

PRESIDENT'S MESSAGE

President's Column By Jennifer Laudermilch, CPA, AWSCPA 2007-2008 President



Well, we are into a new year - 2008, and, as I learned at a recent AWSCPA South Florida affiliate event, we celebrated the Chinese New Year (the year of the rat... hmmm) on February 7. Since I was in the midst of relocating from Alabama to Miami, Florida, in January, I didn't have the time to focus on making New Year's resolutions; thus, I was very happy to learn that I had a second chance!

The new calendar year has already been busy for AWSCPA nationally. We are continuing our very successful partnership with Mass Mutual Financial Group and beginning new partnerships with Becker and Microsoft. Look for suggestions from us as to how you might benefit personally and/or as an affiliate member from these relationships.

And as I mentioned in the last newsletter, in January, we distributed a survey to the membership. I want to thank all of you who took the time to complete the survey; your feedback is very important. We are still in the process of compiling and analyzing the results, and will report back to you in a future newsletter.

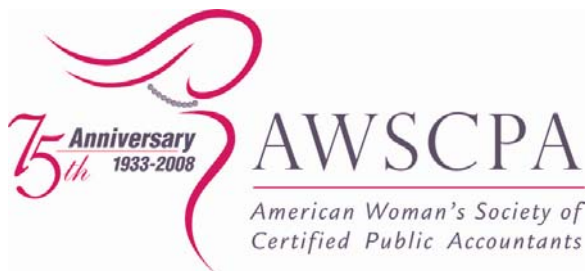
Finally, as you'll notice in our branding, we are highlighting that 2008 is the 75th anniversary of AWSCPA. Please join us as we celebrate "the Diamond Trail to Dallas!"

Jennifer Laudermilch



Jennifer Laudermilch and Mary Cheaney congratulate Nicole Mannarino and the South Florida Affiliate on exceptional local efforts on behalf of AWSCPA.

MAKING OPPORTUNITIES COUNT



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Diamond Trail to Dallas – articles from AWSCPA Past National Presidents

AWSCPA IN THE 70'S

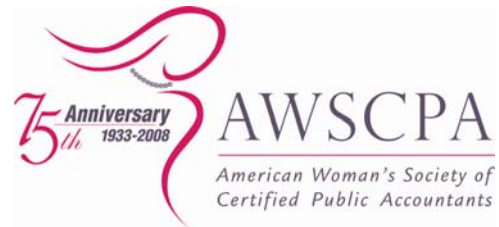
By Ruth Nowicky, AWSCPA Past National President 1978-1979

During the 1970's a major issue which AWSCPA was involved in was support for the ratification by the states of the "Equal Rights Amendment" to the United States Constitution. As you all know, the required number of states did not ratify the proposed amendment.

The 1978 Joint Annual Meeting was held in San Francisco – an area of our country with strong support for the amendment. I presided over the AWSCPA Business Meeting as President – a meeting that lasted almost four hours – a record that probably still stands. We had the support of fourteen past presidents in attendance. Resolutions were considered with respect to the Equal Rights Amendment and the formation of a committee to investigate the merging of AWSCPA and ASWA.

The 70's were a very exciting but challenging time for our profession. Our membership had tripled in the five years prior to 1978. At that time our latest statistical survey showed that 63% of our members had received their certificate since 1974. We were told that an average of 45% of all accounting students in our colleges and universities were women.

Many new activities and programs were adopted in response to our changing needs as we worked to attain high standards and goals for our members, and increased visibility for AWSCPA. Regional educational seminars were a new project – we attempted to bring our members together in areas of greatest member concentration for networking and programs to increase technical competence which qualified for continuing education credit. These seminars led to the formation of our Affiliated Groups. The Board of Directors authorized the purchase of a professional development seminar, "Managing Effective Communications", which was written especially for AWSCPA and tailored to the needs of women CPA's. It was copyrighted and presented three times during the year and received exceptional ratings.



The Board instituted several new awards to be presented annually to increase our visibility in other accounting organizations. We authorized an award to the woman receiving the highest grade on each CPA examination, an award to recognize the outstanding woman teacher of accounting and a literary award for the best manuscript written by a woman in the Journal of Accountancy and The Woman CPA.

The Board of Directors outlined procedures for establishing an Accounting Standards Coordinating Committee to study authoritative proposals on financial accounting standards, auditing standards, cost accounting standards, tax legislation and SEC proposals, and to respond to such proposals with position papers on behalf of the Society.

A scholarship program was adopted to be funded through contributions to the Educational Foundation of AWSCPA – ASWA. The Foundation continued to provide management seminars, career films and brochures.

Connie Barcelona and the staff of The Woman CPA brought us a recognized professional journal of the highest caliber, of which we were very proud.

I am grateful for the opportunity to have served as President. AWSCPA has played a major part in my professional development, and I hope many of you can share this experience.

FORMATION AND DEVELOPMENT OF AFFILIATES

By Liz Pozzi, AWSCPA Past National President 1986-1987

The Joint Annual Meeting (JAM) held in Memphis, Tennessee in 1981 was an historic one for AWSCPA. At the annual business meeting held at that conference, the members voted to amend the bylaws to allow for local organizations known as affiliated groups. The membership of AWSPCA was growing and there was a desire on the part of the members to meet and network with other members in their locale. It was a special occasion for me as the National President of AWSCPA at that time was Carla Russell of Houston – someone who had paved the way for women in the profession and a role model for me.

I joined the National Board of Directors in September 1982 to fill a vacancy that had occurred. I was a Director with responsibility to help with the formation of affiliated groups in my region. I continued to serve on the National Board of Directors moving from Director to Vice-President. During this time AWSCPA focused on the formation and development of the existing affiliates.

It was indeed a privilege for me to serve as President of AWSCPA from 1986 – 1987. During my term as President, we restructured the National Board to better serve the affiliates and members at large. We had eight Directors on the board – four working with affiliated groups and four working with forming groups and providing for a network for the members at large. During the JAM, the National Board held a meeting of the President's Advisory Council (presidents of the affiliated groups) as well as a meeting with the members-at-large. It was a time to improve communications between national and local and provide for exchange of ideas. One of the most anticipated events at JAM was the leadership training and information sharing time for the affiliate members.

The formation of affiliates was a significant event in the history of AWSCPA. Ten charter groups were formed by June 30, 1982. At the end of my term as President – June 30, 1987 – there were 39 affiliated groups. At the JAM in Kansas City in October 1986, 22 affiliated presidents attended the meeting. The emphasis of AWSCPA continued to be membership – increasing the members and retaining the membership. The membership of AWSCPA was over 4,400 at June 30, 1982. Five years and 29 affiliates later, the membership had increased to over 5,200 members – the first time the organization had reached the 5,000 mark.

BOSTON AFFILIATE HOSTS SUCCESSFUL SEMINARS

By Andrea Costantino, CPA, AWSCPA 2007-2008 Boston Affiliate President

The Boston Affiliate of the AWSCPA held two successful seminars in December and January focusing on both personal and business growth. The events were well attended by over 35 members and friends of the organization.

Our December discussion "A New Year, A New You", focused on 8 simple changes that, when implemented, will revitalize your career. Our speaker, Gretchen Neels of Neels and Company, gave great tips to help develop stronger communication skills and build effective networking strategies. She emphasized the importance of being dependable, organized and staying connected. She closed her presentation with having us really think about what we would do today, in both our careers and personal lives, if we knew we could not fail. Gretchen's inspired presentation left our attendees refreshed, renewed and ready to start 2008!

In January we continued our development with the program "Living Your Purpose: Strategies for Embracing a Purpose-Driven Life & Goal Setting Strategies for



Attendee Gina Tricarico, speaker Gretchen Neels, AWSCPA Boston Affiliate Board Member Tracy Curley and AWSCPA Member Margaret Kirschner.

Success.” Our three speakers for the evening were Claudette Rowley of Metavoice Coaching and Consulting, and Lyn Murphy and Donna Thaxter of PeopleSmart High Impact! Training and Consulting. Claudette began our night by discussing what it means to live with purpose. She explained that living with purpose requires us to jump out of the box of comfort and realism we are currently in, and cross into new territory. She encouraged us to think about our wants and dreams and refuse to settle for less than what we want in life. Claudette’s message followed a similar path as Gretchen’s December presentation as she concluded with the encouragement to never let fear stop us. Lyn and Donna led the second half of the evening focusing on goal-setting. They shared their strategies for goal setting success: write out your goals to show commitment, review your goals regularly and celebrate your successes. The audience was a great fan of their interactive presentation and three of our attendees were excited to leave with a mapped out framework for achieving their personal goals.

The Boston Board was thrilled to see so many new faces at these two events. We look forward to our February Wine Tasting Event where we will hopefully get the opportunity to meet more women and introduce them to our organization.



Speakers Lyn Murphy and Donna Thaxter.



The attendees work through mapping their goals.

Part One – Fundamentals and Form

WHAT EVERY CPA SHOULD KNOW ABOUT BUSINESS VALUATION

By Marcie D. Bour, CPA/ABV, CVA, CFE, BVAL, CFFA, AWSCPA South Florida Affiliate Board Member



The field of business valuation has become more sophisticated and complex over the past twenty years. In the early days, there were very few books published on the subject and limited research was available. As more professionals developed expertise, the business valuation body of knowledge evolved and expanded. As a CPA, it is useful to have a basic understanding of business valuations so that you can provide guidance to your clients with valuation needs.

What is a business valuation?

First and foremost, every CPA should know what a business valuation is. This seems like an easy starting place, but many practitioners are not aware when they are unknowingly valuing business. Take a quick quiz to see if you can identify which situations involve a business valuation:

1. You are preparing an intangible tax return for your client’s company and you decide to use book value of the company stock on the line that says “fair market value of capital stock”.
2. You are doing some planning for a client and are asked how much life insurance should be purchased to fund the existing buy-sell agreement. You tell your client to purchase a \$1 million policy to cover her 50% of the business based on historical earnings of \$250,000 and on a multiple of four times earnings.
3. Your client is interested in transferring stock to her son. You advise her to sell 10% of company stock for \$2,500 because the value is low enough to stay under the radar of the IRS.
4. Your client purchased a business, which includes a number of different intangible assets. You prepare a purchase price allocation pursuant to Internal Revenue Code Section 1060.

5. Your client made a Subchapter S election and you calculate the built in gains to report on the Form 1120S.
6. You estimate the value of a business for a prenuptial agreement for a client because she is in a hurry to complete the agreement so she can marry.

In each of the situations above, you would be providing valuation services.

So what are valuation services? In plain English, business valuation is the application of valuation principles and methods, combined with the valuator's judgment, to arrive at a value (or range of values) for a business or interest in a business. The American Institute of Certified Public Accountants' *Statement of Standards on Valuation Services No. 1* defines business valuation to include valuing a business, business ownership interest, security or intangible asset.

Foundational elements

The foundational elements of the valuation process are just as important to understand as being able to identify a business valuation. The three elements which need to be defined at the start of an engagement are:

- Standard of value
- Premise of value
- Purpose

These elements set the stage for the type of valuation that is necessary. The date of the valuation and the subject interest to be valued are equally important. However, the date and the subject interest are usually easily identified.

Standards of value

The standard of value is *how* value is defined for a particular valuation. Not all value is the same. There are a number of types of value, each having its own nuances. *Fair Market Value*, the mostly widely known value, is defined in Revenue Ruling 59-60 as "...the price at which the property would change hands between a willing buyer and a willing seller when the former is not under any compulsion to buy and the latter is not under any compulsion to sell, both parties having reasonable knowledge of relevant facts." Although this definition is one of the most frequently quoted ones, there are other versions that are substantially the same.

Fair Market Value is characterized as the price between a hypothetical financial buyer and seller. This type of value can be the underlying basis for other types of value. For example, in divorce cases many states refer to *Fair Market Value* or *Market Value*. In some jurisdictions, however, case law may provide for certain interpretations to arrive at their own version of *Market Value*.

States provide minority owners in businesses protection by allowing them to bring suit to have their shares appraised and to be paid a *Fair Value*. State statutes also provide for the dissolution of corporations under certain circumstances, such as when the shareholders have reached a deadlock in the management of the company. There are similar statutes that apply to partnerships and limited liability companies. The appropriate value in these types of actions is usually *Fair Value*.

Some state statutes define *Fair Value*, while others do not provide a clear definition. It may be necessary to look to case law for guidance in states without clear definitions. Judges, in their opinions, may refer to *Fair Value* and *Market Value* interchangeably, without regard to the potential differences. One significant difference between *Fair Value* and *Fair Market Value*, depending upon the jurisdiction, is the application of discounts for lack of control (minority discounts) and discounts for lack of marketability. Another difference is the concept of a willing buyer and willing seller. In litigation, the buyer and the seller may not be willing parties to the ultimate transaction; they are bound by the ruling of the court.

To further confuse the matter of *Fair Value*, FAS 157 defines *Fair Value* for purposes of financial reporting differently than *Fair Value* in a litigation context. Any time an asset or liability is reported at *Fair Value*, it means that it is reported at "the price that would be received to sell an asset or paid to transfer a liability in an orderly transaction between market participants as of the measurement date."

Investment Value is “The value to a particular investor based on the individual investment requirement and expectations” as defined in the *International Glossary of Business Valuation Terms*. *Investment Value* can capture the benefit of synergies that a buyer brings to the transaction or it can factor in required rates of return based on investment criteria. This type of value is specific not only to the transaction, but also to the buyer or seller as well.

Range of values

Value is often thought of as a definite number. This is a common misconception. Not only can a single type of value be expressed in terms of a range, different types of value create a range of values. Everyone has heard the phrase “Beauty is in the eye of the beholder”. Value is influenced by the perspective of the interested party. Different interested parties will arrive at different values. Each value may be reasonable for its purpose and in the proper context.

It is important to distinguish between price and value. Price is the dollar amount at which a transaction takes place. In order for a transaction to occur, the buyer and seller have to arrive at an agreeable price. Often the negotiating skills of the buyer or seller, as well as their access to information, will determine whose value is closer to the price.

The purpose

How do you determine the appropriate type of value? Very often the purpose will dictate the appropriate type of value. Valuation engagements are purpose specific. Valuation reports usually include language that states that the valuation is valid only for the purpose or purposes specified and use for any other purpose invalidates the results of the valuation. Since the purpose can dictate the type of value, different types of value may apply in different circumstances.

Most compliance work, including valuations for tax purposes, *must use Fair Market Value*. Engagements to value interests for gift or estate tax purposes must be based on *Fair Market Value*. ESOP valuations are based on *Fair Market Value*. Valuations to determine the value of charitable contributions must also be based on *Fair Market Value*. While purchase price allocations for tax purposes requires the use of *Fair Market Value*, purchase price allocations for financial reporting purposes require the use of *Fair Value* as defined in FAS 157.

In the case of an owner who has nurtured a business for 30 years, *Investment Value* will most likely capture what the business is worth to her. Similarly, participants involved in transactions interject their own investment objectives into the valuation process. *Investment Value* is often most appropriate because it accommodates the specific characteristics of the buyer or seller. Buyers and sellers can arrive at different values for the same interest based on their different criteria and expectations. The buyer or seller may expect synergies that they bring to a transaction to enhance the value of a business. The perceived right to the benefits generated by synergies from a business combination can also influence the resulting value.

In litigation situations, the courts, either by statute or by case law, often provide guidance in determining value. Valuations for divorce are usually based on some sort of *Fair Market Value*. Shareholder disputes are governed by state statute and case law, which dictate the use of *Fair Value*.

The premise

The last foundational element is the premise of value. *The International Glossary of Business Valuation Terms* defines premise as “an assumption regarding the most likely set of transactional circumstances that may be applicable to the subject valuation; for example, going concern, liquidation.” Unless a business is going to be liquidated, either voluntarily or by force, the premise of value is usually going concern based on the assumption that the business will likely continue to operate.

It is necessary to establish what is being valued and why it is being valued in order to move forward with the valuation process. Once these foundational elements have been determined, the valuator and the client need to determine the type of valuation services that will be provided and the form of delivery.

Valuation reports

There are generally two levels of services that a valuator can provide: a conclusion (or opinion) of value and a calculation of value. These types of valuation services can be delivered in either a written report or in an oral report.

A conclusion (or opinion) of value is the result of a business valuation engagement where the value is determined by applying appropriate valuation procedures combined with professional judgment. In arriving at a conclusion of value, there are valuation standards that can be followed including the American Institute of CPAs, the American Society of Appraisers, the Institute of Business Appraisers, the National Association of Certified Valuation Analysts and the Appraisal Foundation. This is in addition to any other application rules or regulations issued by regulatory bodies that may apply. Engagements for tax purposes, litigation purposes and financial reporting purposes usually require a conclusion of value.

There are times when it is appropriate to provide a lower-level engagement than a conclusion of value. In those cases, the valuator may reach an agreement with the client to limit the engagement. Limited engagements, which result in a calculated value, are distinguished from engagements which result in a conclusion of value by the procedures performed. In a calculation of value engagement, the valuator and the client specifically agree to limit the application of valuation procedures, including the application of specific approaches and methods in arriving at a calculated value. Calculation engagements are often done for budgetary reasons. If a valuation engagement to reach a conclusion of value had been performed, the resulting value may have been different.

A written report can take the form of a full report or a summary report. Different valuation organizations have different descriptions for the full report and summary report, although the essence of the reports is the same. In general, valuation reporting standards and IRS regulations require that a full report must meet minimum disclosure requirements, and present the appraiser's findings and conclusions in a manner that an informed reader can replicate the appraisal process and arrive at appraised value.

Although a report could always contain additional information, the exclusion of such information does not necessarily mean that the report has failed to meet the requirements of a full report under valuation reporting standards. The work necessary to complete and reach a conclusion of value is the same for a valuation report that provides the required information in great detail, as that of a report that provides a summary presentation. The distinction between what some call a summary report and a full appraisal report has to do with the length and detail of the *narrative discussion* of the description of the subject investment, its environment, the economy, and the industry; not the procedures performed. The reporting standards of the various valuation organizations apply whether the report is presented in a written format or an oral format. Calculation of value reports are typically shorter than reports for conclusions of value due to the limited work done to reach a calculated value.

Conclusion

The best service you can give your client is to make sure that your client understands that all value is not the same and all valuation reports are not the same. When a client has the need for valuation services you can assist your client by ensuring that your client receives a valuation report that is suited for his or her purpose:

- The report should be for the correct valuation date,
- The report should be for the appropriate standard of value,
- The report should be based on a reasonable premise for the situation,
- The type of engagement should be appropriate for the purpose; and
- The report should be in a form that is acceptable for the purpose.

Educating your client will enable him or her to make an informed decision in evaluating his or her valuation needs.

Marcie D. Bour, CPA/ABV, CVA, CFE, BVAL, CFFA is President of the Florida Business Valuation Group, an affiliate of the National Business Valuation Group, LLC™. She provides business appraisal services, forensic accounting and litigation consulting services for small and mid-sized businesses. Ms. Bour has been involved with a variety of commercial cases and has testified at deposition or trial in damage, shareholder dispute, usury

and criminal sentencing cases. She also consults on valuation and other issues for divorce cases. Her valuation and litigation experience have covered a wide variety of industries including: healthcare, retailers, professional practices, Internet-based companies, wholesalers/distributors, travel, trucking, packaging, manufacturing and fast food-franchises. Marcie is on the Board of the South Florida Affiliate of the AWSCPA, President-elect of the Gold Coast Chapter of the FICPA, a Board Member of the Litigation Forensics Board of NACVA as well as being involved in numerous other appraisal and professional organizations.

Event draws from entire area

NEW YORK CITY AFFILIATE HOLIDAY EVENT

By Kristi Biondo, CPA, PricewaterhouseCoopers, AWSCPA National Director-East and Anne Sforzo, CPA, New York City Affiliate Director of Publicity

On December 11th, the New York City Affiliate hosted a holiday networking event at PricewaterhouseCoopers LLP in Midtown Manhattan with over 200 people in attendance. The event was sponsored by the Office of Diversity and Experienced Recruiting of PricewaterhouseCoopers LLP and was an excellent opportunity for members and nonmembers alike to meet other women accounting and finance professionals including members of the New York City Affiliate of the AWSCPA. The attendees were a mix of PwC employees, women from the other Big Four, regional firms and industry.



All attendees received gift bags which included AWSCPA informational brochures and Post-Its, PricewaterhouseCoopers Diversity pamphlets (Confronting the Issues of Diversity), and cosmetics donated by Maybelline. Approximately a dozen women signed up for membership during the evening with a number more expressing interest in the AWSCPA organization. Results of the survey included in the on-line registration website for the event indicated that a large number of women were interested in receiving more information about the organization and/or are willing to serve on a committee or hold a board position within the AWSCPA.

The event included a presentation, which qualified for 1 CPE Credit, by Kathleen Cashman, President of Cashman Consulting LLC, an International Management Consulting and Training firm. Kathleen has been with the organization for over 19 years. Cashman Consulting LLC services organizations in the area of Leadership. Kathleen and one of her clients, WOMEN Unlimited, Inc. has partnered for the past 5 years with Cashman Consulting and Kathleen serves as the North East Regional Director. Kathleen also gave this presentation to the New Jersey Affiliate in July 2007. Kathleen presented "Critical Success Factors for Women: Remove the Limits!" The discussion included what the success factors are, how critical they are to us, how they impact our success today and tomorrow and how to tap into our potential! A summary of the challenges discussed and the strategies suggested during the evening have been attached below.



The presentation was followed by a wine-tasting hosted by Miyoko Idrissi, a wine consultant from Traveling Vineyard. Miyoko took us through five wine samples and we had the opportunity to place

orders for wine and accessories. Miyoko joined the Traveling Vineyard team to share her love of wine with others, mostly to educate wine lovers like her on the incredible organic experience this elixir will do to our palate. If you would like to order wine, please contact Miyoko, directly, at miyoko.idrissi@tiffany.com. Wine and accessories can be viewed at www.tvstore.com. Both Kathleen and Miyoko donated their time, free of cost for this event and our thanks go out to them for their continued support of the AWSCPA organization.

Frances Valenzuela, a student from Long Island University Brooklyn Campus was the winner of a free CPA review course. She had a choice of receiving a review course from Becker, Kaplan or Yaeger.



Frances is the President Elect of the Accounting Society and President of Business Opportunity for Student Success at her university. She is in the BS/MS program in

accounting, and double majors in Philosophy. She also participates in the VITA program and currently holds an internship at Kongisberg Wolf and Co. Congratulations on your win!

Overall, the event was a huge success with the AWSCPA NYC affiliate receiving both informal positive feedback as well as positive feedback indicated on the event evaluations provided at the end of the evening. For more information on upcoming event please visit our local [website](#) for upcoming events in 2008.

Critical Success Factors! Unleash the Limits!

What are the critical success factors for Women in Our business today? To begin to answer this question we must first understand some of the challenges women face today – Some of the challenges for women today are:

- Work-Life Balance – roles
- Time challenges – doing it all
- Gender bias
- Networking – finding places to network and gain benefit
- Building relationships that work
- Lack of Mentors
- Lack of Role Models
- Lack of access to Mentors
- Breaking into the Old Boys Network
- Stereotypes – perceptions of women: Too emotional, too wordy
- Being too Nice
- Being too hard on other women – unwilling to help them succeed
- Wanting to be liked – lack of conflict resolution skills
- Being able to influence others
- Self Promotion – men do it well

It is not a complete list and certainly these challenges are not new – but what is important to recognize is that while they have been around for decades, there are strategies that others are using that are working – we just need to know what some of these strategies are so that the above challenges – and then some – don't limit your success – however you define it!

What then, are the critical things that women need to do to resonate in the world of business today and not let these challenges limit their success? And some strategies for success? Some of the

Success factors are:

- **Be willing to educate - particularly men** – when something happens or doesn't be willing to address it without emotion – it might hurt but you need to stay focused on the change – be like a duck!

Most Senior leaders are men- there are few women in senior positions – this is not just the Financial Industries challenge – this is across all industries. Since this is the case, remember most Senior Leaders will not understand or even see the challenges for women. They might even say there are not challenges for women today. Your job is to educate from your perspective. By sharing these challenges you might just be able to change your corporate landscape to be more open for you and other's to do their best work.

- **Be willing to take a risk.** The risks we need to take are to step outside of our own comfort zones when it comes to building relationships, speaking with others, building our reputation – or sharing our accomplishments and dealing with disagreements. We need to be willing to approach others who you believe will benefit you with their knowledge and experience – asking for mentorship.
- **Be willing to push back and push off** – delegate where possible – be a resource connector – is someone else more appropriate to handle this task or this challenge?
- **Be willing to take part if the “sports” conversations** – a simple strategy is be aware of what season it is. Glance at the headlines or listen to the news cast. Then be able to interject into the conversations – you don't need to have watched the game to participate in this game. This will send the message – you want to belong. Then as the conversations moves forward it will feel less awkward on all sides and better relations will be had.
- **Be willing to accept a compliment** – when someone says – great job – you might have in the past said – “it was nothing” – knowing full well it was something – the hours, the effort, the things you put off to get this accomplished! Change your response to: “Thank you and Thank you for noticing my efforts”. This should spark a question – what were the efforts? You can then share how you made this a priority, this caused you to stretch or because of limited resources, it caused you to re-prioritize other work so that this could meet deadline and required some personal adjustments – you don't need to give detail (remember the 20,000 words) all you need to do is laser your points.
- **Be aware of your communication** – both style and words – remember some words have different meanings to different people. Be as specific as you can without using extra words. The objective is to create understanding not impress when there is better understanding you get better relationships.
- **Build your network – internal and external.** Be curious about others – start each conversation with a question or two – this will create an environment of participation and ease. Start by finding things in common – it can in many cases only take minutes to create this commonality – build on this and then ask your questions – what do you want to know from this person about them – everyone has a story. Be willing to listen before you your story. Build a network of other women both internally and externally – women want and need relationships and support – be the best you can be at providing this: We are all friends – we just don't know it yet!
- **Be the role model you wish you had.** Pay it forward. Mentor and Coach another women on purpose. And seek out mentoring and coaching for yourself. Identify one or two people who you want to learn more from.

What will be the critical Success Factors moving forward? We know these will continue to be critical and there will be additional ones – so keep identifying the challenges – and ask yourself – how do I not let this limit me?

2008 Joint National Conference Committee HELP US WITH THE PROGRAM

By Jane Tillinghast, CPA, AWSCPA Vice President Publications

The JNC Program Committee is looking for speakers for the 2008 JNC in Dallas, Texas, October 28-30. If you know a good speaker who would be willing to speak in Dallas, go to www.awscpa.org the lower right hand corner and fill out the form under Call for Presentations. Also you can contact a member of the program committee. The following AWSCPA members and staff are on the 2008 JNC Committee.

Program Committee

Accounting & Auditing Track – Nina Guthrie,
nina.guthrie@gt.com

Controllershship Track – Jane Tillinghast, jtillinghastcpa@aol.com

Personal & Professional Development Track – Anna Marie LaPorte, jalprt@sbcglobal.net

Tax Track – Alex Miller, alexmillercpa@mindspring.com; Anne-Marie Unger, aunger@kpmg.com and Betty Pels, bpels@jpulsifer.com

Workforce – Mary Riley, mriley@mbr-cpa.com

Steering Committee – Stephanie Yurus, syurus@hotmail.com, Mary Cheaney, mfcheaneycpa@msn.com, Jennifer Laudermilch, jennifer.laudermilch@us.pwc.com, and Kim Fantaci and Diana Grabeman, info@awscpa.org

The program selection will be finalized by the end of April 2008.

AFFILIATE SCHOLARSHIP ENHANCEMENT PROGRAM

Compiled by Jane Tillinghast, CPA, AWSCPA Vice President Publications

It's time again to request funds from National for your affiliate's scholarship program!



Gilda Mendoza, Wendy Lewis, Houston Affiliate President Mary Ross, and Jane Tillinghast

As many of you know, National provides enhancement monies for affiliate scholarships each year.

To explain briefly how this program works, it is important to know that the national enhancement monies are provided by the **AWSCPA Foundation** – that's the \$15 optional donation you see on your dues invoice each year. These member donations to the AWSCPA Foundation are designated for the sole purpose of funding the national scholarship enhancement program.



The national enhancement to affiliates will be based on a percentage calculated between the affiliate funds total pool and the AWSCPA Foundation funds available. Notification of the national enhancement monies and checks are scheduled to be mailed on May 4, 2008.

To be eligible for this year's national enhancement funds, affiliates are required to submit an application and provide proof that local funds have been dedicated for the local portion of a scholarship (via either Board of Director minutes or a separate resolution). Applications and supporting documentation must be received no later than April 18, 2008 for consideration in this year's funding allocation. Your application should be mailed, faxed or emailed to the Administrative Office at the following:

AWSCPA
136 South Keowee Street
Dayton, OH 45402
Fax: (937) 222-5794 or info@awscpa.org

Questions? Need clarification? Call (800) 297-2721 (AWSCPA1)

For further information on the national scholarship enhancement program, please refer to the Scholarship Guide which can be down loaded from the website. Go to www.awscpa.org, Members Only, Affiliate Outreach, Scholarship Guide.

Another aspect of the AWSCPA Foundation is to provide a means for a contribution to be tax deductible. In order for contributions to be tax deductible to the contributor, checks must be written to an organization which qualifies as a 501(c)(3) under the IRS code. AWSCPA affiliates do not qualify for this purpose. However, the AWSCPA Foundation does qualify and can be used by the affiliates for this purpose.

The basic steps will be:

1. Contribution check solicited by local affiliates for the scholarship fund should be made out to the "AWSCPA Foundation".
2. These checks should be forwarded to the administrative Office in one batch. These dollars are then designated for your affiliates and transferred back to your affiliate for education purposes. CONTACT THE ADMINISTRATIVE OFFICE AT 1-800-297-2721 FOR SPECIFICS IN HANDLING TAX DEDUCTIBLE GIFTS.

For any affiliates interested in starting a scholarship program the Scholarship Guide on the web site offers a wealth of information. There are sample scholarship applications, sample announcement letter to accounting head/professor, sample letter to award winner, advice on application procedures, the selection process, and publicity/follow-up.

THE BALANCING ACT

By Moritza Day, CPA. AWSCPA Past Houston Affiliate President



Because we are Americans, we have a work ethic that has been ingrained in us since Puritan times. We work hard, clocking the least amount of vacation taken in the industrial world. Even the Swiss and Japanese take off more time than Americans. My German friend Karl-Heinz sends me postcards from vacations in Europe and America at least three times per year, reminding me that our European counterparts are enjoying a more relaxed lifestyle than us harried Americans.

So how do we balance work and life – really- how do we balance our **lives**? Do a 360 and stand in the middle of the variations of lifestyles. Look around, and see how resourceful professionals balance their lives.

From working mothers with children, to a single father who plays a very

active role in raising his daughter, to a daughter who is a caregiver to her elderly parent, to single professionals, we will peek into the balancing act of these professionals.

Working mothers are the first examples we think of in considering life balance. Typically the primary caregivers for children, women must be creative in managing their lives. Maureen Saunders, Vice President of Encore Bank credits her husband's understanding and the flexibility of being a bank officer to her success as a mother, wife and working woman. Carolyn Weaver, CPA, President of funcpe.com started her own company to blend her entrepreneurial creativity and her desire for flexibility in raising her seven year old son.

How else do working professionals balance their lives? By choosing priorities and accepting the tradeoffs. Single father Jesse Daves, consultant with litigation and tax consulting firm J.A. Compton chose his number one priority, parenting his daughter Emma. He feels that his career progress and time with his daughter has been a satisfying blend. Arquela Hargrove, HR manager with a litigation settlement facility clearly delineated her priorities: faith first, then family, then work, then herself.

So how do these hard working professionals treat themselves? Arquela Hargrove takes a spa day each month to relax and regenerate. Maureen Saunders takes a girl's vacation with her friends and a weekend trip with her husband each year. She said, "They (vacations) help me feel like I am a wife and a stand alone person".

A growing reality for baby boomers is that many become caregivers to their aging parents. Patti Marek, Director, Beauty Control, shares caregiving responsibility for her Alzheimer afflicted mother with her sister. Because of the flexibility of her job as sales manager, she is able to juggle her responsibilities. Among many compromises, she is no longer able to attend her yoga class. Her yoga teacher personally videotaped her class for her and Patti continues her therapeutic yoga practice at home.

What's the trade off of balancing your life? Translate this to not spending every waking hour at work to further your career. Maureen Sanders noted that the women in her industry with higher positions do not have children and/or a significant other. She ruminates, "I think I would have gotten further in my career without the distraction of a family life –however I would not trade my husband or children for anything in the world!"

Carolyn Weaver noted positive results to her choices. Because she now works at home, she noticed, "Since I have reduced the number of restaurant meals I eat, I have improved my diet somewhat. I also have a little more time and flexibility to for example, go for a long walk in the middle of the day". Carolyn made financial sacrifices to start and maintain her business so she could spend more time with her son, but she commented, "It was difficult but not impossible to reduce my consumption to align with my reduced income".

What about single people? With potentially fewer people vying for their time, they have it made? Juggling priorities is still a challenge with single professionals as well. Jane Tillinghast, CPA, balances a successful tax practice and volunteer work in numerous civic and professional activities. One of her challenges is not to be overextended in her volunteer activities in order to have time for her practice and personal life. Jim Tabor, hospice nurse, organized his life to have relatively low expenses so that he can work 2-3 days per week as a nurse, pay his bills and have plenty of time off. Like Carolyn Weaver, Jim traded money for time in his balancing act.

The bottom line is that managing lives is a conscious choice of priorities, trade-offs and demands constant focus. These professionals showed that creative approaches to life balance result in successful, productive work, and more importantly, successful, satisfying lives.

***Moritza Day, CPA** is an accounting recruiter and career and hiring strategist. For 20 years, she has helped companies and accounting professionals search for and find the best opportunities available in the marketplace. Her firm, Day West & Associates, Inc., is an accounting recruiting and career and hiring consulting group. Day West was named as #23 of the Houston 100, the 100 privately held firms making the greatest impact on Houston. Moritza began her business career as an auditor with PriceWaterhouseCoopers in England and Arthur Andersen & Co in Houston. She was an internal auditor for banks and savings and loans, working at institutions now called Bank of America, Sterling Bank and Washington Mutual. Moritza has a BBA in Accounting cum laude from*

the University of Houston and is a CPA in the state of Texas. She is a member of the Bauer Alumni Association Board of Directors as well as a committee chair for the Houston CPA Society. Moritza is the author of Networking to Build Your Success and the co-author of 1000 Best Job Hunting Secrets.

AWSCPA TECHCASTS PROVIDE CPE

Have you tried them on for size?

The American Woman's Society of CPA's is continuing its series of TechCasts that began in 2006 and will continue throughout 2008. The TechCast process is very easy to use. Members can register on line, pay with a credit card (invoicing is available to members), and will receive an email confirmation.



AWSCPA
TechCast

The service is reasonably priced and the system allows multiple people from a site to be trained for one-low price. No travel and a minimal time commitment are the results.

Regular fees are \$35 per log-in site for members and \$55 for non-members. It is an additional \$10 for each additional CPE certificate (the first is included with the \$35 fee). These fees include the Internet portal, audio-conferencing and long-distance charges, presentation handouts, one hour of CPE, and access to the profession's top instructors and consultants in a live, interactive 60-minute conference.

Following are the dates and topics for upcoming TechCasts with more added all the time.

- **April 17, 2008** – “Financial Crimes-Tracking the Global Criminal and Locating Hidden Assets” by Ronald F. Worst, Criminologist-Financial Fraud

Note that high-speed Internet access is not mandatory – the system works with dial up, but you must have separate connections for the audio and video portions.

If there is a session that you would like repeated, let us know, and if there is enough demand, we will do our best to arrange it. If there are topics you would like to see included, let us know. Note that PODcasts are available for many of the completed sessions.

GETTING TO THE BOTTOM OF INHERITED IRAS

An article from Corporate Financial Services Partner - MassMutual

Naming a beneficiary for your traditional Individual Retirement Account (IRA) need not be a difficult task. Most people choose their spouse, if married, or another loved one. However, the rules governing the distribution of IRA assets to beneficiaries are not so simple. With this in mind, here is a quick look at the Internal Revenue Service (IRS) rules for inherited IRAs.

Taking a Closer Look

The IRS stipulates that an IRA owner must begin taking required minimum distributions (RMDs) by April 1 of the year following the calendar year during which he or she reaches age 70½, commonly referred to as the “required beginning date.” Prior to age 70½, you don't have to take any money out of your IRA. But once you reach that magical 70½, the government wants you to start taking withdrawals. IRA beneficiary rules involve two separate issues: 1) the age of the IRA owner at the time of death; and 2) the identity of the IRA beneficiary (the rules for spousal beneficiaries differ from those for non-spousal beneficiaries).

Spousal Beneficiaries

If an IRA owner dies before RMDs have begun, a spousal beneficiary can choose to withdraw all IRA assets within five years, maintain the IRA under the deceased spouse's name (and keep in mind, withdrawals are income taxable) or treat the IRA as his or her own. Suppose Jim Bradshaw (a hypothetical case) dies and his wife, Linda, is the beneficiary of his IRA. If Linda maintains the IRA in Jim's name, minimum distributions do not have to begin until December 31 of the later of: 1) the year following the year of Jim's death; or 2) the year in which Jim would have reached age 70½. However,

distributions would be based on Linda's life expectancy. If Linda chooses to treat the IRA as her own, she is entitled to name new beneficiaries, and the rules governing RMDs would be the same as if the IRA were originally her own. Therefore, distributions would have to begin by April 1 of the year after the year in which she turns 70½, and the required amount would be based on her life expectancy. If Jim were to die after RMDs had begun, the options for Linda would be different. She could choose to continue receiving distributions based on either Jim's life expectancy or her own life expectancy. As a third option, Linda could opt to roll over Jim's assets into her own IRA. (This option is not available for IRAs that have been annuitized.)

Non-Spousal Beneficiaries

Non-spousal beneficiaries have fewer options than spouses. Unlike spousal beneficiaries, non-spousal beneficiaries may not treat IRAs as their own and cannot name additional beneficiaries. If the owner dies before the required beginning date, all assets in the account must be distributed by the end of the fifth anniversary year of the owner's death. Alternately, the beneficiary may elect to receive distributions over his or her life expectancy. The amount of distributions is based on the beneficiary's life expectancy, and they must begin by December 31 of the calendar year immediately following the calendar year of the owner's death. This is sometimes referred to as a stretch IRA because the payments are stretched out over the beneficiary's life expectancy.

If the owner dies on or after the required beginning date, the assets must be distributed over a period not exceeding the larger of the owner's or the beneficiary's life expectancy.

Parting Thoughts

Under regulations finalized in 2002, a primary beneficiary can disclaim an inheritance (including IRA payments), allowing it to pass to a contingent beneficiary. In response to the increased longevity of the American population, the IRS has increased life expectancy figures, which essentially reduces required distributions because they are paid out over a longer period of time.

If you are an IRA owner or beneficiary, the wide variety of beneficiary arrangements can easily lead to confusion. It is important to be aware of your options and the tax consequences that may apply in your situation.

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SPOTLIGHTING AWSCPA MEMBERS

Do you have news to report? Email your contributions to info@awscpa.org.

Members in the News

Erika D. Bonner, CPA, President of the Utah Affiliate has relocated from Salt Lake City, Utah and "set up shop" in Seattle, Washington. Erika is a tax manager with KPMG LLP.

Erika D. Bonner, CPA, on behalf of AWSCPA, will be Microsoft's external speaker for the Finance Diversity Event scheduled on April 7, 2008.

Anne C. Hoff, CPA has been promoted to partner at Kleinhans, Lashbrook, Butler & Hoff, PLLC. Anne specializes in tax planning and compliance for individual, small business, and fiduciary clients. She has additional expertise in alternative dispute resolution and divorce taxation. Anne has been an AWSCPA member since 2002 and has served as President, Director of Programming, and Director of Membership for the Tucson Affiliate.

Jennifer Laudermilch, AWSCPA 2007-2008 National President has relocated from Birmingham, Alabama to Miami, Florida. Jennifer is a senior manager with PricewaterhouseCoopers LLP.

Bonnie L. Mackey, CPA/CSEP, member of the South Florida Affiliate, of Levin, Silvey, Zelko and Mackey, PA presented "Bulletproofing Your Books" AND "Five Things Accountants Should Know

about QuickBooks” at the AWSCPA Houston Affiliate annual seminar on February 2, 2008. Bonnie was also featured in the FICPA Management of an Accounting Practice Newsletter.

Nicole Mannarino, CPA, member of the South Florida Affiliate, of Rachlin LLP was recently promoted to partner in the Commercial and SEC Assurance practice area.

Maria Monaco (formerly Maria Stabile), CPA, member of the New York Affiliate, was recently promoted to Director at Deloitte & Touche.

Laura Nowiki, CPA, member of the Houston Affiliate, Tax Partner PricewaterhouseCooper LLP gave the Annual Tax Update – Individual and Business at the AWSCPA Houston Affiliate annual seminar on February 2, 2008.

Jane L. Tillinghast, CPA, member of the Houston Affiliate and AWSCPA 2007-2008 National V/P Publications, of Jane L. Tillinghast, CPA was part of a panel discussion titled “Secrets of Success in Today’s Accounting Profession” at the AWSCPA Houston Affiliate annual seminar on February 2, 2008.

Jane L. Tillinghast, CPA, will be one of three panelists in a discussion titled “Bridging the Generation Gap” on Wednesday, May 28, 2008 at the Houston CPA Society Spring Expo which will be held at the Reliant Center.

Roberta Young, CPA, member of the South Florida Affiliate, of DeMeo, Young, McGrath was featured in the FICPA Business Technology Section Newsletter. She is the managing partner of the firm.

Affiliate News

The **Boston Affiliate** had a networking and wine-tasting event at the French Library and Cultural Center on Thursday, February 7, 2008. Two scholarships of \$1,000 each will be awarded to an undergraduate and/or graduate accounting majors attending college in New England. Recipients will be named in September 2008, for the Fall 2008 school term and the award will be presented in September 2008. See www.awscpa.org/boston for details and for their updated web site.

The **Georgia Affiliate** gave an 8 hour 2008 I.R.S. Forum on January 9, 2008 at the Buckhead Library in Atlanta. See www.awscpa.org/georgia for an impressive web site and details about the scholarships being offered to deserving accounting students from Georgia’s colleges and Universities this Spring. Applications will be available in March 2008.

Two top rated speakers from the **Houston Affiliate** 2005 annual seminar have agreed to speak at the 2008 JNC in Dallas, Texas. Barbara Ann Radnofsky, former partner at Vinson & Elkins LLP and the Texas 2006 Democratic nominee for the U.S. Senate will present an interactive session on conflict resolution on the controller track. Susan Sorensen, AWSCPA 2006 Education of the Year and professor at University of Houston Clear Lake will be a speaker for the tax track. Also the Houston Affiliate will be awarding two \$1,000 scholarships which will be presented at their Annual Scholarship & Charter Renewal Dinner on June 19, 2008.

The **Los Angeles Affiliate** partnered with ASWA, California Society of CPAs Members in Industry, and Institute of Management Accountants to give a 2 hour annual tax update on January 15, 2008 at the Sportsmen’s Lodge in Studio City, California. Also the Los Angeles Affiliate has announced they will be awarding three \$1,000 scholarships to deserving candidates. See their web site www.awscpa.org/losangeles for details.

The **New Jersey Affiliate** will award a scholarship for one Becker CPA Exam Review Course, including review class and comprehensive course material for all four sections of the CPA Exam. Award recipients will be named at the AWSCPA New Jersey Affiliate Annual Dinner in June of 2008. See www.awscpa.org/nj for details and applications.

The **New York Affiliate** is planning on awarding a scholarship to students in graduate or undergraduate accounting studies. See www.awscpa.org/ny for details when they are posted.

The **Oklahoma Green Affiliate** had a luncheon meeting on Thursday, January 24, 2008 where Lou Ann Gibson, CPA, CVA spoke on "Business Valuation Fundamentals".

The **South Florida Affiliate** held a quarterly meeting on Thursday, February 7, 2008 where Carol Cannon presented "Redesigning Your Workplace with Feng Shui Creating Healthy and Productive Surroundings". See www.awscpa.org/southflorida for information about scholarships being offered. Deadline to turn in the application is March 31, 2008.

The **Tucson Affiliate** held a luncheon meeting on Wednesday, January 16, 2008 where Ann Pardo, M.S.L.P.C., N.C.G.C., A.C.S. Director of Behavioral Health, Canyon Ranch spoke on "Everyday Balance: 5 Practical Ways to Reduce Stress". See www.awscpa.org/tucson for scholarship opportunities.

The **Utah Affiliate** held a luncheon meeting on Thursday, February 7, 2008 where Jason Fairbourne, Visiting Research Associate Professor at BYU's Center for Economic Self-Reliance presented "A New Economic Development Tool Called MicroFranchising". See www.awscpa.org/utah for scholarship opportunities.

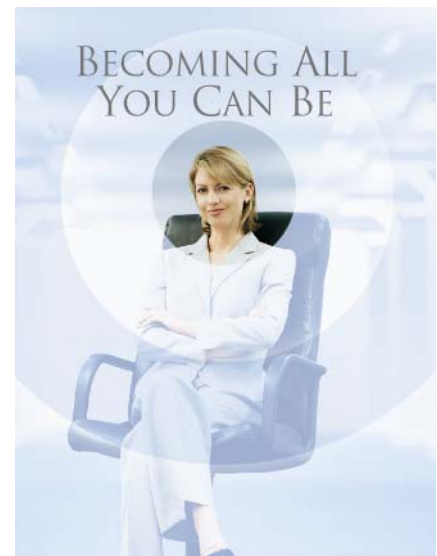
June 16-18, 2008 in Las Vegas

WOMEN-IN-ACCOUNTING FORUM *Becoming All You Can Be*

Join the profession's top consultants for The 2008 Forum for Women in Accounting, an event specially designed for female accounting professionals (partners, pre-partners, and high-potential individuals) as well as COOs, human resource professionals and women's programs leaders involved in building a firm culture and women's programs for their firms.

The Conference is supported by AWSCPA and members of the Society are provided with a significant registration fee discount when registering.

For more information, visit www.women-in-accounting.com.



AWSCPA 2007-2008 NATIONAL BOARD

Feel free to contact a member of the National Board or Administrative Staff at any time.

President - Jennifer Laudermilch, jennifer.laudermilch@us.pwc.com

President-Elect - Mary Cheaney, mfcheaneycpa@msn.com

Past President - Mary Riley, mriley@mbr-cpa.com

Secretary/Treasurer - Amy Knowles-Jones, aknowles-jones@oxfordinc.com

VP Member Services - Shari Rothenberg, srothenberg@rkco.com

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VP Marketing - Ivy Defino, ivdefino@bellsouth.net

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National Director Student Development - Alex Miller, alexmillercpa@mindspring.com

Administrative Staff

Executive Director - Kimberly Fantaci – info@awscpa.org

Associate Executive – Fred Young – info@awscpa.org

NEW MEMBERS *November 2007 / December 2007 / January 2008*

If you wish to 'meet' these new members and add them to your network, visit the on-line searchable database (available to members only) for additional information.

Darya Allen-Attar

Morgan Stanley
Los Angeles

Lauren Ashley

Middlesex County College

C. Michelle Austell, CPA

C. Michelle Austell CPA P.C.
Georgia

Maureen Beilke

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New York

Kathryn Healy

Rachlin, Cohen & Holtz LLP
South Florida

Aaron Hersch

The Montclair Group, Inc.
Denver

Roberta Higer

Lifespring Financial Group
South Florida

Kimberly Holzmann-Krolick

Yuan Hou

PricewaterhouseCoopers
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Patricia Ruth Jones

Noodles & Company
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Liana Kolodenker

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Venus Luong

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Kristen Masino

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Annette Matovelle

South Florida

Esther Naniki Phahla

STP Consulting, Inc.
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Vartika Prasad

PricewaterhouseCoopers, LLP
New York

Melissa Salvatore

Deloitte Tax, LLP
South Florida

Mary Schmidlin

Deloitte & Touche
Denver

Deval Shah

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New York

Tracy Weinstein

4 Kids Entertainment
New York

Ann Williams

Ann E. Williams, CPA, PC
Houston

Mi Wu

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New York

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