



FALL 2008

VOLUME 4 ISSUE 2

### Message from Usha Murthy, President

2008-09 marks yet another interesting year for AWSCPA! I would like to recognize all the board members of our affiliate who have taken time from their busy schedules to volunteer to our membership. As incoming President, I see our membership moving into another year of growth and opportunities for learning. There is interest in starting a monthly lunch group in Pasadena and I think it is a great networking choice for members that live or work in the area!

We would like you to offer your comments and ideas for future newsletters to GERALYN RYAN at [gercpa@yahoo.com](mailto:gercpa@yahoo.com), our VP-Publications. Help keep our membership going and we promise to offer you increasing benefits and networking opportunities. Watch out for more email blasts and a membership drive!

## AWSCPA – Los Angeles Affiliate News

### Celebrating our 25<sup>th</sup> Anniversary!

### AWSCPA LA 2008 Scholarship Awards Banquet

Our 2008 Scholarship Award Banquet was held on Thursday, May 29<sup>th</sup> at the beautiful Braemar Country Club in Tarzana, CA. Scholarships of \$1,000 each were awarded to three outstanding accounting students, Hua Yan and Ning Qin of California State University, Los Angeles and Ryketia Kelly of California State University, Northridge. Attorney Caprice L. Collins also gave an informative presentation of “Women’s Issues in Estate Planning”. It was a wonderful evening.



Usha Murthy, President AWSCPA LA



Ning Qin, Hua Yan and Ryketia Kelly



Caprice L. Collins and Usha Murthy

**AWSPCA – Los Angeles**  
**Board of Directors / Officers**  
**For the Year 2008 /2009**

:

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

**We are still looking for a few good women to serve on the 2008/2009 Board of Directors**

Help us keep this great organization strong by becoming a volunteer. Together we can continue to support the professional development of Women CPAs and to provide unique opportunities for leadership, networking and education.

Contact Usha Murthy for details – [umurthy@lafoodbank.org](mailto:umurthy@lafoodbank.org)

**AWSCPA-LA Members**  
**Free-Upcoming CPE Opportunity and Lunch**  
**Sponsored by**

**AXA Advisors**

**Qualified Plan Update & Non-Qualified Deferred Compensation Plan**

**November 6, 2008 from 12 to 2 pm 2 Hours CPE**

**Speakers: Arthur Kagan from the Kagan Company & Kirk Wolf from Principal Financial Group**

**Location: AXA Advisors, 21700 Oxnard Street, Ste. 1100, Woodland Hills, CA 91367**

This is a no cost seminar and lunch will be provided. Parking is \$13. Please RSVP to Irene Smith at (818) 587-4223 or [Irene.Smith@axa-advisors.com](mailto:Irene.Smith@axa-advisors.com) by November 3, 2008.

See the attached flyer for more details on this event.

## Diversity-A new definition for America

--by Usha Murthy, AWSCPA 2008-09 Vice President Publications

Being in Los Angeles for over 8 years has led me to believe that there exists a whole new definition for diversity. As I understand, diversity means different things to different people. Most commonly, it fits into the following definition:

1. the state or fact of being diverse; difference; unlikeness.
2. variety; multiformity.
3. a point of difference.

In the early '90s, diversity was the buzzword in corporate America. Corporate culture learned early on that with globalization of the IT sector, outsourcing to the Far East, and the expansion of the import-export businesses, the ever changing face of diversity took new forms. Corporate America sent its business leaders and office managers to diversity awareness trainings and hired diversity managers within its company in an effort to better understand and manage diversity in the workplace. Businesses were encouraged to embrace people from various cultures and ethnicities in the workplace. "Being different" was no longer scary, it became acceptable and appreciated. Immigrant cultures along the East and West Coast realized that diversity in numbers was indeed strength in numbers. In Los Angeles County alone, 93 different languages are represented from over 100+ countries, in a population of 10 million residents. As one drives through the county, one experiences the rich food and culture of "Little India", "Little Thai Town", "Little Tokyo", "Chinatown" and the likes of them.

On a global scale, the world has seen diversity in leadership, where women have represented their country's leadership from the commendable Margaret Thatcher to Indira Gandhi. Even in the USA, the political race was down to choosing a woman nominee or an African-American nominee. The VP in running is a woman. The governor of Louisiana, Bobby Jindal, is of Asian descent. The question remains...Is America merely following suit of many other nations? Are we becoming the copy-cat culture in a big way? Although there is no right or wrong answer, the trend for recognizing diversity, appreciating it and living through it has become the norm and acceptable.

I am often asked by friends and co-workers "what was it like to live in a highly populated country with few resources?" In a split second, my answer has always been, "it isn't the number of people around you, and it is how you fit into working with people with diverse backgrounds that makes it fun!"

## Did you know?

### **SIGN UP FOR FREE ONLINE CPE LIBRARY – 40 COURSES**

No hidden costs – just sign up for a CPAdirectory membership credit card and you will receive instant access to an online library of over 40 free CPE courses (that's a \$499 value – absolutely free). There will never be an annual fee on this credit card and you also earn rewards in addition to CPE. Note: CPE courses at this time are currently only approved in 42 states, and not QAS approved in Florida, Hawaii, Minnesota, Mississippi, Oklahoma, Oregon, South Carolina and Tennessee. We hope to have them approved in all 50 states shortly. [Click here to sign up for this free online CPE library offer.](#) Article submitted by **Bonnie L. Mackey, CPA, CSEP\***

## Monthly Lunch Meetings

Would you like an opportunity to meet and network with members and friends of AWSCPA – Los Angeles 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@roadrunner.com](mailto:lteeter@roadrunner.com) 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 at: [CarolynFox@gmail.com](mailto:CarolynFox@gmail.com)
- ▶ The **Pasadena** group is in the process of forming. For more information, contact Cecilia Min at [Ceciliawu74@hotmail.com](mailto:Ceciliawu74@hotmail.com)



These locations not convenient? How about forming your own lunch group meeting in your area - downtown Los Angeles, South Bay or West Valley? If you are interested in starting a local lunch group meeting, contact Louise Teeter [lteeter@roadrunner.com](mailto:lteeter@roadrunner.com) or Usha Murthy [umurthy@lafoodbank.org](mailto:umurthy@lafoodbank.org) for details.

## AWSPCA – 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)

## AWSCPA offers incentives for recruiting new members

**Start recruiting your colleagues and friends! For every new member you enlist, we will send you a \$10 gift card from Barnes & Noble. And, for each new member you recruit, your name will be entered in a drawing for a \$100 Spa Finder Gift Certificate! There are no limits and no minimums.**

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

## *News from Your National Organization*



JOIN US....  
2008 JOINT  
NATIONAL  
CONFERENCE  
DALLAS, TEXAS  
OCTOBER 28-30, 2008

**Join us for the Joint National Conference in Dallas, Texas on October 28th through the 30th. The conference will be held at the Fairmont Hotel in Dallas. We hope all our members can join us to celebrate our 75th anniversary as an organization with a Gala scheduled for Wednesday evening, October 29th. Please go to the national website at <http://www.awscpa.org/2008conference/index.php> for more information.**

*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, GERALYN RYAN at [gercpa@yahoo.com](mailto:gercpa@yahoo.com)

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## **AWSCPA-LA Members**

### **Free-Upcoming CPE Opportunity and Lunch**

#### **Topics Covered Include:**

- Understanding the Retirement Plan Maze
- Advantages and Uses of Cash Balance Pension Plans and Combination Plans
- Creative Plan Designs
- Discover Ways to Assist Clients in Retirement Planning by Using Non-Qualified Excess Deferral Plans



***Learn financial strategies that can  
Enhance your practice  
While earning CPE credit!***

Come to an education workshop and learn about

### **The Latest in Qualified Retirement Plan Strategies Six Uses for Non-Qualified Deferred Compensation**

You'll gain valuable information and you can earn 2-hour CPE credits  
Just for attending.

**Speakers:**  
**Arthur B. Kagan, F.S.A.**  
**President, The Kagan Company**

**Kirk J. Wolf, CFA**  
**Regional Vice President, Principal Financial Group**

Sponsored by  
**AXA Advisors**  
21700 Oxnard Street, Suite 1100  
Woodland Hills, California 91367-9527

***Thursday, November 6th, 2008***  
***12:00 pm to 2:00pm***

Lunch will be provided.

There is no cost for participation in the workshop and no obligation.  
Your application for CPE credit can be completed during the workshop.

**Make your reservation today! Space is limited.**

Contact:  
Reservation Line  
818 587 4207

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