



FOOTNOTES

Summer 2003

President's Letter



What a privilege it is to serve as your president this year! I admit that initially I was reluctant, fearing the time commitment and extra responsibility. But an organization such as ours simply cannot succeed unless we are willing to serve. As it turns out, I am incredibly lucky to have a fabulous board this year, so I think my job will be pretty easy. What a wonderful group of women who have generously agreed to contribute their time and talents. On Saturday, July 26th we held our annual planning meeting to discuss the future of our affiliate, set goals for the year, and arrange the meeting schedule. You couldn't have asked for a more enthusiastic, energetic group to lead our organization.

We have lots of exciting plans for the year ahead. Our goals this year are to expand our membership and increase participation, both of which are critical to the strength and long-term success of our affiliate. Increased involvement also enhances the benefits of belonging to AWSCPA. The overwhelming majority of respondents to last month's survey selected "personal and professional interaction" as the reason membership is important to them. The more you get involved, the better the organization will be for all of us. Please help us spread the word on our organization by telling your friends and colleagues about AWSCPA, the only organization devoted exclusively to training and supporting women CPAs. Consider bringing a guest to our next meeting, volunteering for an occasional project or even serving on the board.

Other projects for the year include developing a website and updating our bylaws, which date back to 1983! Our professional world has changed considerably since the affiliate was founded, and it is important for our governing document to reflect current operations. We will discuss appropriate updates at our next board meeting, and submit them to you for your vote within the next few months. In the meantime, I would love to hear from you. Please email me at jbolsky@millerkaplan.com any time to share your ideas and concerns about our affiliate. I'm looking forward to a great year!

Jenny Bolsky

National Conference - Montreal

By: Irina Artem, Helen Wong and Valerie Goldstein

The 2002 AWSCPA Annual National Conference took place in Montreal, Quebec, the French province of Canada. The brave souls, who were not deterred away by planned family vacations, work commitments and the joint threats of SARS and global terrorism, were treated to unique and memorable professional, personal and cultural experiences.

The conference offered many technical presentations on topics ranging from implications of the Sarbanes-Oxley Act to the latest developments in personal and international tax to effective strategies of tackling ethical dilemmas. In addition to discovering the specific effects of the Jobs and Growth Tax Relief Reconciliation Act of 2003, such as the new amounts of the child tax credit and the inherent sunset provisions, the attendees were also introduced to the latest innovations in computing and networking technologies that are responsible for such 21st century miracles as wireless networking, video conferencing and paperless filing systems. Despite the efficiencies to be gained from new technologies, we were reminded that changing one's own business practices and those of clients, no matter how archaic those might be, can be as difficult as "herding cats".

"To be successful in business today, it's not enough to be talented and have great technical skills. You must also market the art of interpersonal relationships." That was the principal message of the communication presentations by Judy Sutor. During one session attendees were introduced to the D.I.S.C. behavioral model and discovered, for instance, that in order to get attention of those clients that fit within the "high D" category, which is characterized by bold, determined, and competitive behavior, important correspondence must be highlighted in green rather than yellow. Her potato-stabbing exercise also instilled the lesson to follow-through and self-confidence in areas of life and work. It was a sight to remember since it took a few people several tries before their potatoes were punctured.

Besides the technical presentations, the conference presented a unique opportunity to meet AWSCPA members from all over the United States, including the national leadership and other affiliates, and learn from each other. Members from various affiliates exchanged best practice ideas that we plan to implement here in Los Angeles such as encouraging participation of our members at the meetings and increasing membership at the student level. The distinctive regional baskets brought by local affiliates exemplified the diversity of our organization.

Members had the chance to immerse themselves in each other's unique backgrounds while dipping fruits in chocolate fondue. The fondest memories of Montreal are of the strong women, and a few good men, that were present. The exchange of personal experiences about family, friends, work, the accounting profession, local affiliate activities, and how these facets of life sometimes collide to make us laugh, cry, and strengthen our character, are additional lessons to take back.

On a cultural level, the dine-around was a delightful experience that allowed the participants to share the decadent delicacies of the French cuisine. Members of the LA affiliate joined for dinner to sample the renowned menus of Montreal. The visits to various museums enriched us with the history and culture of the region. The Jazz Festival marked a great end to the trip. The festivities on the streets could be seen through some of the hotel room windows. Live music filled the main street soliciting locals and visitors to jam the streets to dance along with the bands playing.

We are looking forward to attending next year's conference in Chicago, another chance to see a new place and meet new faces. Consider making the trip, it is worth it.

Visit the AWSCPA National Website to view the 2003 picture gallery at www.awscpa.org

MEMBER NEWS

Did you know...that **Wendy Claborn** is a shareholder in Mayer Hoffman McCann P.C., a new nationwide independent CPA firm, strictly providing audit, attest and review functions? As a national firm, Mayer Hoffman McCann P.C. provides its middle market clients with the resources and expertise of a national firm--with the first-rate responsiveness and personal attention you have come to expect. Mayer Hoffman McCann P.C. is closely aligned with CBIZ, one of the nation's leading outsourced business services firms. Wendy is a member and past president of AWSCPA of Los Angeles and currently assists the chapter with various projects on an as-needed basis. wclaborn@cbiz.com

Irina Artem has been promoted to Senior Associate at PricewaterhouseCoopers. Irina, who has been an active member of AWSCPA and a volunteer on the Los Angeles board, recently completed the licensing requirements for her CPA Certificate. Congratulations Irina!!



Brenda J. Zamzow has joined A4C as the director of the Los Angeles Office. The firm provides experienced accounting and financial management specialists to every sized business. bzamzow@a4c.com

Do you have a newsworthy item to share with other members of AWSCPA? Send news of new jobs, promotions, honors, awards, or other announcements to the newsletter editor for publication in the upcoming issues. Send to: lteeter@lafn.org

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.

2003/2004 Los Angeles Board

President.....Jenny Bolsky
1st Vice PresidentNancy Kearson
Secretary.....Annette Berko
Treasurer Carol Suruki-Boedecker
VP Programs..... Sue Richman
VP Public Relations..... Louise Teeter
VP MembershipOpen
Past President.....Johanna Zimmerman
Job BankSuzanne Cloutier
Volunteers:.....Irina Artem
Valerie Goldstein
Suzanne Maloney
Helen Wong

AWSCPA 2004

National Leadership Conference

Plan to attend the next AWSCPA National Leadership Conference in October 2004 in Chicago. This is going to be an especially exciting conference, the first joint 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. The conference will offer many opportunities to meet fellow CPAs from around the country, network with other professionals and earn quality CPE.

Job Bank

Suzanne Cloutier, Cloutier & Associates, a long time member of Los Angeles Affiliate, will be in charge of the job bank. There is currently a job posting for an Accounting Manager /Controller-HR person for an approx. \$5 million annual yearly sales-manufacturing firm in Orange County. Salary-approx \$50K a year. If you have a job posting or are in search of a job, contact Suzanne at SCloutier@CloutierAssoc.com

2003 Scholarship Winners

Each year Los Angeles Affiliate has strived to award scholarships to deserving women students planning to enter the field of accounting. This year AWSCPA – Los Angeles Affiliate held its annual scholarship award dinner on June 16, 2003. Five deserving college students received scholarships:

Editha Winterhalter - CSUN
Marisa Fulimoto – Moorpark College
Alexandra Suchecki-Greene – Woodbury U
Amica Coleman – De Vry University
Marcela Green - CSUN

Los Angeles Affiliate earns scholarship funds through sale of raffle tickets at the monthly meetings and through fund-raisers and direct donations. Your tax-deductible donation can be made through the AWSCPA Educational Foundation and can be designated to be applied to the General Scholarship Fund or the Debra Gewerter Scholarship Fund.

The Debra Gewerter Scholarship Fund was established in 2001 in memory of our friend and colleague. The Debra Gewerter Scholarship is awarded to a woman returning to college and entering the field of accounting. We are proud of the fact that this scholarship has been perpetuated through on-going donations.

Donations to the scholarship fund can be made to the AWSCPA Educational Foundation and sent to the:

AWSCPA Los Angeles Affiliate
P O Box 64922
Los Angeles, CA 90064.

Welcome New Members

Valerie Goldsmith
Editha Winterhalter
Marisa Fulimoto
Amica Coleman
Marcela Green
Tu-Ju Tseng
Alexandra Suchecki-Greene

September 16th Dinner Meeting

Los Angeles Affiliate of AWSCPA starts off the 2003/2004 year with a dinner meeting on September 16th at Louise's Trattoria in West Los Angeles. The guest speaker will be **Paul Dryman of Informed Decision, Inc.** His topic: "Protecting Yourself and Your Clients, Employment Screening, Identity Theft and more." This promises to be a very interesting and enlightening evening. If you have not already received your information flyer by email, please contact Sue Richman, V P Programs, at **818-706-3551**

Lunch Group 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@pachell.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.

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

Notice to all Members: AWSCPA Annual Meeting Announcement

The President of the American Woman's Society of Certified Public Accountants (AWSCPA), Alexandra L. Miller, CPA, announces that the annual meeting of AWSCPA for the 2002-2003 year will be conducted on September 29, 2003.

This meeting will be conducted by vote using one of these three vehicles for response - e-mail, fax or U.S. mail. This method was approved last year when the membership approved the virtual meeting format. This year we are attempting to implement additional changes to the bylaws to allow for new technology as well as make several changes based on current organizational structure.

All voting members are being sent an agenda with this email (see below). Any new business from the membership should be addressed to Alex Miller via the National Headquarters prior to August 28.

All members will be sent a ballot with the motions at hand and supporting documentation on September 15 and will be asked to vote prior to September 29, 2003.

AGENDA

1. Call to Order
2. Introductions
3. Proceedings/Ballots
4. Introduction of Board of Directors
5. Rules for Virtual Meetings
6. Audit Report
7. Society Activities
8. New Business
9. Adjournment

Respectfully Submitted,

Mary Cheaney, CPA
National Secretary, AWSCPA

AWSCPA – LOS ANGELES CALANDER OF EVENTS 2003/2004

September 16th – Dinner Meeting with Paul Dryman of Informed Decision, Inc

October 21st - TBA

November 18th - Annual GAAP Update

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