule #2: Prepare your 30-second presentation.**

Since you know which employers you're interested in and their job openings, prepare to communicate your qualifications in a 30-second presentation, or "elevator speech." It shouldn't sound canned or contrived, but it should include a few selling points that catch the rep's attention for a few minutes.

A 30-second presentation is not difficult to develop. Here's what I advise my clients. Reduce your resume to selling points that fit on a 3X5 card. Use that information to answer the all-important question-"Why should I be interested in considering you a candidate for a position with my company?" Now, role-play your speech with a friend, or by yourself while driving, or in front of a mirror until your "speech" sounds and feels natural.

Your objective is to secure an after-event interview time before you leave the booth. Don't be afraid to ask for the interview.

Whether you've secured an interview or not, don't leave the booth without speaking with someone and picking up their business card. After the event use the business cards to re-establish contact and suggest an interview where appropriate. This is no time to be shy. Follow-up contact will put you on top of the candidate pile

### **Rule #3: Avoid the crowd.**

Arrive early or late, but avoid the noon-to-4:00 crowd. If possible, come early before reps are bored, tired and hungry. Another reason to avoid peak times: crowds can be intimidating. It's much easier to talk yourself out of approaching important employer contacts when they are surrounded by other job seekers.

Last word-make sure your resume is in top-notch condition. Does it grab the reader's attention? Does it communicate your best accomplishments? Does it sell you as a top candidate? Have several persons proof read it. Most employers will want to store your resume in a computerized data base. Since you'll be distributing your resume in hard copy, make sure it is in scannable form. No fancy fonts, graphics or elaborate bullets.

It's a fact that the best jobs go to those with the best job-search skills. Knowing how to make the most out of career fairs is a valuable skill that can cut weeks, event months off your job search. What does that equate in potential earnings for you?

Deborah Walker, CCMC  
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## MARK YOUR CALENDARS !!

Monday, April 21 at 5:30 pm . . . *NOTE CHANGED SCHEDULE FOR APRIL ONLY*

**Monthly Meeting**

**Annual Golf Social** Glen Annie Golf Club 405 Glen Annie Road, Goleta  
Wine, cheese and expert golf instruction. \$30. Members, Guests and Students

Wednesday, April 23 at 5:30 pm... *NOTE CHANGED SCHEDULE FOR APRIL ONLY*

**Monthly Board Meeting**

at Walpole & Co. located at the Galleria, 3891 State Street, Santa Barbara 569-9864

**MONDAY, MAY 12 - UNIVERSITY CLUB, SANTA BARBARA**

Public Relations Night with SB Women Lawyers, Institute of Management Accountants, Women CPA's, California CPA Society, SB Bookkeepers Association and possibly Women's Economic Ventures Group. Alan Hopkins is confirmed to speak on "Fraud" so make your reservations now as this night is usually a sell-out. \$38. for Members, Guests and Students

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*THE MISSION OF THE AMERICAN SOCIETY OF WOMEN ACCOUNTANTS IS . . .*

*TO ENABLE WOMEN IN ALL FIELDS OF ACCOUNTING TO ACHIEVE THEIR PERSONAL, PROFESSIONAL AND ECONOMIC POTENTIAL AND CONTRIBUTE TO THE FUTURE DEVELOPMENT OF THE PROFESSION.*

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American Society of Women Accountants  
c/o Diane Donohue, Committee - Corresponding Secretary  
55 Castillian Drive  
Goleta, CA 93117



