



Los  
Angeles  
Affiliate

FALL 2007

VOLUME ISSUE

## Message from Sue Richman, President

Trust everyone had an interesting yet relaxing summer! We have quite a few things happening this Fall as we gear up for another year-end. The October JNC is weeks away in sunny Florida. For those of you attending, it is an extremely informative annual conference with lots of useful information to take away from different sessions that you will be attending.

Our drive to increase membership is always ongoing, please do not hesitate to talk to your peers and fellow CPAs about becoming members to this wonderful organization that we are so proudly a part of!

Sue Richman-President

## AWSCPA is rolling out a New Membership Campaign with incentives for recruiting new members:

For every new member you enlist, we will send you a \$10 gift card from Barnes & Noble.

For each new member you recruit, your name will be entered in a drawing for a \$100 Spa Finder Gift Certificate.

Campaign is ongoing. Every new member you refer gains you a gift card. There are no limits and no minimums. The AWSCPA staff will ask all new members where they heard about AWSCPA to help solicit recruiter names. Gift cards will be sent at the time of new member kit being sent. So starting recruiting your colleagues and friends.

If you have recruited a new member be sure to tell the National Office at [info@awscpa.org](mailto:info@awscpa.org)

## 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 the month** at a Westside location. For more information e-mail Louise at: [lteeter@adelphia.net](mailto:lteeter@adelphia.net) or call (310) 823-2234.
- ▶ The **Valley lunch** group meets on the **third Tuesday of the month** at noon. For restaurant location and more information e-mail Carolyn Fox: [cfox@pacbell.net](mailto: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 Sue Richman for details.**



Every Newsletter we try to feature a local charity and its related events: The Los Angeles Regional FoodBank, a 501 C 3 public charity whose mission is to mobilize resources to fight hunger in the community serves the needy through its network of agencies in Los Angeles county.



bloomingdale's

**LIVE ENTERTAINMENT, FASHION SHOW, GREAT SAVINGS & GIVEAWAYS!**

### You're Invited...

....To The Shopping Benefit at **Bloomingdale's** on Thursday, October 25, 2007, from 10 AM to 10 PM in Century City, Beverly Center and Sherman Oaks. Enjoy a day filled with special events, live entertainment and great savings – all on behalf of our community. You will need a special complimentary ticket in order to obtain some great savings- 15% off almost every purchase or 20% off when you spend \$300 or more!

The Foodbank will receive donations depending on how many tickets are turned in that day. **Please help the Foodbank by turning in your complimentary ticket on October 25!** To receive your **free** ticket, please fill out the form below and either email or fax it in at 323.234.0943. The Foodbank will mail you the complimentary ticket and information on offers and store-discount at Bloomingdales. You will need to bring your complimentary ticket to the store in Century City, Beverly Center or Sherman Oaks to ensure the Foodbank receives its donation.



**Yes, I will attend The Shopping Benefit at  
Bloomingdale's on October 25 and  
turn in my donation ticket!**

Please send me \_\_\_\_\_ticket(s) to The Shopping Benefit in support of the Los Angeles Regional Foodbank.

Send my complimentary ticket(s) to:

Send my ticket(s) to:

Name \_\_\_\_\_Address \_\_\_\_\_

City \_\_\_\_\_State \_\_\_\_\_ Zip \_\_\_\_\_Tel \_\_\_\_\_

Email: \_\_\_\_\_

### Thank You!

To order tickets, please send back the order form below. You can also visit us online at [www.lafoodbank.org](http://www.lafoodbank.org) or call (323) 234-3030, extension 146. Yes, I want to help feed the hungry by just going to Bloomingdales!



## **AWSCPA-LA SOUVENIRS AND GIFT ITEMS**

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

Be sure to visit the AWSCPA website to see the new stock of Logo Merchandise available. Visit the AWSCPA Virtual Mall and Logo Shop at [www.awscpa.org](http://www.awscpa.org)

### **THE AWSCPA – LOS ANGELES BOARD OF DIRECTORS OFFICERS FOR THE YEAR 2006/2007:**

<b>President:</b>	<b>Susan Richman, Susan Richman, CPA</b>
<b>First Vice President:</b>	<b>Open</b>
<b>Secretary:</b>	<b>Louise Teeter, Louise Teeter, CPA</b>
<b>Treasurer:</b>	<b>Inna Littwin, Rose, Snyder and Jacobs</b>
<b>VP Programs:</b>	<b>Irene Perer, Irene Perer, CPA</b>
<b>VP Public Relations:</b>	<b>Usha Murthy, Los Angeles Regional Foodbank</b>
<b>VP Member Services:</b>	<b>Karen Ton, PricewaterhouseCoopers</b>

**We are look for a few good women to serve on the 2007/2008 Board of Directors**

**Our organization will be celebrating its 75<sup>th</sup> anniversary in 2008.**

**All of us who are now members of AWSCPA would not be as successful as we are today had it not been for the women accounting pioneers, 75 years ago, who band together to form this organization. Help us keep this great AWSCPA alive by becoming a volunteer. If many of us devote a few hours toward to help make this organization thrive and survive, we will all benefit.**

**Please Volunteer**

Contact Sue Richman for details - [srichmancpa@gmail.com](mailto:srichmancpa@gmail.com)

## AWSCPA – Los Angeles Affiliate News

### ACCOUNTING AND AUDITING UPDATE

Guest Speaker: Mark Dauberman, CPA

*Please Join Us for Our Annual Joint Meeting with*  
**American Woman's Society of Certified Public Accountants**  
**American Society of Women Accountants**  
**California Society of CPAs Members in Industry**  
**Institute of Management Accountants**

**Mark Dauberman** returns again to give us the latest updated information. Mark is one of our favorite speakers, knowledgeable, witty, and always entertaining.

Mark is a product of the California education system having completed his bachelor's degree in Accounting from CSU Northridge and through graduate studies at CSU Northridge, Claremont Graduate School, where he studied management under Dr. Peter Drucker, UCLA, and USC.

His industry experience includes the assistant controllership of a major trucking and warehousing company, the controller of one real estate development company, and the financial vice president of another. He began his entrepreneurial pursuits as partner in a vitamin company, after which he became a real estate developer in Reno, Nevada. He is probably best known among accountants for the 27 years during which he owned and operated his CPA review courses.

Mark has extensive public accounting experience including a short stay at Kenneth Leventhal & Company. Most of his experience, however, has been with local and regional firms. After spending 18 months as a partner of NSBN, a prominent Beverly Hills CPA firm where he was named director of the audit practice in addition to being responsible for education and training and quality control, Mark became a consultant and educator to CPA firms. He provides education and training in accounting and auditing. As a consultant, he specializes in practice management, business development, and strategic planning.

***\*\*This Program Qualifies for 2 units of CPE credit***

**Date:** Tuesday, October 30, 2007

**Time:** 5:30 – 6:00 pm: Registration & Networking  
6:00 – 7:00 pm: Buffet Dinner  
7:00 – 9:00 pm: Speaker

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

**Cost:** Advance RSVP by Tuesday, October 23, 2007  
Pre-paid by November 8 – \$45  
After November 8 and at-the-door – \$50

**Parking:** \$6 self-parking fee

**AWSCPA Los Angeles Affiliate Accounting & Auditing Update Meeting  
Tuesday, October 30, 2007 at Olympic Collection**

**Please reserve as early as possible as we need an accurate count of attendees.**

**Please RSVP by Tuesday, October 23, 2007 - \$45 members & guests  
After October 23rd and at the door - \$50**

**Make your checks payable to AWSCPA of Los Angeles and send to:**

**Susan Richman, CPA and President  
American Woman's Society of Certified Public Accountants  
31352 Via Colinas, Suite 103  
Westlake Village, CA 91362  
(818) 706-3551  
srichmancpa@gmail.com**

The meal will be served buffet style and will include a variety of dishes that we hope will please everyone. If you have a special meal request please indicate below and we will try to accommodate your request.

Special Meal Request: \_\_\_\_\_

\_\_\_\_\_ Please update your records with this new address, phone and/email (below)

Name: \_\_\_\_\_

Mailing address: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

## From the editor's desk

As we advance in our careers as CPAs, accountants, auditors, CFO, Controllers and the likes of it, little do we realize that we are learners ourselves!. Whether we supervise 1 or 100 people, we put our “manager” hats on! While this is happening continually, part of teaching or managing people and resources requires us to become “coaches” first. Here is an interesting read on that subject.

## Coaching That Counts

by Estienne de Beer

**Coaching is a profound leadership mindset**, but you have to believe in it first. Andrew Wood explains the big picture as follows: “Leadership is not a right of passage, or at least it shouldn't be. Leadership is a state of mind. A philosophy. An attitude. Understanding this, you can recognize and develop the key traits that will enhance and improve your personal capacity for leadership.” Great leaders touch the lives of their followers through coaching. The key to consistent business success is to understand that people come before spreadsheets. The personal growth and coaching of their employees is put on top of the priority list and soon the results on the spreadsheets will follow.

When you hear the word “coach”, what comes first into your mind? Do you picture a sports team with someone shouting out directions? Or perhaps a frowning manager pacing to and fro and calling out the names of the players? Coaching is no longer reserved for sports teams; it is now one of the key concepts in leadership and management. So why has coaching become so popular in the business world?

**Coaching levels the playing field:** Coaching is one of the six emotional leadership styles proposed by Daniel Goleman. Moreover, it is a behavior or role that leaders enforce in the context of situational leadership. As a leadership style, coaching is used when the members of a group or team are competent and motivated, but do not have an idea of the long-term goals of an organization. This involves two levels of coaching: team and individual. Team coaching makes members work together. In a group of individuals, not everyone may have nor share the same level of competence and commitment to a goal. A group may be a mix of highly competent and moderately competent members with varying levels of commitment. These differences can cause friction among the members. The coaching leader helps the members level their expectations. Also, the coaching leader manages differing perspectives so that the common goal succeeds over personal goals and interests. In a big organization, leaders need to align the staffs' personal interests and goals with that of the organization so that long-term direction and strategy can be pursued.

**Coaching builds up confidence and competence:** To take any company or team to the top, you can't treat employees as digits. That is why I dislike the term “human resources” ... it is expendable. But not a “human asset” approach. This means that in both theory and practice, people come before projects. You will never reap the right kind of financial numbers until you truly invest in the coaching of your people. This is the ultimate competitive advantage in the business world. Individual coaching is an example of situational leadership at work. It aims to mentor one-on-one building up the confidence of team members by affirming excellent performance and behavior during regular feedbacks; and increase competence by helping the individual assess his/her strengths and weaknesses towards career planning and professional development. Depending on the individual's level of competence and commitment, a leader may exercise more coaching behavior for the less-experienced members. Usually, this happens in the case of new employees. The manager gives more defined tasks and holds regular feedbacks for the new staff, and gradually lessens the amount of coaching, directing, and supporting roles to favor delegating as competence and confidence increase.

**Coaching promotes individual and team excellence:** Excellence is a product of habitual good practice over a period of time. The regularity of meetings and constructive feedback is important in establishing these habits of excellence. Employees catch the habit of constantly assessing themselves for their strengths and areas for improvement that they themselves perceive what knowledge, skills, and attitudes they need to acquire to attain team goals. In the process, they attain individual excellence as well. An example is in the case of a musical orchestra: each member plays a different instrument. In order to achieve harmony of music from the different instruments, members will polish their part in the musical piece, aside from practicing as an ensemble. Consequently, they improve individually as an instrument player.

**Coaching develops high commitment to common goals:** A coaching leader balances the attainment of immediate targets with long-term goals towards the vision of an organization. As mentioned earlier, with the alignment of personal goals with organizational or team goals, personal interests are kept in harmony. By constantly communicating the vision through formal and informal conversations, the members are inspired and motivated. Setting short-term team goals aligned with organizational goals; and making an action plan to attain these goals can help sustain the increased motivation and commitment to common goals of the team.

**Coaching produces valuable leaders:** Leadership by example is most crucial in coaching. Coaching leaders lose credibility when they cannot practice what they preach. This means that coaching leaders should be well organized, highly competent in their field, communicates openly and encourages feedback, and has a clear understanding of the organization's vision-mission-goals. By vicarious and purposeful learning, team members catch the same good practices and attitudes ([continued on next page](#))

## FOOTNOTES – AWSCPA LOS ANGELES AFFILIATE NEWSLETTER - PUBLISHED QUARTERLY

from the coaching leader, turning them into coaching leaders themselves. If team members experience good coaching, they are most likely to do the same things when entrusted with formal management roles.

Some words of caution though: coaching is just one of the styles of leadership. It can be done in combination with the other five emotional leadership styles depending on the profile of the emerging team. Moreover, coaching as a leadership style requires that you are physically, emotionally, and mentally fit most of the time since it involves two levels of coaching: the individual and the team. Your team members expect you to be the last one to give up or bail out in any situation especially during times of crises. A leader must be conscious that coaching entails investing time on each individual, and on the whole team. Moreover, that the responsibilities are greater since while you are coaching members, you are also developing future leaders as well.

*Estienne de Beer is a Professional Speaker and Leadership Coach. He is the author of the book "Boosting Your Career - Tips From Top Executives". To receive his free personal development newsletter or to browse e-books for your success, visit his website at [www.leader2leaders.com](http://www.leader2leaders.com) or e-mail him at [estienne@lantic.net](mailto:estienne@lantic.net)*

*Note: If you have any personal and/or professional news you would like to share with other AWSCPA-Los Angeles members please contact Usha Murthy at [umurthy@lafoodbank.org](mailto:umurthy@lafoodbank.org). Your contribution will be shared in the next newsletter publication.*

## **NEWS FROM YOUR NATIONAL ORGANIZATION** **AWSCPA 74th Annual Joint National Conference**

For those already planning for the 2007 Joint National Conference, the event will be held at Disney Coronado Springs Resort, Lake Buena Vista, Florida. The three-day event will begin on Thursday, October 25 and conclude with our Annual Awards Gala on Wednesday, October 27. For more information visit the AWSCPA website at [www.awscpa.org](http://www.awscpa.org)

We encourage you to attend this event and learn more about the AWSCPA and meet other AWSCPA members from across the country!



### **MAKING OPPORTUNITIES COUNT**

*The American Woman's Society of Certified Public Accountants (AWSCPA)  
is a national organization dedicated to serving all women CPAs.*

*The AWSCPA provides a supportive environment and valuable resources for members to achieve their personal and professional goals through various opportunities including leadership, networking and education.*



*Los Angeles Affiliate - Making Opportunities Count*

The AWSCPA--Los Angeles Affiliate Newsletter is published quarterly.

Please submit items for publication to the newsletter editor, Usha Murthy at [umurthy@lafoodbank.org](mailto:umurthy@lafoodbank.org)

This NEWSLETTER is prepared for members and affiliates of AWSCPA. The articles and information in this publication are for general information only and are not intended to provide specific advice or recommendations for any individual. All rights reserved. 2005.