

**ASWA**

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www.aswa.org

**LOCAL WEBSITE**

www.aswasb.org

**PRESIDENT'S MESSAGE**

Wow! I feel very fortunate to serve as President with such active and productive members on our Board and Committee teams. Everyone seems energized to get things done. The Annual Budget has been approved, the Program Committee has a general plan for the year, we have a new Membership Committee, and the Ways & Means Committee is gearing up to prepare letters to request donations for our Scholarship Program. (If you know of any potential donors, please contact Laurie Von Straussenburg to coordinate our efforts.) It was a very busy month!

I would like you all to welcome Paige McClelland as our new Vice President. Paige has jumped right in to volunteer for the See's candy fund-raiser and she also plans to attend the Annual Conference, as a voting delegate, in Scottsdale Arizona.

In addition, please welcome Jenny Beckman-Curzan and Brenda Rogers as our new Chair and Co-chair of the Membership Committee. Also, please extend a big thanks to Barbara Shaw for preparing our membership packages to hand off to our new Membership Committee. There has been quite a bit of activity on this committee, in fact, three additional members were approved at our last Board meeting. They are: Sue Smith, Kristin Snyder, and Gracie Dailo. At the previous Board meeting, we approved Christy Smith and Brenda Rogers. Congratulations to all!

The Scholarship Committee is gearing up for the fall (hence the need for donors!). Olive Wall has updated the website with an "easy to print" application on the home page, so please encourage students in your organizations and student members of ASWA to visit our website and apply. Our website is: [www.aswasb.org](http://www.aswasb.org). By the way, we could use another member on this committee! If you're interested, contact Tricia Krout – she would love to hear from you.

We have a record number of participants from our chapter planning to attend the Annual Conference in October. Attendees include Gail Anikouchine, Diana Dahlen, Sherri Mauler, Barbara Shaw, Paige (from above) and myself. This will be my first Annual Conference and I am really pleased that so many members will be in attendance. If you would like more information about this conference, or if you do plan to attend, contact me, or visit the National website at: [www.aswa.org](http://www.aswa.org).

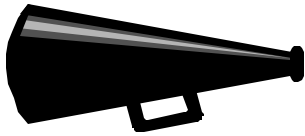
Thanks to Simone Byers for her humorous and thoughtful presentation on "Speaking so People will Listen". I also enjoyed Boelter's Grill as a new meeting place for our chapter. Our Program Committee would like to get some feedback on any new restaurants that we try, so please send any comments regarding Beolter's Grill to Diane Ravenscroft, Chair, Program Committee.

Our next dinner meeting will be held at the Elephant Bar on September 10<sup>th</sup>. I will be attending an audit conference that week, so Diana Dahlen, President-Elect, has graciously agreed to fill in for me on that night. Thank you Diana!

**Pam**

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## SANTA BARBARA CHAPTER ANNOUNCEMENTS

### **Job Opportunities**

Part time afternoons **clerical & light bookkeeping**. Flexible 10 - 30 hrs/wk. Minimum (required) timeframe 3 pm to 5 pm for clerical work only. More hours available to an individual interested in some AP and AR responsibilities. Benefits available after 90 days of employment: paid major holidays and vacation time; paid employee medical insurance with 30 hrs/wk minimum.

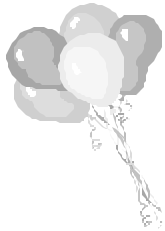
**Small roofing company** located in Goleta Office. Responsibilities include: telephones, messages, copying, filing, light typing, misc. general office skills, lock up office at end of day. **Perfect student job** with room to grow. Other possible responsibilities: data entry, AP, AR, Job Costing. I am willing to train the right individual. Salary commensurate with experience.

Please send your resume to **Jeanette** at P.O. Box 743, Goleta, CA 93116 **OR** via email at Croofun@aol.com

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**Pat Jones at Jones, Wheeler & Company**, would like to announce that she has an opening for a **staff accountant**. If anyone is interested, please contact Pat at 963-1902 or email jwc@silcom.com.

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



Jennifer Park, Kate Silsbury,  
Laurie Von Straussenburg &  
Christy Smith Janka

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

*~~~~~*

Things turn out best for people  
who make the best of things.

---Anonymous

### **Welcome**

Please welcome our newest members:

Sue Smith,  
Kristin Snyder &  
Gracie Dailo



## **ASWA's SANTA BARBARA CHAPTER**

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

**John Traller, CPA, MBT**  
will discuss

**Tax Planning for The Largest Tax Cut in 20 years**  
on

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

at the

**Elephant Bar**

*located at 521 Firestone Road, Goleta*

*(across from the Cinema Twin at 6050 Hollister Avenue)*

*964-0779*

**Members \$20 • Guests \$22 • Students \$12**

**Meal choice of either Mediterranean Vegetarian Pasta OR**

(penne pasta, artichoke hearts, bell peppers, kalamata oilives, and crumbled feta cheese)

**Charbroiled Tri-tip OR**

(marinated sirloin, grilled onions, mushrooms, garlic mashed potatoes w/fresh veggies)

**Lemon Herb Chicken**

(marinated in olive oil, garlic, rosemary, garlic mashed potatoes, sauteed spinach & crisp onion strings)

**For reservations please contact Lisa @ Kate Silsbury's office: 687-0355**

**OR Diane via email at [ddonohue@hendry.com](mailto:ddonohue@hendry.com)**

**NO LATER THAN FRIDAY, SEPTEMBER 7TH**

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### **About our speaker**

After high school and a tour of duty with the U.S. Army in the Far East, John G. Traller went to UCLA to obtain an undergraduate degree in accounting. His later graduate work was at USC, where he earned a Masters of Taxation. John is a CPA specializing in income, gift and estate planning. He spent 13 years with Arthur Andersen & Co. as Tax Manager of their Santa Barbara office. Since 1977, he has operated his own tax management and consultation practice. He has also served as business arbitrator and expert witness on related issues.

While with Arthur Andersen & Co. he taught at their training facility in St. Charles. For twenty years, starting in 1981, he taught all the tax courses at UCSB. He also taught the tax portions of the Becker-Conviser CPA review course. He will next be signing a contract with the AICPA to generate tax questions for the CPA examination.

John has written technical tax material for Arthur Andersen publications and for the Journal of Taxation. He previously had a column in the Santa Ynez Valley News entitled "Traller's Tax Tidbits" and has spoken on tax topics before numerous business, community and professional groups. Currently he is serving as technical editor for CCH on-line tax courses.

He is past President of the Channel Counties Chapter of the CPA Society and of the Santa Barbara Estate Planning Council. He is a member of the CA Tax Bar Assoc., American Institute of CPA's and the CA Society of CPA's. He's served as the Foreman of the 1989-90 S.B. County Grand Jury, and as Pres. of Santa Ynez Rotary Club.

John is married, with three children and six grandchildren.

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## Issues & Interests . . .

### Working with Temporary Professionals

Losing just one key staff member can greatly hinder productivity. In fact, a recent Robert Half International survey found that it takes seven to 16 weeks to fill a staff vacancy, depending on the position.

One way to maintain productivity while the search is on for a full-time employee is to bring in a qualified temporary or project professional. Temporary workers provide the necessary knowledge and abilities to keep assignments on track and help companies maintain growth initiatives. They also aid full-time staff by reducing workloads, boosting morale and retention efforts in the process.

The following are some guidelines for working with project professionals:

- **Prepare the office for their arrival.** Provide a functional workstation and job necessities, e.g., the information, resources and support required for the assignment. Ask to be notified when a temporary employee arrives so you can greet him or her personally.
- **Familiarize them with their new surroundings.** Give new employees a tour of the facility and explain all of the department's policies, such as lunch hours and security procedures. Introduce them to coworkers and supervisors.
- **Provide a thorough description of the assignment.** Set realistic goals and notify your department of the assignments given to project professionals. Communicate deadlines and new ideas clearly and frequently.
- **Motivate through respect and encouragement.** Always thank temporary workers and tell them you appreciate their help. Provide praise when the work is done well and constructive criticism when it needs improvement. Remember that project professionals want what all employees want – to showcase their skills, enjoy their work and deliver results.

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### Interview Do's & Don'ts from [www.roberthalf.com](http://www.roberthalf.com)

**DO** arrive on time or a few minutes early.

**DO** project energy and enthusiasm; smile and shake hands firmly.

**WAIT** until you're offered a chair before sitting.

**LISTEN** carefully and respond succinctly and articulately.

**DON'T** answer with a simple "yes" or "no." Explain whenever possible.

If you **DON'T** understand a question – or need a moment to think about it - say so.

**NEVER** pretend to know something or someone when you don't.

**DON'T** make negative remarks about present or former employers.

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



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**Kate Silsbury**  
Business Financial Advisor  
Personal Financial Advisor

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## MARK YOUR CALENDARS !!

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

**Monthly Dinner Meeting**

featuring John Traller, CPA, MBT

Topic: Tax Planning for the Largest Tax Cut in 20 years

Location: Elephant Bar

**Wednesday, September 19th at 5:30 . . .**

**Monthly Board Meeting**

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

**Monday, October 8th at 5:30 pm . . .**

**Monthly Dinner Meeting**

Guest Speaker: Terese Mosher Beluris

Topic: HMO Litigation

Location: Keeper's Lighthouse

***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.*

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

