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PRESIDENT'S MESSAGE

By Lynda N. Nigh, CPA

I sometimes wish I had the power of influence possessed by the Pied Piper. I would like to convince all of you to follow me to the next Tucson Affiliate AWSCPA monthly meeting – and I promise your employers you will return with a refreshed spirit and inspired perspective enabling you to master the challenges tax season brings each year.

Your Tucson Affiliate wants to provide you with networking opportunities and professional enrichment, and we believe your participation will benefit you and your fellow CPAs.

Join us in February and share your knowledge and friendship. And, please, tell us how your Tucson Affiliate can better serve your needs. As for the Pied Piper, I think I should be careful what I wish for – if I remember correctly he turned out to be a “not” so nice guy.



Affiliate president, Lynda Nigh, makes every opportunity count!

MEETING NOTICE

Identity Theft by Wendy A. Cevallos

Date & Time: Wednesday, February 28, 2007, 11:30 am – 1:30 pm

Cost: \$25 members / \$30 non-members / \$10 students

CPE: Counts as one (1) hour of CPE

Place: Kingfisher, 2564 E. Grant Road

Menu – Please choose one:

- 1) Traditional Caesar Salad, *with marinated grilled chicken breast*
- 2) Pan fried shrimp cakes, *lemon-fresh horseradish sauce, Vietnamese red chile, seasonal greens.*
- 3) Grilled fish sandwich, *cilantro pesto, roasted peppers and chiles, white cheddar, shoestring fries, and slaw.*

Reservations: Notify **Caron Mitchell** by telephone at [321-4600](tel:321-4600) x 7991
or e-mail cmitchell@bfcocpas.com
Reservation deadline: **Friday, Feb. 23rd** at 12:00 pm

Note: Participants who sign up but are unable to attend will be billed unless they notify [Caron](#) of the cancellation 24 hours in advance of the luncheon.

RECENT EVENTS

Annual AWSCPA Half Day Seminar by Susan Pina, CPA

The annual AWSCPA Tucson Affiliate Half Day Seminar was held at the Arizona Inn on the rainy morning of January 19th. It was a half day of very interesting and relevant continuing professional education with some humor to top it off.



The seminar began with Dean Lueck, PhD whose topic was *The Expansive Domain of Modern Economics: Bison, Women's Rights and Freakonomics*. He explained the study of economics by going through examples that were not presented in the economics classes I took while getting my business degree. The first detailed example he walked us through was studying why bison almost became extinct in the late 1800s even though it was valuable for the hides. The lesson we learn from the bison is that hunters had the incentive to kill them as fast as possible because they were not owned directly and their habitat was public property. Basically, property rights are important for creating incentives to use and invest assets, and Dean further explained



(continued from previous page) how that is directly connected to women's rights. He finished up by describing a few of the studies that are currently so popular – as presented in Steven Levitt's book *Freakonomics*.

Our second guest speaker was Laura Howard with *Old Fashion Ethics for Modern Times*. She discussed some of the basic models of ethical behavior, which included the “E-reasons” or egoistic motive, the “A-reasons” or altruistic motive, and the “CS-reasons” or the cooperative scheme motive. She then gave us two case studies where we were to brainstorm to come up with a reason to do the right thing under each model. It was fun to hear the different reasons to do the right thing. At the end of her presentation, she had a test to determine if you were choosing to do the right thing. The test was to ask the question "If everyone did the same thing I did, what would be the ramifications?" If the answer is positive, then you know you are on the right track. She also explained that as CPAs we chose to abide by a set of rules that make us different and stand apart from other accountants. Because of this choice we become valuable to our clients.



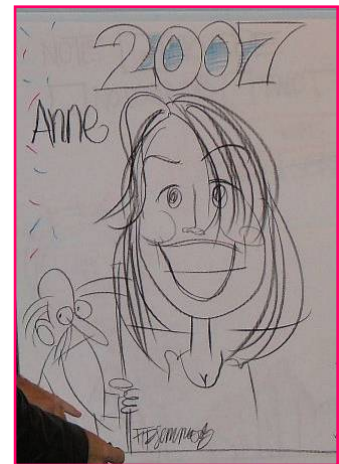
Gregory Blake, CPA was our third guest speaker with his topic *Beyond Fashion: A Review of the CPA's Codified Ethics Guidelines*. As a member of the Arizona State Board's Tax Practice Committee, he could walk us through the committee's functions and the process it follows upon receiving a complaint about a CPA. He also told us about one complaint received by the committee. They received a call from a concerned citizen who had found several tax return copies spilled from the trash lying on her street. The preparer of the returns was *not* a CPA, so the committee had no regulative authority to take any action and directed the caller to contact the IRS. As CPAs we are held to a standard that if we are negligent with our tax return copies – as in the story, we would be subject to some sanction. It was good to hear another reason we are valuable.



Our next speaker was Christine W. Young, Esq., Rusing and Lopez, PLLC, who spoke on *Employment Litigation: Some tips for Protecting Your Employer and Yourself*. She began by reviewing what laws regulate employment. She also gave us the basics of the Equal Employment Opportunity laws. The key to following these laws was to treat everyone the same. That was what the laws intended. From her experience, if an employer tries to work with the employee and visa versa, a

disagreement can usually be resolved without litigation.

Finally, David Fitsimmons, editorial cartoonist from the Arizona Daily Star, entertained us with his *Commentary and Vision for the New Year*. After an interesting morning with some important topics, it was nice to take some time to laugh at the news in the community around us and to laugh at ourselves. He reminded us that laughing at ourselves is a very important thing to do and showed us just how fun it can be!



ANNOUNCEMENTS

KUAT Tax Tips Hotline phone bank – AWSCPA members Eileen Lamse, Susan Pina, Laura Foley, and Louise Murphy will join other CPA friends Tara King-Taylor and Patsy Mead to participate in the 16th annual *Arizona Illustrated* KUAT program hosted by Bill Buckmaster. The nightly segments feature tax tips from certified public accountants from **February 12 through 16**. Viewers have an opportunity to call the experts on **KUAT's Tax Tip Hotline** for free answers to their questions from 6:30 to 7pm throughout the week. AWSCPA Board Member, Lori Hoby will be a guest on February 14 and then will join Eileen, Susan, Laura, Louise, Tara, and Patsy to enjoy a fun-filled 30 minutes of community outreach. The ladies represent prominent CPA firms in the community, such as **Beach Fleischman & Co.**, **Hammel, Beal & Lauer**, **Peto & Co.**, and **R and A CPA's**. Lori Hoby works at the Center for Planned Giving at the **Community Foundation for Southern Arizona**.

New Member Directories – Tucson Affiliate directories were distributed at the November luncheon to the members in attendance. Members who did not attend should receive their directory by direct mail. In the event that you have not received your complimentary directory for 2006-2007, please contact **Nannon Roosa** at (520) 790-3500 or nannon.roosa@cliftoncpa.com.

Women and Money – The AWSCPA Tucson Affiliate is pleased to announce its support of the YWCA's 3rd Annual **Women & Money Conference** to be held on Saturday, February 17, 2007 at the Westin La Paloma. The affiliate will sponsor scholarships for four deserving women and will send two members to host an **AWSCPA** display table. Visit their website for useful resources and more information about how this conference can benefit you and your clients. (www.ywcatucson.org/womenandmoney/home.htm)



NOTE: There are **12 additional scholarships** available for this conference made possible through the generosity of Sonia Weirich with New York Life. If you know of someone who would like to attend the conference but cannot afford the \$65 fee, please contact Sonia at (520) 977-0183.

Becker CPA Review Services – Becker is planning to hold a review class in **Tucson** starting in May or June and running through November. They are in **need of instructors** for the class. Here is your chance to help and influence new CPA candidates! Please contact Lorise Reed, marketing coordinator for Becker Professional Reviews at (480) 423-5741 or e-mail: Lreed@beckerreview.com.

AWSCPA Virtual Mall – When you are shopping, keep this **opportunity** in mind... **AWSCPA** has partnered with several companies – including Lands' End, Office Depot, Dell Computers, and The Sharper Image – who will donate a portion of each **AWSCPA** purchase to the **CPE Foundation**, which provides national scholarships and helps affiliates with their scholarship programs. See the Virtual Mall on www.awscpa.org (from the home page click "Useful Links" then choose Virtual Mall) for a complete listing. To count toward their contribution, most of the vendors require you to begin your shopping at the Virtual Mall.

SPECIAL THANKS

The Tucson AWSCPA would like to thank the following firms and individuals for their contributions to our affiliate:

- **BEACH FLEISCHMAN** – for underwriting the cost and hosting our webcast presentations
 - **CLIFTON GUNDERSON** – for preparation of our member directory again this year
 - **HAMMEL, BEAL & LAUER** – for the use of their conference room for our board meetings and AV equipment at our luncheons
-

CHARITABLE ENDEAVORS

In an effort to give back to the community, the **AWSCPA** Tucson affiliate has started a tradition of collecting donations for select charities and other charitable endeavors each year. We have our own **scholarship** fund through which we have given scholarships to deserving college students – we awarded two \$500 scholarships in each of the last two years. We have also collected **trunkloads** of clothing for the **YWCA Your Sister's Closet**. This year we have plans to help the community as follows:

YWCA YOUR SISTER'S CLOSET provides unemployed women with clothing that is appropriate for job interviews and to begin employment. They need professional clothing that is stylish, clean and preferably ON HANGERS. Clean out a closet and bring your gently used items to our next luncheon. You'll receive a receipt for your contribution, and we'll take care of delivering them to the YWCA. *We need a volunteer to collect donations and deliver them to the YMCA. Please contact any board member if you would like to be that person!*

SPONSORSHIPS In February 2007 we will be a table sponsor at the **YWCA Women and Money** seminar. In addition, we will be providing scholarships to the event for four women who would otherwise not be able to attend.

SCHOLARSHIPS The Tucson **AWSCPA** has a scholarship program for female accounting students who have taken a non-traditional path to their education. Our 06/07 scholarships were awarded at the December luncheon – see our [Announcements](#) on page 3. There are several ways you can help fund these scholarships:

\$\$\$ Give and receive... participate in the **50/50 raffle** at each meeting – one ticket for \$1 or six tickets for \$5. The proceeds are split – half to the winner and half to benefit the scholarship fund. **OR** you can purchase tickets for the next raffle by sending your check (made out to **AWSCPA**) to: **Susan Pina**, *AWSCPA Treasurer (fbo scholarship), c/o Beach Fleischman & Co., P.C., P.O. Box 64130, Tucson, Arizona 85728-4130*. Please indicate "Raffle tickets" and the number of tickets on the memo line.

In addition, you can help this cause through a **tax-deductible contribution** to our scholarship fund at the **UA Foundation**. Simply complete the contribution form below and mail it along with your contribution to the UA Foundation or give it to a Board member at the next luncheon.

Thank you in advance for your generosity and support.

Please accept my donation of \$_____ to the AWSCPA Scholarship fund.

Donor name: _____

Address: _____

Phone (optional): _____

Make your check payable to The University of Arizona Foundation, with "fbo AWSCPA Scholarship" on the memo line.

Mail this form with your check to:

The University of Arizona Foundation
Attention: Scholarship Development Office
PO Box 210109
Tucson, AZ 85721-0109

THE 2006-2007 BOARD OF DIRECTORS...



President:
Lynda Nigh
299-5755
lnighcpa@msn.com



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**Past-President /
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Secretary:
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Treasurer:
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Member-at-large:
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733-2530
darlene@taxandmoneywise.com



Member-at-large:
Lori Hoby
545-1117
lhoby@cfsoaz.org



Finance Committee Chair:
Amanda Campion
882-4402
amanda.campion@gmail.com



Hospitality Committee:
Elvira Urquidez
790-3500
elvira.urquidez@cliftoncpa.com



National Board Member:
Alex Miller
721-5000
alexmillercpa@mindspring.com

UPCOMING EVENTS – MARK YOUR CALENDAR

Feb. 28, 2007	AWSCPA luncheon, Fraud Fighters
Mar. 28, 2007	AWSCPA luncheon, Sales Tax – A Privilege?
Apr. 25, 2007	AWSCPA luncheon, Tucson's Economic Outlook
Apr. 26, 2007	AWSCPA webcast, see page 7
May 23, 2007	AWSCPA luncheon, Business Valuations
June 27, 2007	AWSCPA luncheon, TBA

This listing is a tentative schedule of this year's events. These dates or topics may change to fit speaker schedules, so check back for updated information in each month's newsletter. **Save the Dates!!**

WELCOME TO AWSCPA!

AWSCPA is dedicated to serving all women CPAs. As a member of this national organization, you will find yourself in a **supportive** environment with valuable resources to help you achieve your **personal** and **professional** goals. You will also find rewarding **opportunities** for **leadership**, **networking**, and **education**.

MEMBERSHIP QUALIFICATIONS Membership in the **AWSCPA** is open to **all** individuals (male and female) who are or who are **aspiring** to become certified public accountants.

READY TO JOIN? If you would like more information and a **membership application**, please contact **Nannon Roosa** (nannon.roosa@cliftoncpa.com). You may also speak to any board member at our monthly luncheons.

ALREADY A MEMBER? Let your associates know how valuable your **AWSCPA** membership has been to you! Just a reminder: when you renew your annual dues, **please** be sure to include the **affiliate fee** of **\$30** for your local group. This fee enables us to continue providing high quality programs in Tucson!

Did you know – For each new member you recruit, you'll be entered into the semi-annual drawings for a grand prize. All new members will be listed in the monthly newsletters (New Members article) online (www.AWSCPA.org) – and if you see someone you personally recruited, let the National Office know and your reward will be sent.

We appreciate your support and attendance at our programs! Please feel free to contact any board member if you have questions, concerns or suggestions! You may also visit the website of the AWSCPA National Office at www.awscpa.org.

WE'RE ON THE WEB!! Visit our website: <http://www.awscpa.org/tucson>

AWSCPA MISSION

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 **advocacy**, **networking**, **LEADERSHIP TRAINING**, **education**, and **public awareness**.

WEBCASTS

We will be sponsoring group sessions for the **AWSCPA** webcasts. Each webcast lasts an hour (or more) and occurs about once a month. **Beach Fleischman & Company** has agreed to host these webcasts at their offices, and a continental breakfast will be provided.

Join us for another hour of learning, food, and networking!

UPCOMING WEBCASTS:

April 26th, 9-10am

ARE YOU A HUMAN HELICOPTER? 10 STEPS TO GO FROM HOVERING TO SOARING!

If you are looking to kick-start your career or business into a higher performing gear and aren't quite sure where to begin, this lively webcast will offer workable solutions and shared success secrets that will move any process, career, agenda, or business forward.

Be in control and stay in control of any situation. Learn to recognize your own latent competitive edge (we all have one!) and how to make it soar (no need to fear "flying higher!")

Presented by: Leslie G. Ungar, president, Electric Impulse Communications, Inc.

Location: Beach Fleischman & Company, 1985 E. River Road, Suite 201 (parking in the rear)
The techcast begins promptly at **9am**, so please arrive by **8:45am** to allow for check-in.

Cost: Underwritten by Beach Fleischman & Company as a benefit for all members, non-members, and students – everyone is welcome. **Reservations required.**

RSVP to **Susan Pina** at spina@bfcocpas.com before 12pm on April 24th.

Check back for more upcoming webcasts each month.

JOB FORUM – IT’S ALL ABOUT YOU!

The **Tucson AWSCPA affiliate** strives to develop more networking **opportunities** for our members and meeting attendees. As part of this networking, we are providing the **forum** for employers with positions available to match these **opportunities** with individuals seeking employment. This will be a *confidential* service if you are seeking employment.

For those **seeking employment** contact **Kelly Crandall** (email: kellyc@cpahammel.com). For those with **positions available**, contact **any Board member** to announce your opening at a monthly meeting or in our newsletter. (NOTE: *Newsletter postings must be received by the 5th of the month for inclusion in that month. Ads must be 200 words or less – no logos or tables – submitted in a Microsoft Word® document. All postings may be further edited as needed for space limitations.*)

PLEASE communicate this employment connection to your employers for future employment **opportunities** for others. This is a **FREE** service for those looking for great CPA’s – that’s you!

Job Openings

--- THIS SPACE ---
CURRENTLY AVAILABLE FOR YOUR USE!

If you have any openings
that you would like to advertise
in our monthly newsletter,
please contact **Kelly Crandall**
or any current board member.
(contact information on page 5)

SIMPLY PUZZLING

This month's contest is the monthly SuDoku puzzle. There were no solutions sent for last month's puzzle, so we're repeating it here. If you're the first person to find all the words, you will win a prize at the next luncheon. Complete the puzzle and send your solution to Kelly Crandall (fax: 885-3699 or email: kellyc@cpahammel.com).

Good luck!

SuDoku

Have you tried SuDoku? As accountants we work with numbers every day, so **AWSCPA** plays **Word SuDoku!**

As with standard SuDoku, fill in the grid so that every row, column, and 3x3 box contains each of the letters provided only once. Additionally, the letters will spell a six- to nine-letter word or phrase that will appear one time within the grid, read either across or down. Solve the clue using the letters provided to determine the word or phrase then complete the puzzle. See last month's newsletter (SuDoku solution on page 10) for more clues to complete Word SuDoku.

Clue: The bane of our existence from January through April 15th: --- -----
 Letters: A F M O R S T U X

	U		X			O		M
								S
O	F				S			
		R		S	U	F		
	O	T				S	U	
		U	T	R		A		
			F				S	U
	M					R		
S		F			A			