

Santa Barbara ASWA
P.O. Box 20048
Santa Barbara, CA 93120
(805) 320-6553

PRESIDENT
 Paige Jones Hibbits
 Jones McClelland Group LLC
 (805) 320-6553
 ladyconst@aol.com

PRESIDENT-ELECT
 Diane Ravenscroft
 Damitz, Brooks, Nightingale
 (805) 963-1837
 dravenscroft@dbntm.com

VICE-PRESIDENT
 Leslie Yoon
 Facets
 (805) 966-6669
 lyoon@silcom.com

TREASURER
 Barbara Shaw
 GM Defense Delco Systems
 (805) 961-7776
 bjshawsb@cox.net

CORRESPONDING SECRETARY
 Diane Donohue
 Hendry Products
 (805) 571-8231
 ddonohue@hendry.com

RECORDING SECRETARY
 Diane Ravenscroft
 Damitz, Brooks, Nightingale
 (805) 963-1837
 dravenscroft@dbntm.com

DIRECTORS
 Lisa Maass
 Beth Rowe
 Fiona Lofgreen
 Kathryn Costello

NATIONAL HEADQUARTERS
 1-800-326-2163
 aswa@aswa.org
 www.aswa.org

LOCAL WEBSITE
 www.aswasb.org

PRESIDENT'S MESSAGE

Dear Members,

Tonight I recall that Oprah Winfrey once said” It doesn’t matter what you’ve been through, where you come from, who your parents were-nor your social or economic status. None of that matters. What matters is how you choose to love, how you choose to express that love through your family, through your work and what you have to give the world. ***Be a queen. Own your power and your glory.***”

Today was one of those days when taping her show every afternoon paid off. My day started when I arrived to the office and had a message from a client who was very unhappy with our tax system. Fortunately, I had copious notes and back up in his file so we were able to explain to the IRS what and why we did what we did three years ago. The explanation letter was mailed via overnight this afternoon and he was very happy that he was not going to pay more taxes. However, he is still unhappy that he was “singled out” and feels that had I handled his return differently, he would not have had to go through the anxiety of dealing with the IRS. He does not want me to bill him for that hour, nor does he want to pay for the overnight letter. Aaaaagh!

Within minutes my server went down and I had seven employees without their computers for half the day. The day went down hill after that.

I couldn’t change my back-up tape tonight because the cassette was stuck for about 45 minutes before I finally just jerked the thing out. It was not the end of my less than perfect day.

On my way home my hunk called me and wanted to take me out to dinner. What do you say to your hero when you are dragging home from the wars? Of course, darling, where shall we meet? After two glasses of Merlot, the world evened out and I was almost back to normal.

When I got home our two kittens had destroyed my favorite 6’ Fichus and there was dirt all over the carpet that we just paid Chem-Dry a fortune to clean yesterday. I jumped into the Jacuzzi and tried to be a Queen with all my power and glory to let it go. I found Mars and wondered if the mythical “God of War” had anything to do with the chaos of my day.

I realize that too often in our complex environment, we lose the humor that is so necessary in our busy lives. When was the last time you had a hardy laugh with the one you love most, your children, your co-workers and your boss? I remember giggling and laughing all the way through high-school. I laughed less in college. I laughed less after I married and had a son, and when I became “a professional”, I rarely laughed out loud. My sister told me a few years ago that I look 20 pounds lighter and years younger when I laugh so if you see me laughing inappropriately, remember that at age 61 I need all the help I can get!

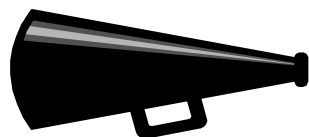
Please join us on September 9 to hear our very own Kate Silsbury give us some serious tips on financial planning. The last time she spoke to us we had standing room only and she used her wit to help us understand how important it is for us (women especially) to take control of our financial future. See you there!

In the meantime, have a giggle or two this month!

Paige

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SANTA BARBARA CHAPTER ANNOUNCEMENTS

Deadline for September newsletter is Friday, Sept 19. Contact Paige @ ladyconslt@aol.com as soon as possible with information for the October issue.

Effective January 1 2004 the Chapter newsletter will be available online only. Current and past issues are available now on our website www.aswasb.org .

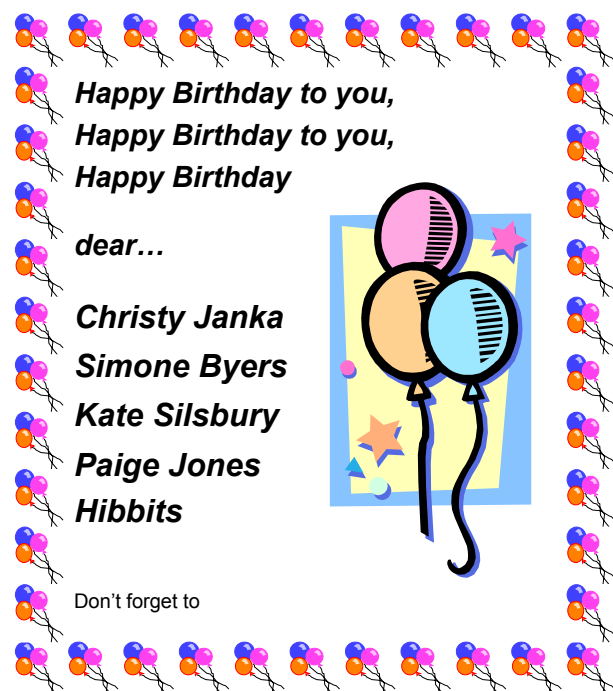
Join your Board members in San Diego for our Annual Conference September 24-26. Consider volunteering for the hospitality suite to greet the weary traveler with refreshment or for introducing a speaker. Contact Gail at gail@mfco.com .

One of the highlights of the national conference has been the silent auction of gift baskets donated by members. We need someone to come up with a theme that incorporates the spirit and culture of Santa Barbara. Please contact Paige with original ideas as soon as possible so that we can get it together in time to take it with us on the 24th.

Pam Dain at 963-1902 still has CPA review courses at half price!

Tricia Krout has graciously volunteered to head our Wrapping Paper scholarship fund raiser this year. She has order forms available and it is recommended that we contact her as soon as possible to get our orders in before the schools start their fund raisers. You may reach her at pkrou@mcgowan.com. Thank you, Tricia!

Renew your membership. We need you!



Hillary Tentler CPA

Quicken and QuickBooks

Santa Barbara City College

Nov 7 One Day QUICKEN

Oct 3 One Day Intro QUICKBOOKS

Oct 10 One Day Intermediate QUICKBOOKS

(805) 884-9608 hilltent@sbceo.org

ASWA SANTA BARBARA CHAPTER

cordially invites you to attend our

Monthly Dinner Meeting

Monday September 8 5:30 PM

Andria's

214 State Street, Santa Barbara

Kate Silsbury ***"Smart Investing"***

Kate has been at American Express Financial Advisors Inc., as a Financial Advisor since 1985. She specializes in financial and retirement planning for women, including the newly divorced and widowed.

Please join us for another evening of education and networking.



***Sirloin Steak, Halibut in Pistachio Sauce,
Herb Chicken, Coconut Shrimp, Vegetarian***

***Garden Salad, Potato Soufflé & Vegetables
Soft Drinks***

\$28 Members \$30 Non Members

Please RSVP with meal choice to Paige ladyconst@aol.com

Standing reservations:

***Pam Lombardo, Diane Donohue, Barbara Shaw
Diane Ravenscroft, Paige Jones Hibbits & Sherri Mauler***

A CULTURE OF LEADERSHIP

By Barry J Wolfson
Center for Simplified Strategic Planning, Inc.

1st in a Series of 3

Leadership has sometimes been described as taking people to a place that they would not normally go to on their own. Once a sound strategic planning process has determined what that place should be, it is the leader's prime and fundamental responsibility to assure there is cultural alignment with the vision, and that the full resources of the organization are effectively brought to bear to achieve that destination.

An effective planning process will systematically examine the company's situation, its assumptions about the future and its current and required competencies. It will then bring the management team to consensus on a future, course and direction for the firm. The output should be a vision: a realistic, credible, attractive future for the organization. An effective planning process will also be participative in nature. A team of people will provide input from different functional and personality perspectives, and their participation will create the buy-in necessary for successful implementation. But at the end of the day, it is the organization's leader who has to be the chief steward of the vision. It is he or she who has to be obsessed with the outcome.

COMMUNICATION

Believing in the vision, regardless of how passionately, is not enough. A leader must be able to communicate the vision frequently and effectively. They need to be capable of articulating it in different ways to different constituencies. Great communication is the ability to take something complicated and make it simple. A comparison between Presidents Jimmy Carter and Ronald Reagan is appropriate. Many believe that Carter was one of the most intelligent and best informed Presidents. Yet he is not thought to have been an effective leader because he was not skillful in communicating his vision. Reagan, on the other hand, while generally uninvolved in details, was considered to be a most inspiring leader due to his mastery at conveying vision in a way people could understand.

A leader can never assume that the vision is fully understood by all. They need to be almost "missionary" in style as they continually and consistently "preach the gospel" of the company's future. Doing so will allow them to change the perception of people as to what is important for them and the organization.

Leaders must also have a clear understanding of the role of the company's informal communications network in passing on their vision. While formal communications such as memos, plant meetings, newsletters, bulletin boards, etc. should be used extensively and creatively, they are just the tip of the communications iceberg. The informal communications network (also known as the "grapevine") transcends the organization hierarchy and is probably the most effective mechanism for getting the word out in any company. Savvy leaders will understand various people's roles in this informal network and will frequently tap into it to communicate their vision.

To be continued...

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



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Fax: 682-8807
e-mail: jobs@citywidesb.com

www.citywidesb.com



Kate Silsbury
Financial Advisor
Business Financial Advisor

American Express
Financial Advisors Inc.
IDS Life Insurance Company
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MARK YOUR CALENDARS !!

Monday, September 8 at 5:30 pm . . .

Monthly Meeting

Kate Silsbury, Financial Advisor on Smart Investing

Andria's 214 State Street

Wednesday, September 17 at 5:30 pm...

Monthly Board Meeting

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

***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.***

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

