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**PRESIDENT'S MESSAGE**

**Dear Members and Friends of the Philadelphia Chapter:**

Our Annual Student Night was once again a great success. We had three scholarship winners and enthusiastic mentee applicants. Thanks to our Student Night Committee who took the time out of their busy schedules to engineer this much appreciated event for the various students. Thanks to the professors and students for being a part of this great event, your attendance encourages us to keep this event going. Thanks to the speakers for giving of their time to talk about the accounting world and what paths are available to the students. Thanks to the Desmond Hotel at Great Valley for their enthusiastic staff and great facilities and food. Thanks to our members for their support on this night. Last, but certainly not least, thanks to our sponsors, for without their generosity this event could not occur.

Our sponsors are listed in the newsletter, so I ask you our members, where possible, to utilize their services to show our appreciation for them giving of their time and money. Our speakers this year were great as always, we had **Monique Hellings**, a fellow ASWA member and partner at **Siana, Carr, O'Connor & Lynam, LLP**, **Robert Loughney**, from the **FBI** and an annual crowd favorite and **Thomas Anatasia**, of the **IRS** a new and hopefully an annual favorite. Our own **Katrina Smith** spoke about the mentor program and the benefits that she received by joining the ASWA as a student member. I must give kudos to her for doing such a great job and being a great sales person at our table to the various students that inquired about the program. Thanks to **Lori McKeage** for stepping in as moderator this year, GREAT JOB Lori.

Mentors, I sure am looking forward to a great year with your mentees and I am sure that Theresa has a great program planned this year. Mentors please encourage your mentees to apply for our scholarship; their chances of winning are always good. Applications for the program are available on our website. We encourage the mentors and mentees to join us on Facebook as well as LinkedIn.

Our next event is our December Social and is hosted by Pam Wenner. She has great things planned for us and I ask the membership to please come out and support us, as some of the proceeds will also go towards our Scholarship Fund. If you have been shy about coming out, now would be a great time to meet your fellow members in a more relaxed atmosphere.

As always, we have great ideas and great expectations, but it takes the continued support of you, our members, to make these ideas and expectations come to fruition.

I hope to see you at the December social.

Renée Cooper  
President of the Philadelphia Chapter

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# December Social

## Friday, December 3 2010 at 7 pm House Party Newtown Square, PA

This year we will be having a house party hosted by Pam Wenner in Newtown Square, PA. It will be catered with or' devours, both hot and cold. Soft drinks will be available, but if you would like more festive refreshments feel free to bring wine or spirits. Please feel free to bring friends and family to add to the fun as well. Cost is \$25 per person.

We will be having a Pollyanna. If you'd like to participate, please bring a \$15 to \$25 gift to place in the basket. We will have representatives from Silpada Designs (Sterling Silver Jewelry) and Dove chocolates so you will be able to get some holiday shopping done or for even more fun, buy something for yourself. Any host gifts provided from these vendors will be converted into donations for the scholarship fund.

Remember all are welcome, including friends and family.

An evite will be sent to all members with the address and contact information. "If you haven't received your evite by the time of this newsletter, please get in touch with Pam at [pwenner@bkicpa.com](mailto:pwenner@bkicpa.com)



# Our Sponsors

One of the goals of ASWA is to give back, reach out a helping hand to the aspiring accountant behind us and help them attain our level. Without our sponsors we would not be able to give back as much as we have. Every time a meeting is sponsored both for the location and the food, the meeting fees collected goes towards our scholarship fund. As such we are able to give a scholarship to a needy accounting student so that they may fulfill their dream of becoming an accountant. We give thanks to the following individuals and companies who have contributed to our goals during the past year:



**DUFF ACCOUNTING  
SOLUTIONS, LLC**

Mary Duff – Duff Accounting Solutions

**PHILADELPHIA  
BUSINESS JOURNAL**

Lyn Kremer

**DILWORTH PAXSON LLP**

- Laura Vendzules, Esq



**Virginia J. Haskins, CPA**  
Manager

**Clifton Gunderson LLP**

**[www.cliftoncpa.com](http://www.cliftoncpa.com)**

**COUNT ON INSIGHT**

# Flying First Class

There are no big secrets to reaching your goals and having the success you were meant to enjoy. There are, however, five key ingredients necessary to help you achieve your dreams and have a first class mindset and trip. I have also listed a few of my different programs for those who want to ensure their trip runs smoothly and you arrive on time.



- 1. Your First Impression – What is the first impression you have of yourself?** Are you happy with the way you feel, look and act or do you feel as though you are always swimming against the current? Are you living the life you had imagined or just existing? Are you listening to your gut or the voices of others who always seem to think they know what is best for you? Take a pad and pen and create a mission statement. This can change as you change and grow since it will help you define, articulate and put your actions in place. Write your mission statement in the present as though it has already become a reality. For those who already have a statement in place, take the time to review it to see if any changes are desired. There is nothing worse than arriving at a place that is not what you had imagined. Good vacations go by quickly while bad vacations seem to never end.
- 2. Empower Your Image – Just as we view our inner image, have you taken a look at your outer image?** What is your image saying to others? Are you trapped in the past? You will be amazed at how empowered you will feel with a polished, professional image that projects confidence. Amazing how confidence looks good on everyone. If you truly want to kick start your image and plans, join me on December 3rd for a one-day retreat and **Relax-Learn-Dream-Plan**. This day will have you flying First Class all the way.
- 3. Action Plan – Without action how do you think you will arrive at your destination?** Imagine sitting in a car all set with directions, gas, passengers and forgetting to turn on the engine. Use your imagination when thinking of your action steps. The more detailed you are, the easier and faster you will arrive at success. “Fail to prepare, prepare to fail.”
- 4. Build a Team – After much frustration and stress I realized that the key is knowing what you don’t know.** I now have an amazing team that helps me build my business and life and feel confident knowing that just because I am not a graphic designer, techie or accountant, my business is still running smoothly. Do you have a team? If not, determine where your weaknesses are and find someone to help with these areas. I work with my strengths and do not focus on my weaknesses. Also there is nothing like forming a Mastermind group. This can be done with as few as 3 people who meet monthly to brainstorm about out-of-the-box ideas to promote yourself and your business. Some of the best changes I have made have been thanks to someone else’s thinking. All of my programs include access to my resources to ensure you have a winning team.
- 5. Persistence – So many people give up when they are within reach of their goals.** Every day is filled with possibilities so be on the lookout for them so you do not miss out. Focus your actions one day at a time. Anyone can handle a day. Never be afraid to ask for help. If you don’t ask, the answer is always NO. For those who lack persistence my one-on-one **Branding Yourself for Success program** will ensure that persistence is no longer a problem.

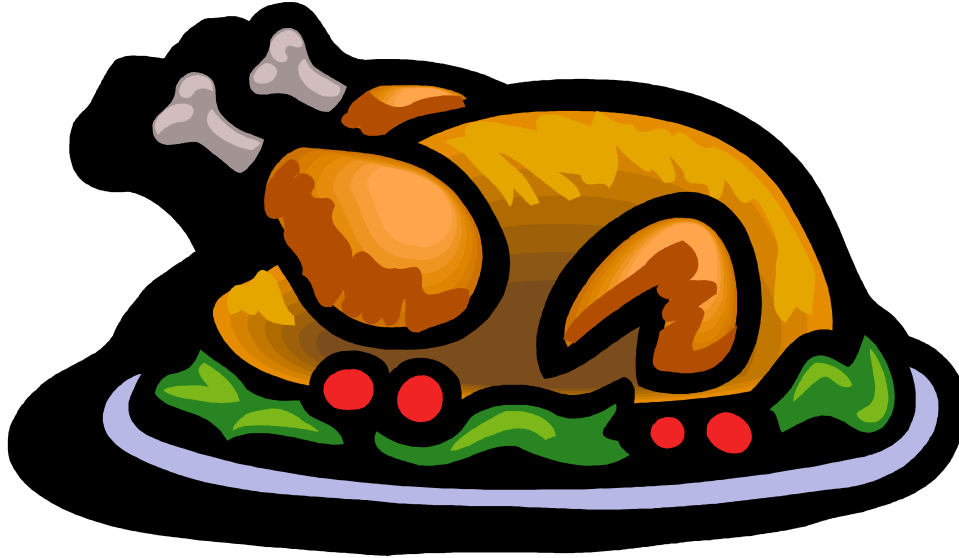
I have also partnered with Summit Learning so those who would like to increase their knowledge of body language can have online training at a discounted fee. Go to [www.asuitableolution.com](http://www.asuitableolution.com) and click Online Learning. This program is a must for all.

There is absolutely no reason why you cannot be ready with a first class ticket when 2011 arrives to say I am ready to board. If one of my programs does not fit your needs feel free to email me at [sara@asuitableolution.com](mailto:sara@asuitableolution.com) to discuss a program.

Sorry – I have to log off since we are ready to take off!

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Sara Canuso is a successful speaker, writer, teacher and motivator providing clients with the skills, principles and habits needed to project confidence and to thrive professionally. She is a certified seminar leader and known for her informative and popular column in *Philadelphia Maven* and her *Winning Look* articles in the *Legal Intelligencer* and now, with her own monthly ezine, *Empowering Impressions*. If you're ready to step into your own, join Sara each month to jump-start your professional image, make more money, and have more confidence in your life and business. Get your complimentary tips now at [www.ASuitableSolution.com](http://www.ASuitableSolution.com).



Have a safe and Happy Thanksgiving



***ASWA Mentor Program Update:  
Announcing the 2010-2011 Mentor Program Team Members***

Team	Mentor	Jr. Mentor	Mentee	School of the Mentee
<b>Red</b>	Tracey Bond-Wright	Tara Spruill-Jones	Buffy Berry	Kaplan
<b>Orange</b>	Mary-Claire Corcoran	Katrina R. Smith	Andrea Jack	Keller Graduate School
<b>Yellow</b>	Nora Jones	Pamela Carcione	Jacqueline Fogg	Rowan University
<b>Purple</b>	Gwen Ruff		Tricia Cannizzo	West Chester University
<b>Pink</b>	Lori McKeage	Kimberly Buziak	Tabitha Scull	Rutgers University
<b>Blue</b>	Li Pan		Thu Vo	West Chester University
<b>Green</b>	Theresa Copeland	Kelly Brennan	Ashley Evans	Philadelphia University
<b>Brown</b>	Jackie Plasky	Stephanie Calcaterra	Alyssa Kelley	West Chester University



# The Holidays are coming



Are you planning on sending Holiday cards to your fellow members this year? If so, rather than sending individual cards to your dear mentors, mentees, and friends, send a donation to the Scholarship fund, and we will pass your Holiday Greetings to them. Please send all greetings/donations to Renee Cooper at: P.O. Box 3374, West Chester, PA 19381-3374. All recipients will be listed in January's newsletter.





## 2011 Philadelphia Women in the Boardroom

**Wednesday, March 16 2011 – 3pm to 6pm** (registration at 2:30pm)  
Hyatt Penn's Landing (201 S. Columbus Blvd, Philadelphia, PA 19106)

Cost: \$125 individual tickets. To register online:  
For information on the panel, visit the [Women in the Boardroom](#) website

Women in the Boardroom is an executive leadership event designed to assist in the preparation for board service - better qualifying and connecting attendees with the right resources. Our panelists are executives with for-profit board experience and a desire to share their knowledge and competencies needed for serving on a Board of Directors. Although the focus is for-profit boards, much of the knowledge gained can be applied to non-profit service.

Having originated in 2002 in a single city, Women in the Boardroom has now become an annual event in 15 cities nationwide. All current presidents, directors and professionals in leadership roles - men and women - are encouraged to attend as an opportunity to learn from the panelists' unique experiences and network with other executives and board members.

The event begins with a two-hour panel presentation and Q&A. Topics of discussion include:

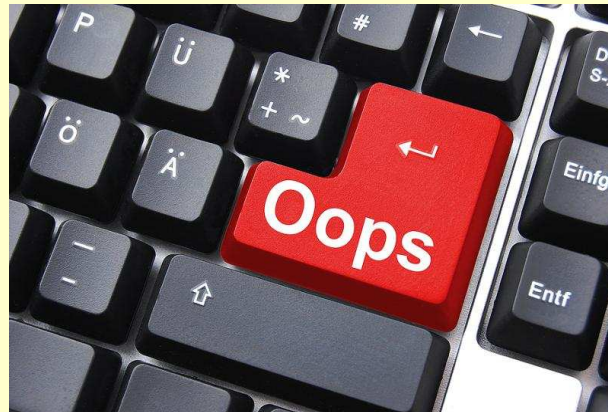
- Role of being a director
- Differences of a non-profit, private and public board
- How boards look for new board members
- Being an effective board member
- Resources to help you with your next steps

Currently, women represent only 15.2% of Fortune 500 company board membership and Women in the Boardroom is out to change that!

Women in the Boardroom is held in the following cities: Atlanta, Denver, Twin Cities, Milwaukee, Des Moines, San Francisco, Chicago, Dallas, Los Angeles, Philadelphia, Boston, Hartford, Washington D.C. & New York

For more information on our events: [www.womenintheboardroom.com](http://www.womenintheboardroom.com),  
[info@womenintheboardroom.com](mailto:info@womenintheboardroom.com) or 952.400.0198.

Find Women in the Boardroom on [Linked In](#) or follow us [@BoardroomWomen](#) on Twitter.



**Most people spend more time and energy going around problems than in trying to solve them. ~Henry Ford**

Mistakes are inevitable. Catching them before they matter helps us feel better, even though we still wonder, "Just what was I thinking?!" But when someone else catches our mistake we often feel stupid.

Mistakes, though, give insight into a personal strength or weakness and offer an opportunity for humility or compassion. Mistakes within systems are invitations to analyze and change.

Your call: Beat yourself up for making a mistake, or analyze and forgive or change.

### **Just Tell Me What To Do Next!**

Reduce mistakes by staying organized. Notice we did not say eliminate mistakes. See next month for the details of staying organized.

### **Word To Remember.....CALM™**

This simple system organizes anything from your socks to your tasks to your life. "But that takes time! I don't want to spend my time on that!" a client wailed. Yep, it does take time and effort. It's up to you to decide which you prefer: Making the best of the effort it takes or resisting or avoiding it. It's almost always your choice.

<b>C</b>	<b>Cull</b>	Release anything that doesn't belong in your time, space or life
<b>A</b>	<b>Analyze</b>	Ask what you need or want to do with what's left.
<b>L</b>	<b>Locate</b>	Locate a logical location in your space or time.
<b>M</b>	<b>Maintain</b>	Repeat daily, monthly, yearly.

### **November Coaching, Consulting & Organizing Specials**

New Year's resolutions are old school! Brainstorm unfinished and future projects now. **Coaching Special** for new and current clients: **20%** off all appointments during November and December, even those that are already scheduled.

**Organizing & Consulting Special: 10%** off all November and December on-site appointments.

*These offers also extend to gift certificates paid for prior to December 31. Discounts are not automatic. Don't be shy; you must ask to receive the discount.*

**Offer Expires: December 31, 2010**



## Upcoming meetings:

**January 5, 2011**

**6:00 to 8:00 pm**

**The Union League - McMichael Room  
140 South Broad Street  
Philadelphia, Pennsylvania 19102  
(215) 563-6500**

**Sponsored by:**



**Virginia J. Haskins, CPA**  
Manager

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**February 2, 2011**

**Healthcare Reform**

**Joint meeting with WIFS**

**Bala Cynwyd, PA**



**March 2011**

**No meeting – Tax Time! ☺**

**April, 2011**

**Small Business Lending**

**6:00 to 8:30 pm**

**Ponzio's, Cherry Hill, NJ**

**Deadline for inclusion in the next newsletter is December 14<sup>th</sup>**

Please forward all submissions to Jan Spiegel. Use **ASWA newsletter** in the subject for all submissions please.