



American Society of Women Accountants

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PRESIDENT'S MESSAGE

I hope everyone is enjoying the summer as much as I am. I urge you all to take a few moments from your busy lives to appreciate the beauty that surrounds us, in our families, and in our communities. Perhaps my thoughts just now have been triggered by receiving this years' theme from ASWA National: "CAREER AND LIFE IN THE BALANCE." Have you found that balance? I think this is a timely theme, and I look forward to hearing your ideas about how you find that balance, and how we can help each other to achieve it.

I hope you all enjoyed Kate Silsbury's presentation on Smart Investing, held at Gisella's Trattoria Pizzeria. As always, Kate was delightful and informative. Thank you Kate!

Our new Program Committee, chaired by Diane Ravenscroft, is off to a grand start. New restaurants are on the agenda, as well as a diverse set of topics and speakers. Please be sure to thank members of the program committee for their efforts, and offer your support to assist in some of the many small, but important, tasks that need to be accomplished. Committee members include Linda Nelson, Leslie Yoon, Jenny Beckman-Curzan, Stephanie Kearns, Jean Smith, and Fiona Lofgreen.

I have a correction from last month's message. Our scholarship goal is to raise \$5,000.00! We will need everyone's support to complete this goal. We're looking for new and innovative ways to raise the funds. If you would like to participate on the Ways and Means committee to help achieve this ambitious goal, please contact our Chair, Laurie VonStraussenburg, or any of the Board members.

And, finally, I will continue to ask you all to get involved! I know I started this message with "Career and Life in the Balance", and you may be hesitating to volunteer for one more activity. But, from a relatively small time commitment as a committee member, the rewards can be enormous. You will find opportunities for continuing professional education, networking, social and professional awareness of events, and, of course, fun! I hope to see you at our next dinner meeting at Boelter's Grill with Simone Byers presenting "How To Talk So People Will Listen".

Pam

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SANTA BARBARA CHAPTER ANNOUNCEMENTS

Job Opportunities

Staff Accountant

1-3 years experience

Full time position requires working in tax, audit, compilations and other accounting services as required to meet the needs of our clients. Training in these areas is provided. Staff are encouraged to work with our clients, demonstrate initiative, and volunteer in the community as they advance in the firm.

Full-Charge Bookkeeper

Full time position requires assisting clients with check writing, cash disbursement ledgers, payroll, and related services. Ability to post journal entries and prepare basic financial statements required. This position will require a lot of contact with our clients. Knowledge of Quickbooks, MAS90 or related software helpful. Training with software will be provided.

The mission of MacFarlane, Faletti & Co. LLP is to help people achieve their financial goals. The vision is to be a full-service, well-respected and dynamic firm with satisfied clients and fulfilled team members. If you share the values of client advocacy, integrity, and quality of life, then we at MacFarlane Faletti & Co., LLP encourage you to apply. For more information about our firm, please go to www.mfco.com.

If you are interested in joining our dynamic team, please forward resumes in confidence to reed@mfco.com — Salary DOE/EOE

Mark your calendar now for the

**American Society of Women Accountants
61st Annual Conference**

***Converging Opportunities in an
Expanding Profession***

to be held at the

**DoubleTree Paradise Valley Resort
Scottsdale, Arizona
October 18-20, 2001**

Please see the ASWA National Website
for more details at www.aswa.org

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The shortest distance between
two people is a smile.

—Simone Byers

Happy Birthday's

Mary Dawson (8/13)
Fiona Lofgreen (8/28) and
Robin Denny (8/31)

(Please don't forget to bring a raffle gift to the
upcoming monthly dinner meeting!)

Welcome

Please welcome our newest members:

Christy Smith
Damitz Brooks Nightingale Turner Morrisset
&
Brenda Rogers
Damitz Brooks Nightingale Turner Morrisset



ASWA's SANTA BARBARA CHAPTER

cordially invites you to attend our upcoming monthly meeting
featuring our guest speaker

**Simone Byers,
Salomon Smith Barney**

presenting

“How To Talk So People Will Listen”

on

Monday, August 13th • 5:30 pm

at

Boelter's Grill

6980 Marketplace Drive, Goleta

(next to Chili's)

968-2000

Members \$24 • Guests \$26 • Students \$12

**Choice of Rice OR Baked Potato, Soup AND Salad
to accompany either of the following entrees:**

Pasta with Garden Veggies OR Teriyaki Chicken OR Prime Top Sirloin

**For reservations please contact Lisa at Kate Silsbury's office: 687-0355
OR Diane via email at ddonohue@hendry.com no later than Friday, August 10th.
Please specify your menu choice.**

Standing reservations: Barbara Shaw, Pam Lombardo, Sherri Mauler, Olivia Rojas & Diane Ravenscroft

Save the date for the upcoming monthly meetings . . .

Monday, October 8th — Identity Theft

Monday, November 12th — Student Night

Monday, December 10th — Christmas Social/Auction

(Dates and topics subject to change)

ISSUES & INTERESTS . . .

Advanced Certifications Can be Critical to Career Success

The need for both technical accounting skills and business acumen is critical in today's workplace, as accounting and finance professionals become involved in everything from strategic planning and business expansion to operations and information technology initiatives. One way to obtain this knowledge is by continuing your education.

A recent Robert Half survey found that 85 percent of certified financial officers (CFOs) believe that having an advanced certification — such as a certified public accountant (CPA) or certified management accountant (CMA) credential — is critical to career advancement. These accreditations help you build your skills and experience in these areas and capitalize on changes and trends affecting the industry. In the process, you'll gain expertise that enhances your long-term career prospects. Ongoing professional development will also place you in a better position to make strategic decisions and develop creative solutions to both new and traditional challenges.

While completing a certification program demonstrates to your employer (and prospective employers) that you have a lifelong commitment to your profession, these credentials also have potential financial returns. According to Robert Half International research, having a professional certification can increase your starting salary range by 10 percent or more.

But for long-term job satisfaction, you'll need more than financial rewards alone. Flexing your intellectual muscles by keeping current on financial trends is equally important. Enhancing your expertise by obtaining an advanced certification might require some sacrifices, but it will bring tremendous value to your career.

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 300 offices throughout North America, Europe and Australia, and offers online job search services at www.accountemps.com. For more information please contact Stephanie Keairns at 805-496-2805.

WITI (Women in Technology International)

**WITI Orange County
Regional Chapter Meeting
Thursday, August 2, 2001
5:30 - 9 p.m.**

***"Top of the Tech World:
What It Takes To Get There"***

Please join Jennifer Seastrom, Microsoft's National Technology Director and JoAnn Ashman, CIO of Key3Media Events for an exciting night of networking and technical learning.

For more information please review our website at www.witi.org

Our Chapter sincerely thanks the following people and companies for their support!



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MARK YOUR CALENDARS !!

Monday, August 13th at 5:30 pm . . .

Monthly Dinner Meeting

featuring Simone Byers of Salomon Smith Barney

Topic: How to talk so people will listen

Location: Boelter's Grill

Wednesday, August 15th at . . .

Monthly Board Meeting

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

Monday, September 10th at 5:30 pm . . .

Monthly Dinner Meeting

featuring John Traller, CPA, MBT

Topic: Tax Bill Update

Location: Elephant Bar

THE MISSION OF THE AMERICAN SOCIETY OF WOMEN ACCOUNTANT'S 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.

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

