



FOOTNOTES

Fall 2003

President's Letter



What a relief to have the October 15th deadline behind us! And what an excellent time to do some professional networking or get a little high-quality CPE. You can do both at an AWSCPA dinner meeting. Our year is off to a great start after two excellent programs in September and October, and another scheduled for November 18th. Please come and enjoy the opportunity for networking and professional support that so many of you value from our organization.

One of the things I enjoy most about our meetings is the opportunity to compare notes with other women CPAs. With so much going on in our profession right now, it is especially meaningful to exchange information and ideas with other accountants and auditors. It is always enlightening to get the perspective of another professional about technical issues, practice management, or the challenges of balancing our work and personal lives. Joint meetings such as our November GAAP Update provide special networking opportunities because they attract a diverse group of attendees from four different organizations.

According to our mission statement, "The American Woman's Society of Certified Public Accountants provides a supportive environment that promotes equity and provides opportunities for the achievement of career goals in a competitive and rapidly changing profession." In addition to our regular meetings, one of the ways the Los Angeles affiliate works to fulfill our mission is by raising and distributing funds for scholarships. Each year our Scholarship Committee selects a handful of deserving accounting students to receive these scholarships, which are awarded each year at our June dinner meeting. If you know of a woman who is working towards an accounting degree, I hope you will tell her about our scholarship program. Information about the program and an application form are available from the AWSCPA Los Angeles website. You can reach our site from its link on the National website, or directly by going to www.awscpa.org/losangeles.

Jenny Bolsky

A Review of the September and October Dinner Meetings:

How to Insure You Know Who You Are Hiring

by Suzanne Maloney

At our September 2003 meeting at Louise's Trattoria on Pico Blvd. our speaker Paul Dryman, President of Informed Decision in Westlake Village, spoke to us about what a gamble the hiring process really is. Mr. Dryman's business Informed Decision provides investigative and background information services to both businesses and individuals.

Mr. Dryman first shared with us reasons why it is important to do a pre-employment screening of applicants as a means to get to know who you are interviewing, what type of background does the job applicant have, does the person have the credentials they state they have, what is that person's financial background. To emphasize his points Mr. Dryman shared some employment stories of how people have been hired "blindly" and ended up scheming and scamming their way into lawsuits against their employers or just flat out embezzling from the employers.

The basic types of screening that Mr. Dryman suggested for all companies are social security check and a credit report. These two basic searches will provide potential employees with the basics of where has this person been and does the data match what they provided on their applications. Besides the comfort of knowing that the person you are interviewing is indeed who they say they are, in many instances, implementing a policy of pre-screening potential employees can reduce certain insurance rates. And the best news of all, especially for the smaller business owner, is these services are not expensive.

On a personal level, Mr. Dryman spoke also on the current topic of identity theft and personal information protection. One point that Mr. Dryman was especially emphatic about was the need to **SHRED** those "Pre-approved credit applications". He stated that a cross shredder (not a strip shredder) was the only sure way of preventing an identity thief from getting those pre-approved mailers and using them. Another personal hint he gave was to make sure you have a copy (front and back) of all the information that you carry in your wallet, this way if your wallet is lost or stolen you will have all the account and phone numbers you need to cancel any lost cards. Another of the services that Mr. Dryman provides is finding "lost" people, so if you have that long lost friend, lover, family member you would like to find, Mr. Dryman could help.

If you have any questions please feel free to contact Mr. Dryman at Informed Decision, 2630 Townsgate Road, Unit G, Westlake Village, CA 91361, (805) 371-1264. His web site is www.info-decision.com and e-mail address is infodecision@earthlink.net

Avoiding Legal Pitfalls for Women - "Just Sign Here, Honey"

by Nancy Kearson

Attorney **Marilyn Barrett** honored AWSCPA of Los Angeles with an outstanding presentation on Tuesday, October 21, at Paul's Cafe in Tarzana. Marilyn is a partner in the law firm of Alschuler Grossman Stein & Kahan LLP in Century City. Her practice focuses primarily on corporate law and tax law. Marilyn, a speaker at the annual Governor's Conference on Women has penned two important books for women, "The Ten Biggest Legal Mistakes Women Can Avoid" and her newest book, "Just Sign Here, Honey". Marilyn's presentation included some war stories of the dire consequences faced by women who trusted too much. Marilyn pointed out a

woman's need to be careful both in business and at home to avoid agreeing to financial terms and situations she has not thoroughly investigated, and that may come back to haunt her and her children.

Marilyn spoke informally answering questions, and at the evening graciously donated two copies of her most current book, "Just Sign Here, Honey" to the raffle.

AWSCPA - LA Board and Sue Richman, Program Chair are delighted to have offered one in a series of outstanding and informative presentations to the membership.

Coming Up Later This Month:

Accounting and Auditing Update With Mark Dauberman

On November 18th we will present the annual Accounting and Auditing Update Meeting. This will be a joint meeting with California Society of CPAs Members in Industry, Institute of Management Accountants, and American Society of Women Accountants.

We are pleased that Mark Dauberman will return again this year to present the Accounting and Auditing Update. We can always count on Mark to deliver a lively, informative and topical presentation. The meeting will qualify for two units of CPE.

Mark your calendars and plan to attend:

Tuesday, November 18, 2003

5:30 – 6:00	Registration / Networking
6:00 – 7:00	Dinner
7:00 – 9:00	Speaker

The Olympic Collection
11301 W. Olympic Blvd. (NW corner of Olympic and Sawtelle)
Los Angeles, CA 90064
(310) 575-4585

AWSCPA – LOS ANGELES CALANDER OF EVENTS 2003/2004

December 16th – Holiday Party

January 20th–Annual Tax Update–Joint meeting the ASWA, Cal Society, IMA

February – Dark (tax season)

March 16th – Board Meeting only

April – Dark (still tax season)

May 18th – TBA

June 17th – Annual Scholarship Awards and Installation Dinner

Members in the News:

Jennifer Waltzer, CPA, MBA of BLP - "The Eclectic Accountants" Brakensiek Leavitt Pleger, LLP was pictured and quoted in the September 2003 issue of the Journal of Accountancy in an article titled "To Your Health" about staying fit during busy season. The article starts on page 65 if you have your copy. You can also read the text at <http://preview2.aicpa.org/pubs/jofa/sep2003/johnson.htm> Jennifer's section is near the bottom before the last yellow box (sidebar).

Jennifer spoke at the October 18th meeting of the Filipino American Society of CPA's on "The Four Ways to Grow Your Business"; a business development topic BLP teaches their clients.

Lynne Leavitt and **Corinne Pleger**, both former presidents of the LA Affiliate, were featured in the Larchmont Chronicle newspaper in its August 2003 "Women of Accomplishment" section. The article mentions they are past presidents of AWSCPA- LA.

Lisa Allison, CPA, Partner at Lever, Lippe, Hellie & Russell LLP was recently honored by the San Fernando Valley Business Journal as one of the "Top 40 Under 40" in the Valley. The award was given to 40 business professionals under the age of 40 to recognize their significant professional achievements.

2003/2004 Los Angeles Board

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AWSCPA 2004

National Leadership Conference

Mark your calendar and plan to attend the next AWSCPA National Leadership Conference November 10 – 12, 2004, in Chicago.

This is going to be an especially exciting conference, the first "JAM", joint Annual Meeting with AWSCPA and ASWA, in several years.

Chicago is a great city to visit; the weather should be perfect in the fall, and the local restaurants superb. This conference will offer many opportunities to meet fellow CPAs from around the country, network with other professionals and earn quality CPE and Leadership Training Series Certification.

Job Bank

Suzanne Cloutier, Cloutier & Associates, a long time member of Los Angeles Affiliate, is in charge of the job bank.

There are currently several job postings including one for Director of Finance for a \$6million non-profit, community based organization.

Other listing include an opportunity for a Property Tax Senior and an Accounting Manager /Controller-HR person. A4C has job opportunities in the Los Angeles Area.

See details of these listings on our website at www.awscpa.org/losangeles

If you have a job posting or are in search of a job, contact Suzanne at SCloutier@CloutierAssoc.com

AWSCPA-LA

AWSCPA-LA cups and pins are available for purchase at our meetings or through the board members. Cups and pins are \$5 each

AWSCPA Los Angeles Website

We are pleased to announce that AWSCPA Los Angeles now has its own website!

Come visit our new site at www.awscpa.org/losangeles. The site currently includes basic affiliate information, including our meeting schedule for the coming year, board of directors and scholarship information. We plan to continually enhance our site with up-to-date information of interest to our members.

Please tell us what you think of the site, and let us know what else you would like to see there. We welcome your input.

Monthly Lunch Meetings

Would you like an opportunity to meet and network with members and friends of AWSCPA – Los Angeles Affiliate in your area? Or just a chance to get out of the office? Come to a lunch group meeting:

The **Westside** lunch group meets at noon, on the first Friday of every month at a Westside location. For more information e-mail Louise at: lteeter@lafn.org or call (310) 823-2234.

The **Valley** lunch group meets on the third Thursday of the month, 11:50. For more information e-mail Carolyn Fox: cfox@pacbell.net

These locations not too convenient? How about forming your own lunch group meeting in your area, downtown Los Angeles, Pasadena, South Bay or West Valley? If you are interested in starting a local lunch group meeting, contact Louise Teeter or Jenny Bolsky for details.

Deductible Contributions

You can make a deductible charitable contribution to the AWSCPA Educational Foundation – helping the AWSCPA-LA scholarship fund. Contact any board member for details.

Footnotes—The AWSCPA--Los Angeles Affiliate Newsletter is published quarterly. Please submit items for publication to the newsletter editor, Louise Teeter at lteeter@lafn.org or lteeter@awscpa.org