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PRESIDENT'S MESSAGE

By Kristen Smith, CPA

In this month of Thanksgiving, our affiliate has a lot to be grateful for. First, we are a very healthy affiliate. Due to our "outstanding program development, professional awareness and exposure, membership recruitment and retention, effective and timely communications, and the development of a corporate sponsorship program", we received one of two Silver Star Awards. This award was given out at Joint National Conference, and it was the first of its type of award. I would like to recognize all of last year's board who helped make this possible, along with all of our members, with special thanks to Anne Hoff for her programming efforts, Nannon Roosa for membership activities, and Kelly Crandall for putting together and emailing our newsletter. Also, big thanks to Beach Fleischman for becoming a corporate sponsor by hosting the Techcasts.



Another thing to be thankful for is our National Organization. We have a lot of resources at our fingertips. A few of these resources include a national network of women CPAs, a large knowledge base for questions through the listserve, and access to great CPE.

I hope that you all have a great Thanksgiving and that you remember to give thanks for all your blessings.

MEETING NOTICE

Charitable Giving: A CPA's Journey - by Lori Hoby

Date & Time: Wednesday, November 14, 2007, 11:30 am – 1:30 pm
(please allow time for check-in, lunch is served at noon)

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

CPE: Counts as one (1) hour of CPE

Place: Kingfisher, 2564 E. Grant Road

Menu:

- 1) **Traditional Caesar Salad** with marinated grilled chicken breast
- 2) **Grilled Fish Sandwich** with cilantro pesto, roasted peppers and chilies, white cheddar, shoestring fries, and slaw
- 3) **Kingfisher Burger** with choice of cheddar cheese
- 4) **Grilled Cheese Sandwich** on Kingfisher bread, cheddar, gorgonzola, caramelized onion, tomato, and house salad

Reservations: Notify **Chris Elzy** at celzy@azlitho.com
Reservation deadline: **Friday, November 9th** at 12:00 pm

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

RECENT EVENTS

October Luncheon – Writing Workshop
By Susan Pina, Co-Director – Communications



On October 17th, we gathered to share lunch at Old Pueblo Grill and to participate in a presentation by Dr. Kendra Gaines, Professional Writing Consultant. Her presentation,



Scintillating Sentences and Pertinent Punctuation, began with an explanation of the difference between “numbers people” and “word people.” She belonged to the group titled *word people*, and she guessed that most of us accountants would consider ourselves to be part of the group titled *numbers people*. In my case, I am a numbers person and am terrified to be writing this. My hope is that I won't break too many of the rules I learned or revisited that day.

Dr. Gaines provided a handout with twelve sentences. Some of the sentences were correct, and some were not. It was up to us to determine if each sentence needed a correction. As we went through the sentences, we came upon the subject of commas. Everyone seemed very interested in commas. A discussion followed on when to use commas and when to omit them. Dr. Gaines said in her field there are passionate disagreements regarding some comma use rules. She has worked in positions where they wanted the least commas possible and in other positions where they wanted the most commas possible. It was her advice to follow the comma policy of the person signing your

paycheck. We agreed that this was good advice but were disappointed that there was no rule we could fall back on.

Another topic of interest was the grammar checking software our word processing programs used. Dr. Gaines has turned off the grammar checking feature of her word processing software because it was too often giving incorrect error messages and providing grammatically wrong alternatives. Her recommendation when using a grammar checking feature was to be very careful and not to assume that the software is always right.



This luncheon was as entertaining as it was educational. It was fun to see how the meaning of a sentence could change dramatically with only a small change in the punctuation...The AWSCPA Tucson Affiliate has forty-odd members. – or – The AWSCPA Tucson Affiliate has forty odd members. Punctuation does make a big difference.

UPCOMING EVENTS

Save the Date! for AWSCPA upcoming luncheons and other events:

November 8, 2007	AWSCPA TechCast, see details below
November 14, 2007	AWSCPA luncheon, Charitable Giving, see page 2 for details
December 19, 2007	AWSCPA luncheon, TBA
January 16, 2008	AWSCPA luncheon, TBA
February 20, 2008	AWSCPA luncheon, TBA

TECHCASTS

We will be sponsoring group sessions for the **AWSCPA** techcasts. Each techcast lasts an hour (or more) and occurs about once a month. You can sign up to view the techcasts through the AWSCPA or join us for a group session.

November 8, 2007, 9am

UNDERSTANDING THE CRUX OF COST SEGREGATION STUDIES AND ENERGY TAX CREDITS

Participants can expect to receive a solid understanding of the IRS requirements for successfully submitting a cost segregation study and energy tax credit study for tax benefit to your client.

Presented by: Julio P. Gonzalez, CEO and founder of Engineered Tax Services, Inc.

Location: Beach Fleishman & 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: FREE – everyone is welcome, reservations are **required**

RSVP to Kristen Smith at kristensmithcpa@yahoo.com before 5pm on November 5th.

You can check out all of the up-coming webcasts at <http://awscpa.org/home.htm>

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.**

GUEST COLUMNIST

I'm Too Busy to Be Marketing

by Dee A. Schiavelli, Results Marketing

In order to keep clients and bring in new clients, you must market yourself and your services. But if you are too busy with client work, how can you find the time to market?

There are no guarantees in today's business world. Companies go out of business, move away and merge. Few clients are able to remain loyal even when they want to be. Other accountants are going to do whatever it takes to get your clients. But there are still only 24 hours in a day and you want a personal life. The best "rainmakers" who are *always busy* still find time to do marketing.

What you need to do is to incorporate the aspects of marketing that will bring in new clients into your daily business life. That way it becomes part of your routine. What does that mean?

Relationships. Clients are loyal to people they like and trust. **DO NOT UNDERESTIMATE THE IMPORTANCE OF THIS.** *Listen* to your clients (this is not as easy as you think – most people are not good listeners). Learn to *communicate* so your client understands you. After the work is concluded, *stay in touch* on an ongoing basis. Ask them about their satisfaction and make any changes needed. Be sure they are on your mailing lists.

Targeting. Who are your current clients – industry-related, type of accounting needs, geographic location? These are your target categories. Do you know who they are? If not, conduct market research. If yes, do you know them personally? If not, find out who knows them and ask for an introduction. Your target list does not have to be long – just one or two at a time. If you plan, somewhere there are a few minutes in your weekly schedule to fit this in.

Referrals. Your clients and contacts are all referral sources. Build those relationships. Meet with them, call them, communicate with them regularly, do things with them, but most importantly refer business to them and *ask them for referrals.*

Visibility. You must belong to at least one civic, industry, or professional organization and attend meetings. If you are not on its board, you must be on a committee. Speak to the group at least once a year, write an annual article for publication, or in some way be active, not passive.

Newsletters. Can you find the time to come up with one topic once a year for a newsletter? Yes. If each accountant in your firm did that, you would have a list of possible newsletters each year. From this list, you can then select the hot topics or the ones you feel are the most important to write about. If each accountant in your firm wrote one newsletter a year, you would be able to produce newsletters that meet your clients' needs and get your firm's name out.

If you incorporate these things into your schedule, write them on your appointment calendar, utilize available "down" time to plan, you will be doing what rainmakers do. Marketing will become a normal aspect of your life that does not take up enormous amounts of time but fits into your daily life naturally.

If you still think you are too busy to be marketing, ask yourself "what will I do if my client goes away?" *The time to do marketing is when you have no time – not when you have no client.*

Dee Schiavelli is a business development consultant at Results Marketing www.resultsmarket.com. She can be reached at deeschiavelli@yahoo.com or 520.229.3241.

ANNOUNCEMENTS

Special Thanks again this year to [Beach Fleischman & Company](#) for hosting our Techcasts. Without their sponsorship, we may not have won a [Silver Star](#) award at this year's [Joint National Conference](#).

AWSCPA TechCast Coupon – The [AWSCPA](#) has provided a coupon in the latest E-Counters for all Society members to attend a [free TechCast](#) between now and December 31, 2007. If you choose not to attend our group TechCast presentation (see page 3), you can save \$35 to experience a TechCast in your own home or office. See the October 16th [AWSCPA E-Counters](#) or contact [Kristen Smith](#) (kristensmithcpa@yahoo.com) for a coupon.

AWSCPA Virtual Mall – As we're all getting ready for the holidays and doing our holiday shopping, keep this [opportunity](#) in mind... [AWSCPA](#) has partnered with several companies, 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.

Kaplan CPA Review is a long-time affinity partner with [AWSCPA](#). Kaplan is dedicated to helping CPA candidates pass the exam with confidence on the first try. Their CPA Learning System includes an activity planner, on-line or CD-ROM videos and workbooks, on-line QBank, study manuals, audio CDs, flashcards, email access to instructors, email lessons and a 24-month on-line subscription with a free study manual update. Student or professional members of [AWSCPA](#) are entitled to a 25% discount on all of Kaplan's Complete Learning Systems and live classes. This discount alone will more than pay for your annual [AWSCPA](#) membership investment! To learn more about this discount, contact [AWSCPA](#) at info@awscpa.org.

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](#) or [Lynda Nigh](#). 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.

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 three years. We have also collected clothing for the **YWCA Your Sister’s Closet**. This year we have plans to help the community as follows:

YWCA YOUR SISTER'S CLOSET This worthy organization 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. Find out more about this organization by visiting their website at <http://www.ywcatucson.org/>.

SCHOLARSHIPS The Tucson **AWSCPA** has a scholarship program for female accounting students who have taken a non-traditional path to their education. Our 07/08 scholarships will be awarded at our December luncheon. 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: **Lynnae Fritz, 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** directly 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 2007-2008 BOARD OF DIRECTORS...



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Sheri Campbell
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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

Do you have a passion for public accounting? **Clifton Gunderson** is looking for you to join our talented team in Tucson, AZ.

CU Associates – Clifton Gunderson is the leading provider of credit union audit and consulting services. We are looking for your talent to lead and perform in-depth review and analysis of our credit union clients' operational activities. Use your knowledge to deliver financial statements as well as review and analyze statements with clients while adding value by providing strategic business insight. Use your savvy to develop superior relationships with clients as well as assure continued close personal attention to client needs. We will count on you to handle multiple challenging issues while accurately and efficiently meeting deadlines. Showcase your demonstrated two to five years of recent public accounting experience and financial statement preparation, preferably with a financial institution, along with your Bachelor's degree in Accounting and CPA (or CPA candidate) so that we may offer you an opportunity of a lifetime!

Assurance Senior Manager – We are looking for your talent to plan, perform and review significant audit engagements in the fields of nonprofit organizations, financial institutions, government and commercial audits. Use your talent to deliver financial statements as well as review and analyze statements with clients while adding value by providing strategic business insight. You will manage our talented staff and assume the role as mentor to coach staff on various audit and accounting technical issues. Use your savvy to develop superior relationships with clients as well as assure continued close personal attention to client needs. Your 4+ years of audit experience in public accounting will be your first stepping stone to success at CG. These talents combined with your Bachelor degree in Accounting, CPA credential and excellent written and verbal communication skills will give you the tools needed for this rewarding opportunity!

Please send cover letter, resume and salary requirements to Swstaffing@cliftoncpa.com. Clifton Gunderson is an Equal Opportunity Employer.

Hammel, Beal & Lauer, P.C. (www.hbl.com) is an established, successful, and growing local public accounting and consulting firm dedicated to providing personalized, high-quality, business advisory and financial services to our clients. We are always looking for good people. If you are motivated, detail-oriented, and a self-starter who can work independently but also within the Team, we are looking for you! Come for the job...Stay for the career! Current positions available:

- **tax senior** (2-5 years tax preparation experience)
- **audit staff/senior** (0-3 years audit experience, 2+ years accounting experience)
- **staff accountant** (2-5 years of experience)

For more information and to submit your resume, see our ad on www.careerbuilder.com.