

June - 2011  
Philadelphia Chapter  
Volume 60 Number 9

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**PRESIDENT'S MESSAGE**

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

The topic of our last meeting was Ethics and our very own Mary Feeney-Bonawitz as usual gave a great presentation. We had a news flash in that PA is no longer requiring ethics for this reporting period but will implement it for the 2012-2013 reporting period. It was very interesting to see how the definition of ethics and standards has changed through time. There are links on our website to the presentation that provide great insight to those who were not fortunate to be at the meeting.

Our prior meeting was on The Bank Credit Process-Demystified. I have to admit that how the banks determine who to lend to, what terms and the amount has always been a bit mystifying. But thanks to Cynthia Osofsky from Sovereign/Santander this process is much clearer. I won't say I am an expert but I can definitely ask clearer questions and advise my clients better after this meeting. Ms. Osofsky was very insightful and her presentation was definitely geared towards breaking down the process to our clients. Ms. Osofsky stated that she is open to working with us to provide a more rounded service to our clients.

Our year is winding down and it seems time is flying by. Our next meeting is on June 16. It will include the installation of our new officers and board and will be more of a social gathering to wind down the year.

It is Spring (I think), though the unofficial start of summer was this weekend. The weather has made up its mind and it is full summer, we skipped spring in the process. There is no snow and I am happy with that so I'll ride along with Mother Nature as she takes us for an interesting ride. I hope everyone had a productive and prosperous tax season and are looking forward to a great summer. Be sure to be there for our planning meeting, there are additional details in the newsletter.

My term as President is coming to a close. I was initially apprehensive I would be able to do justice to this position, but with the help of Lori and the other board members I eventually found my footing and I hope I lived up to the expectations of the members. At times I felt overwhelmed but there was always that beacon of a helping hand to calm the waters. The ladies and gents of this group are terrific and I thank you for your support and making this a great experience for me. Thanks to you, our members, that make this organization what it is and if you have not gotten involved or as involved as you would like, I encourage you to make that your goal for this upcoming year.

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 later this month.

Renée Cooper  
President of the Philadelphia Chapter

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**PROGRAMS**  
Open Position

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## June Meeting Notice

**Event:** Installation of Officers for the  
2011-2012 year

**Location:** Peppers Italian Restaurant,  
239 Town Center Road,  
King of Prussia, PA 19406  
(610) 265-2416

**Date/Time:** Thursday, June 16 at 6:00 pm

**Cost:**

Members:	\$ 25.00
Non-members	\$ 25.00
Students	\$ 25.00

**RSVP:** Please contact Margarita Stanislavskaya by end of day,  
Thursday, June 9, 2010 by email  
[MStanislavskaya@mercercounty.org](mailto:MStanislavskaya@mercercounty.org)  
or call her days at ☎ (609) 278 - 8134

Enjoy the company of your fellow members, meeting the new executive board,  
meeting our scholarship winner and just schmoozing with your peers.  
Tonight is our closing meeting for the 2010-2011 year. We won't meet again until  
our planning meeting in July and then our opening meeting in September.

**Directions:**

Just past King of Prussia mall by approximately 2 miles north on 202. On the left  
side on Town Center Road.

## A new year, a new slate of officers for the 2011-2012 year

President	Pam Wenner
President Elect	Tracey Bond-Wright
Vice President	TBA
Treasurer	TBA
Secretary	Judy Maira
Directors	Cynthia Makarczyk Nora Jones Theresa Copeland, MSM TBA
Immediate Past President	Renee Cooper, CPA

### Chairpersons:

By-Laws/Legislation	Mary Feeney-Bonawitz, PhD., CPA
Financial Literacy	Mary-Claire Corcoran
Membership/Member Relations	Lori McKeage, CPA
Newsletter/Publicity	Jan Spiegel
Scholarship	Marian Borzelleca
Student Events	Gwen Ruff
Website	Pam Wenner

As you can see, we have three openings for the upcoming year. If you are interested, please email Pam Wenner at [pwenner@bkicpa.com](mailto:pwenner@bkicpa.com), to express your interest in being on the team for the next year. The best way to get involved is to serve on a committee.

This is where the organization enhances its goal to “Empower Successful Women”. ASWA offers the opportunities for our members to take on various leadership roles within an organization in a progression of responsibilities. This is one of the most valuable benefits of your membership because you assume such responsibilities with the support of valued friends in the profession at your side as you grow into the leadership role.

# 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



Lyn Kremer



- Laura Vendzules, Esq



**NAWBO**  
GREATER PHILADELPHIA CHAPTER  
National Association of Women Business Owners



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

**COUNT ON INSIGHT**  
Haskins, CPA

**Virginia J.**



**WOMEN IN INSURANCE & FINANCIAL SERVICES**

Suzanne Clarkson



*The Philadelphia Chapter ASWA Scholarship Recipient  
for the year 2010-2011 is*

*Marcelina Hollender*



Please join us in congratulating Marcelina at our closing meeting on June 16th when we will be presenting her with The Philadelphia Chapter Annual Scholarship Award. This year the award is a check in the amount of \$ 2,000.

Marcelina lives in northeast Philadelphia and just completed her sophomore year at La Salle University, Philadelphia. Her current GPA is 3.9 has has been on the Dean's List all four semesters. She belongs to La Salle's Accounting Association and Beta Alpha Accounting Honors Society, and is involved in the Neighborhood Tutoring and The Mask Theater Group both also at La Salle. All this while working part-time at Trumark Financial Credit Union, Philadelphia PA.

Please see her comment excerpted from her essay on the following page.

Also, we would like to inform you that from:



**From The Desk of Tamara Larson, CPA, 2010-2011 Foundation Scholarship Chair**

Dear Philadelphia Chapter Officers,

On behalf of the Board of Directors of the American Society of Women Accountants Educational Foundation—The Foundation, I am pleased to confirm that Marcelina Hollender, the candidate submitted by your chapter, was selected as a scholarship recipient of the Undergraduate Scholarship in the amount of \$2000 funded by our Foundation

This is the second time in three years that our chapter award recipient had also continued to the national level and won a second award!

And now, excerpts from Marcelina's essay that made her a National winner...

As a sophomore accounting major at La Salle University, being a dedicated and hardworking student has become my primary motive. With this devotion, I have been able to achieve the honor of being on the Dean's List as well as a part of the National Society of Collegiate Scholars organization. Another achievement includes being the only female in the class of 2013 to be enrolled in both La Salle's Business Scholar Co-op Program and Bachelor of Science and Master of Business Administration Program.

As I continue to reflect upon future goals and ambitions, several ideas come to mind. First, I hope to elevate my current position as treasurer to president in La Salle's Accounting Association and Beta Alpha Accounting Honors Society. This position will provide me the opportunity to make improvements in our current accounting organization operations and encourage more frequent interaction among existing accounting associations. It is my objective to graduate from La Salle with my bachelor and masters degree in Business Administration, specifically accounting, within four years. Subsequently, I aspire to be an associate at one of the Big 4 accounting firms whereby I would achieve passing the CPA exam. Finally, my primary long-term goal is to set an example for women in our society to believe that possibilities are endless if they hard word and always believe in themselves.

*Marcelina we wish you the best of luck as you continue your studies at LaSalle U. And please join us at our meetings. It is future members like you who set examples of what we women can do.*



Award-winning actress and humanitarian **America Ferrera** is the latest addition to the stellar keynote lineup for the October 25 Pennsylvania Conference for Women! Learn more and see all speakers at <http://paconferenceforwomen.org>

Other keynotes include:

**Gloria Steinem**— feminist activist, writer and co-founder of the National Women's Political Caucus

**Martha Beck**—life coach, columnist and author

**Marion Jones**—celebrated track and field athlete; WNBA player

**Helene Gayle**—president and CEO of CARE USA; founding president of the Ms. Foundation

**Many of us attended the conference in 2009 and had an immense experience. It is worth your while to attend.**

## Members Corner

Congratulations to **Gwen Ruff**. She has taken a new position with Wawa as a Talent Acquisition Supervisor managing the university relations / recruiting / branding function for all of Wawa. Gwen is extremely excited about this new venture and wanted to share her new contact information with us. Gwen may be reached at: [Gwendelyn.Ruff@wawa.com](mailto:Gwendelyn.Ruff@wawa.com)

**Jan Spiegel** has also changed jobs. She now works at Royco Packaging in Huntingdon Valley as the chief accountant and bottle washer! She does everything and enjoys it. "The days fly by fast, there's so much to do".



**We were featured in the May 2011 NAWBO Newsletter.  
This is what they had to say:**



## The American Society of Women Accountants (ASWA)

The American Society of Women

Accountants (ASWA) was formed in 1938 to increase the opportunities for women in all fields of accounting and finance. Members of The American Society of Women Accountants and their companies benefit from practical resources and programs that strengthen their professional growth. The society has grown to include more than 100 chapters throughout the United States with approximately 4,000 members. ASWA members tap into an extensive knowledge base of accounting and finance professionals with technical expertise to provide solutions for the most complex issues. The majority of our members have attained professional certifications such as CPA, CMA, CIA, and CFP. The mission of ASWA is to enable women in all accounting and related fields to achieve their full personal, professional and economic potential and to contribute to the future development of their profession. The Philadelphia Chapter holds monthly meetings in rotating localities throughout the Delaware Valley to benefit our members who live in the cities and suburbs of Pennsylvania and South Jersey. Please check out our website ([www.aswa-phila.org](http://www.aswa-phila.org)) for dates and locations of meetings. We value our alliances with organizations such as NAWBO to introduce new interest in membership as well as our faithful members who have kept our organization alive for more than 7 decades. Our local chapter is almost 100 strong with more than 25% of our members involved in our local chapter for more than 20 year. I hope you have the opportunity to meet our members to expand our mutual interests.



## **Upcoming meetings:**

**July 23, 2011**

**Planning Meeting**

**Time to be determined in the neighborhood of 10 am**

**Home of Mary-Claire**

**September, 2011**

**Come to the planning meeting to find out When, Where and What.**

**Time to be determined**

**Somewhere in PA**

**Deadline for inclusion in the next newsletter is Aug 5th**

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