

October - 2011  
Philadelphia Chapter  
Volume 61 Number 2

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American Society of Women Accountants  
*Philadelphia Chapter*

[www.aswa-phila.org](http://www.aswa-phila.org)

**PRESIDENT'S MESSAGE**

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

I hope all of you and your families are ok after what has been an unusual and at times difficult month. It's strange to say that most of us have felt an earthquake, lived through a hurricane and struggled with flooding in just a few short weeks. I'm fortunate to have family close by that I was able to hunker down with during the hurricane. Falling tree limbs made for some anxious hours.

Though the flooding made travel difficult for some who wanted to attend our September meeting, most were able to make it. For those who did, we were lucky to have **Sandy Clitter** of **SLC Consulting** give us a great presentation of "Software on a Shoestring". She shared with us a number of free or inexpensive software and websites that can be useful in our professional lives. She started by telling us about Google Alerts. This is a notification service that Google provides, automatically notifying users when new content from news, web, blogs, etc. matches a set of search terms selected by you. Sandy suggested that this is a very useful tool to help track when your name or your company's name is mentioned on the internet. This is a convenient way to stay on top of comments that may be posted. I think everyone found at least one of Sandy's suggestions can be implemented into our professional lives. Sandra also writes a blog where she recently covered password issues. If you would like a copy of her presentation or a link to her blog, just email Mary-Claire Corcoran at [corc2chel@aol.com](mailto:corc2chel@aol.com). Thanks to Sandy and to Mary Claire for inviting her to speak.

October is a very busy ASWA month. At our **October 20<sup>th</sup> meeting** we have **Stephen Turner** from **Psychex** speaking about payroll and how it relates to the accounting world. Also, as requested, he will address the timely issue of PA Act 32. This is a topic effecting most of us personally & professionally. We will be meeting at St. Clair CPA firm in Conshohocken. Thank you to member Stephanie Somers for providing the meeting space. **October 24-26 is our national conference** in Charlotte, North Carolina. If you can't make it to Charlotte, consider the PA Women's Conference at the convention center on Tuesday, October 25<sup>th</sup>. Our members who attended 2 years ago found it very rewarding. October also brings us the final preparations for our Annual **Student Night on November 2<sup>nd</sup>**. Our new location is Wawa University in Wawa, Pa., thanks to Gwen Ruff. Please make plans to attend, consider becoming a sponsor or asking your employer, client, vendor, etc. to be a sponsor.

We always have a good time at these events, so will you. Hope to see you at one of them.

*Pam Wenner*  
President of the Philadelphia Chapter

# October Meeting Notice

## **EMPLOYMENT / MEMBERSHIP**

Lori Lucente-McKeage, CPA  
Diversified Industries, Inc.  
121 High Hill Rd  
Swedesboro, NJ 08080  
W-856-662-1981 x 107  
C-609-504-8956  
[seagem.llm@comcast.net](mailto:seagem.llm@comcast.net)

## **NEWSLETTER / WEBSITE**

Jan Spiegel  
1854 Lippincott Road  
Huntingdon Valley, PA 19006  
H-215.947.8617  
[jsrspiegel@comcast.net](mailto:jsrspiegel@comcast.net)

## **SCHOLARSHIP**

Marian Borzelleca  
The Radio Agency  
102 Woods Rd.  
Plymouth Meeting, PA 19462  
C – 610-745-6659  
[mborzellecacpa@gmail.com](mailto:mborzellecacpa@gmail.com)

## **STUDENT NIGHT / MENTOR PROGRAM**

Gwendelyn L. Ruff  
Talent Acquisition Supervisor  
Wawa, Inc.  
260 W. Baltimore Pike  
Wawa, PA 19063  
610.908.5464  
[Gwendelyn.Ruff@wawa.com](mailto:Gwendelyn.Ruff@wawa.com)

## **BY LAWS/ LEGISLATION**

Mary Feeney-Bonawitz, PhD, CPA  
Penn State University  
200 University Dr, A-122  
Schuylkill Haven, PA 17972  
H: 570-366-0919  
W: 570-385-6085  
[MFBonawitz@verizon.net](mailto:MFBonawitz@verizon.net)

**Event:** PA Act 32 and other Payroll issues

**Location:** St. Clair CPA's  
101 West Elm Street  
Suite 500  
Conshohocken, PA 19428  
Phone; 610-862-1998

**Date/Time:** Thursday, October 20 at 6:00 pm

**Cost:**

Members:	\$ 20.00
Non-members	\$ 25.00
Students	\$ 15.00

**RSVP:** Please contact Pam Wenner by end of day,  
Wednesday, October 19, 2011 by email  
[aswaphilly@gmail.com](mailto:aswaphilly@gmail.com)

**Topic:** What is Act 32?

Act 32 is a law that streamlines and standardizes the local earned income tax system. It reduces Pennsylvania's number of Earned Income Tax (EIT) collectors from 560 to 21. Act 32 requires uniform withholding of EIT and remittance to a single local collector or Tax Officer. The act applies to the EIT levied and collected after December 31, 2011.

We will also discuss other payroll issues that are relevant to today's accountant.

**About our Speaker:** **Stephen Turner**

Stephen Turner is the Regional Sales Manager for Paychex covering Philadelphia, South Jersey, Harrisburg and Delaware. Over his fifteen year career with Paychex, Stephen has held several titles from an award winning Sales Representative, to a nationally recognized District Sales Manager. This past year, Stephen was named the Regional Sales Manager for the Delaware Valley Region. Through his extensive knowledge of the payroll industry, the challenges small businesses face today in respect to payroll tax compliance, and solution selling, the Delaware Valley Region has shown steady growth under his guidance and leadership.

**Attention  
Students!**

Attend and Enter  
to Win  
CPA Review  
Course  
Scholarships!

**ASWA**

American Society of Women Accountants  
Philadelphia Chapter

# Student Night

**When: Wednesday, November 2, 2011 6-9 pm**

**Where: Wawa University  
Wawa, PA**

**Registration will begin at 5:30**

**Light refreshments will be served.**

The price for students is \$10.00 payable at the door - in order to provide refreshments we request an RSVP by October 22, 2011.

Philadelphia CPA Review has donated a review scholarship which will be given away that evening.

Additionally, we are pleased to announce that we will be awarding one \$2,000 cash scholarship to a worthy candidate early next year. Entry applications will also be distributed and the requirement details discussed on Student Night. The person who is awarded the Chapter Scholarship will also be eligible for the ASWA National Scholarship.

**To RSVP or for information contact Pam Wenner at  
[aswaphilly@gmail.com](mailto:aswaphilly@gmail.com).**

**Also check out our website at [WWW.ASWA-PHILA.ORG](http://WWW.ASWA-PHILA.ORG) for a \$5 coupon.**

**\$2000  
Cash  
Scholarship**

## Members Corner

### More accolades for Mary Feeney Bonawitz



Just announced by Susan Adams, CPA, 2011-2012 Foundation Scholarship Chair, "We are proud to announce the new '**Dr. Mary Feeney Bonawitz, Accounting PhD Scholarship.**' The purpose of this scholarship is to honor and recognize superlative achievement by ASWA members who are PhD students seeking a degree in accounting. The scholarship award is \$1,000 to be applied towards research costs incurred in completing a PhD accounting program.

Mary Feeney Bonawitz, Ph.D., C.P.A. is an Assistant Professor of Accounting at Penn State University Schuylkill Campus.

Dr. Bonawitz holds a PhD in Accounting from Florida International University in Miami and a BS and an MS in Accounting from the State University of New York at Albany. She is a licensed CPA in Pennsylvania, Florida, New York, and the US Virgin Islands. Dr. Bonawitz was the first woman admitted to partnership with Brammer, Chasen and O'Connell in the US Virgin Islands. Besides her accounting career, she has almost nine years of consumer and commercial banking experience with Chase Manhattan Bank and Vermont National Bank.

Dr. Bonawitz has research published in refereed conference proceedings and journals and has presented at a number of conferences, including Oxford University's Roundtable. Her current research interests are ethics and moral development, financial literacy, cooperative teaching projects and women's professional issues. Besides serving as 2002-2003 ASWA National President, she served on the Sub-committee for Professional Ethics for the American Institute of CPAs, and on the Sole Practitioner's Committee of the Florida Institute of CPAs. She is also a member of the American Accounting Association, Pennsylvania Institute of CPAs, and American Woman's Society of CPAs.

Currently, Dr. Bonawitz is Bylaws Chair for the Philadelphia Chapter of ASWA, and the National Foundation President for the 2011-2012 term.

Mary, we want to congratulate you for your work with ASWA and the Foundation. You are a great role model.

For more information on this scholarship, please visit the link on our Scholarship page of our website: [www.aswa-phila.org](http://www.aswa-phila.org).

## ...another CPA in the world....

Katie Williams passed her final part of the CPA Exam. She is a graduate of Chestnut Hill, class of 2010. She currently works at Kreisler Miller in Horsham, PA. "

"I just wanted to let you know that I passed my last part of the CPA Exam!!! (I'm so relieved that it's over :)"

Congrats to you Katie!!



**Congratulations to our members Paulina Faliszek and Mihai Todea.** They were married this past summer in Poland, after a civil ceremony here in Pennsylvania. They met while at Delaware Valley College in 2008, during a class that involved international studies. "We were on the same team for a project and after being turned down several times, I asked her to wait after the mid-term as I had a question on the project. 'Let's grab something to eat' and Paulina agreed. From then on, we started to date and here we are today. I quote: 'Always go for something you want, and soon it will become a reality'"

Mihai now works as an associate for Ignite Energy which offers lower rate per kilowatt pricing to customers in PA, MD and coming to NJ soon. There is no cost in switching your energy provider; your existing provider will still handle all your emergency needs and any power outage you may be experiencing. If you live in NJ, PA or MD, please give Mihai a call and he can tell you how you can save on your monthly energy bills. For more information, you may contact Mihai at [mtodea89@gmail.com](mailto:mtodea89@gmail.com)

## We are taking applications for the Mentor Program.

The ASWA Philadelphia Chapter Mentoring Program provides students with insight into a career in accounting. It achieves this by providing students with the opportunity to interact with established accounting professionals and past student mentees who are also ASWA members. The purpose of the program is:

- to provide students with more knowledge about the accounting profession
- to grow as an aspiring professional
- to learn about the various pathways that are available to accounting majors
- to perfect the finishing touches needed to become the ultimate professional
- to gain insight on what employers look for with a graduating student
- to begin to form their network with other accounting students
- to establish new friendships

Applications can be found on our website on the Mentoring Program page. Please read the eligibility requirements and send your application by November 2 to Gwen Ruff at [gwendelyn.ruff@wawa.com](mailto:gwendelyn.ruff@wawa.com)

# Our Affiliations

Did you know that we have affiliations with NAWBO and WIFS? What does this mean you may ask? By being an affiliate of these professional women's groups, it allows us, the members of ASWA-Philadelphia Chapter to attend their meetings at their member cost, to expand our networks, professionally and personally to help us grow. To know more about them and see their meeting schedules, please check out their websites:



[gonawbophilly.org](http://gonawbophilly.org)



[phillywifs.org](http://phillywifs.org)



[womenintheboardroom.com/event-cities/philadelphia](http://womenintheboardroom.com/event-cities/philadelphia)



**2011 Annual Conference for Women in Accounting** -  
**"Defining Value in All Areas of Accounting & Finance"**  
(Formerly JNC)  
October 24-26, 2011  
Westin Charlotte  
Charlotte, NC

The American Society of Women Accountants offers several events throughout the year on the national, regional and local levels. The [2011 Annual Conference for Women in Accounting](#) held in conjunction with the American Woman's Society of CPA's offers the opportunity to earn up to 24 hours of continuing professional education at an affordable price. The Annual Conference provides a program that offers a myriad of opportunities to help you meet your continuing education goals, whether technical or "soft-skills" focused, as well as an opportunity to network with other women of similar backgrounds.

The 2011 Annual Conference for Women in Accounting will be held in Charlotte, North Carolina on October 24-26 at the Westin Charlotte. To make your hotel reservation at the special group rate of \$169 per night, call 866-837-4148. When calling, please be sure to identify yourself as part of the "2011 ASWA & AWSCPA Annual Conference" to receive the group rate. The deadline to make reservations at the group rate is September 30, 2011, subject to availability.

View all conference details, including the preliminary schedule, Charlotte, NC visitor information and registration details, on the [Annual Conference website](#) or download the [preliminary program brochure](#).

## *Words from our new Regional Director.....*

*Kristin Culliton*

Wow! I cannot believe that we're moving into October already!. ASWA National has been very busy over July, August and September, rolling out committees, goals, and getting ready for the Annual Conference for Women in Accounting. Your RD's have been just as busy, and I would like to give you some insight into what the RD's do each month. Our main duty is to keep in touch with our assigned chapters. Most of this communication happens via email, but some of us make phone calls as well. It depends upon the individual chapters. If you have a preferred method of contact, please communicate that with your RD. It will save time and frustration on both sides. Many times, a question will come through to an RD, and a simple phone call can resolve it very quickly. An email response may make the issue further complicating, because sometimes the simplest answers don't come across as well. There may be a follow up question that needs to be taken into consideration, and while we reply with the question, you have to stop to read it, answer it, and then wait for another response. Intent, tone, and clarity can easily be misread via email. In addition to reaching out to our assigned chapters, we each belong to one of the 3 committees. They are Membership, Communications, and Chapter Partnering. Each of these committees is chaired by one of the National Vice Presidents, and they set their goals for the year, and have monthly conference calls to keep everyone on task. An RD may also serve on a STEAM Power team for struggling chapters, or Mentoring team for chapters that are in the beginning stages of their chapter as a New or Re-Chartered Chapter.

The Annual Conference for Women in Accounting is coming up! I am so excited – I love Charlotte. September is the time to elect your chapter delegates for the annual business meeting. I would like to encourage ALL chapter members to attend. It is a great conference for everyone, but especially the Chapter Presidents and Presidents-Elect. You will have a great opportunity to meet other Chapter Leaders- just like you. You can share your thoughts and ideas at the Chapter Exchange, participate in the Annual Business Meeting, and see everything in action. I cannot tell you how many friends I have made at previous conferences that make my day to day life brighter. I work at a liquor store, so when I say that there is something there for everyone I mean it. Also, there is a need for people that would like to serve on the National Board or as a Regional Director. ASWA needs you! If you have ANY interest, please go to the website and download a bio sheet (under the Member Resources section) to submit your name. While most of the interviewing is done at the Annual Conference, attendance is not mandatory to be considered by the Nominating Committee. They also need to find interested members that would be willing to serve on the Nominating Committee to draft next year's National Board. Two members will be elected at the Annual Business Meeting in Charlotte this October to work with the Immediate Past National President to interview current and prospective members of the National ASWA Board. If anyone would like to find out more, contact Vivian Moller at [vmoller@hyc.com](mailto:vmoller@hyc.com).

See you soon,

Kris Culliton  
Regional Director

Contact info:  
316-636-4566

[kris@jacoblquor.com](mailto:kris@jacoblquor.com)

# Calendar of Events

2011-2012



<b>October</b>	National Conference	<b>Mon, Oct 24<sup>th</sup> thru Wed, Oct 26<sup>th</sup></b> The Westin Charlotte, Charlotte, NC Defining Value in All Areas of Accounting & Finance
<b>November</b>	Student Night	<b>Wednesday, November 2<sup>nd</sup></b> Wawa University in Wawa, PA Speakers: Moderator/CPA Exam – Liz Kolar Private - Wawa Executive Public - Angela Wilsey FBI – Bob Laughney IRS – TBA
	Mentor Program	<b>Sunday, November 13<sup>th</sup></b> Corcoran Residence Mentor Program Kickoff Luncheon
<b>December</b>	Social	TBD
<b>January</b>	Chapter Meeting	<b>Tuesday, January 10<sup>th</sup></b> Kreischer Miller, Horsham, PA Tax Update
<b>February</b>	Chapter Meeting	Tentatively Joint Meeting w/WIFS
<b>April</b>	Chapter Meeting	<b>Wednesday, April 25<sup>th</sup></b> Ponzio's in Cherry Hill, NJ Tentative – social security issues (when should you start collecting)
<b>May</b>	Chapter Meeting	<b>Thursday, May 17<sup>th</sup></b> Location – TBD Tentative – retirement planning
<b>June</b>	Chapter Meeting/	<b>Tuesday, June 12<sup>th</sup></b> Tentative – W. Laurel Hill Cemetery – Bala Cynwyd Installation of new officers

# ASWA “Store”

1. For those of you interested in purchasing a Magnetic Name Badge, we will be ordering new ones at a cost of \$10 each. If you want one, send Pam an email to [aswaphilly@gmail.com](mailto:aswaphilly@gmail.com) letting her know how you would like your name to read on the badge. Deadline for ordering will be by the October 20<sup>th</sup> chapter meeting. Below is a picture of one. They are 3” x 2.75”. What’s great about these are there are no pins to stick thru your clothes.



2. Another item that we have is an ASWA business card holder. These are 3.75”x2.5”. The cover is brushed silvertone with polished edges. The backside makes a great mirror! These are also \$10 and quantities are limited. These are available until October 23.



## Do you know any Accountants not a member of ASWA?

By joining the American Society of Women Accountants (ASWA), you can strengthen your professional growth. ASWA offers networking and continuing education with accounting and finance professionals at the local, regional and national levels. Our members communicate both virtually and in-person through online discussion forums, national and regional conferences and chapter meetings.

## Benefits of Membership

The following is a list of current benefits enjoyed by members:

- Prestigious status of professional affiliation
- National contacts for networking and professional information
- Forum for CPE
- Scholarships
- Leadership opportunities in supportive arena
- Subscription to *Accountability* e-newsletter
- National and regional conferences at a discounted rate
- Access to Career Center
- Access to ASWA's LinkedIn group
- National online membership directory
- Discounted membership to the Institute for Management Accountants (IMA)
- Discounted products and services through affiliation agreements (CPA review courses, CCH tax & accounting books, Long Term Care insurance and Bank of America credit card.)

If you know of an accountant who is not a member, please tell them about us! Have them go to [www.aswa-phila.org](http://www.aswa-phila.org). Click on **MEMBERSHIP**. Click on the blue seal at the bottom of the page that says **RENEW-JOIN**.

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**PENNSYLVANIA IRS & PRACTITIONER LIAISON**  
*ANNUAL STATEWIDE LIAISON MEETING*

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TO: Selected members of PICPA, PSPA, PSEA, PA-NATP, PA Bar Association,  
PA-ASWA, NABA, ncCPAp and AAA-CPA  
FR: Steering Committee for PA Liaison

RE: Annual Statewide Liaison Meeting, to be held at:  
**Radisson Penn Harris Hotel & Convention Center**  
1150 Camp Hill Bypass  
Camp Hill, PA 17011-3734  
(717) 763-7117

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**LOGISTICS & RESPONSIBILITIES**

Tuesday, October 18, 2011  
9:00 AM – 3:30 PM

The Steering Committee for PA Liaison invites you to attend our annual extended liaison meeting. According to our charter, each practitioner organization represented will be allocated a limited number of attendees to participate in the annual meetings. Your role will be as follows:

- *To participate in discussions about systemic issues that are raised during the meeting or on which you have information*
- *To gauge the direction and accomplishments of PA liaison*
- *To provide feedback to the steering committee during and after the meeting*
- *To share what you learn at the meeting with other members of your organization*

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**HOW TO APPLY**

By September 29, 2011, contact the PA liaison representative for your organization to indicate interest. Your representative will consider applicants based on demographics, professionalism and your ability to assume future responsibilities. Your Steering Committee liaison representatives are:

- PICPA, Damian Gaspari, CPA, [dgaspari@cbiz.com](mailto:dgaspari@cbiz.com) , 610-862-2392
- PSPA, Marvin R Huttman, CPA, [marvin@huttmancpa.com](mailto:marvin@huttmancpa.com) , 610-664-6600
- PSEA, Mary Ann Jesse, EA, [jessemaryann@yahoo.com](mailto:jessemaryann@yahoo.com) , 724-947-0119
- PA-NATP, Sean Brennan, CPA, [SBTax1@aol.com](mailto:SBTax1@aol.com), 215-248-5585
- PA Bar Assoc, Phyllis Horn Epstein , [phyllis@eselaw.com](mailto:phyllis@eselaw.com), 215- 563-1200
- PA-ASWA, Jean Rigney, CPA, [jean.rigney@dechert.com](mailto:jean.rigney@dechert.com), 215-994-2256
- AAA-CPA, Vince DiAntonio, CPA, [vince.diantonio@rsmi.com](mailto:vince.diantonio@rsmi.com) , 215-648-3105
- NABA, Nicole Greer, [nicole.greer@verizon.net](mailto:nicole.greer@verizon.net) , 215-715-4250
- ncCPAp - Edward P Caine, [epcaine@CLCPAs.net](mailto:epcaine@CLCPAs.net) , 610-212-8978

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Here is the website for the **Radisson Penn Harris Hotel & Convention Center**  
<http://www.radisson.com/camp-hill-hotel-pa-17011-3734/pacamphi>



For those of you unable to attend the Annual conference for Women in accounting, you shouldn't miss the Pennsylvania Conference for Women - :



Following are the keynote speakers of the October 25th Pennsylvania Conference for Women! Learn more and see all speakers at <http://paconferenceforwomen.org>

**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

**America Ferrera**—actress and artist ambassador for the global humanitarian organization Save the Children

**Tory Johnson**—founded Women For Hire and an author

**Denise Morrison**—president and chief executive officer of Campbell Soup Company

**Betsy Myers**— director of the Center for Women & Business at Bentley University

**Gretchen Rubin**— author of the #1 *New York Times* and international bestseller, "The Happiness Project"

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



**Deadline for inclusion in the next newsletter is October 21th**

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