

The **ASWA** *Journal*  
Seattle

Volume 60 Issue 3

<http://www.aswaseattle.org>

September 2008

**Seattle Chapter Meeting  
Wednesday, September 24**

**Rainier Golf & Country Club  
11133 Des Moines Memorial Drive South  
Seattle, WA 98168  
(206) 242-4460**

**Dress code requirement: no jeans**

**Menu:**

**Entrée:** Salad & Taco Bar

**Dessert:** Cheesecake

**Vegetarian Option:** Salad & Taco Bar

<b>Members/Faculty</b>	\$27.00
<b>Guests</b>	\$29.00
<b>Students Members</b>	\$19.00
<b>Student Guests</b>	\$21.00

**No coffee only option**

**Reservation/Cancellation Policies**

**Use the on-line form**

**Call Arrangements Chair 206-467-8645**

**Send email to [reservations@aswaseattle.org](mailto:reservations@aswaseattle.org)**

Reservations deadline:

**1pm, Thursday, September 18th**

Cancellations deadline:

**noon, Monday, September 22nd**

**No-shows and late cancellations will be billed.  
Walk-ins are welcome but with no meal availability guarantee.**

**Wednesday, September 24  
SCHOLARSHIP DESSERT  
AUCTION**

With autumn comes the start of the school year and ASWA Seattle Chapter's annual scholarship dessert auction. You have made this auction so successful that we are able to limit our fundraising activities to this single event each year.

We ask you to make your donation to the ASWA Scholarship Fund and allow us to continue our scholarship awards program. Since 1962, our chapter has awarded more than \$189,000 in scholarships to accounting students. ASWA scholarships benefit students striving to join us in our chosen profession.

How you can help:

- \*\*\*Attend the auction**
- \*\*\*Bring a friend or other member along**
- \*\*\*Contribute an item to be auctioned**
- \*\*\*Make a donation or bid on items**

For other information concerning the auction or to reserve space for that special treat you will be providing, please contact Patricia Angell using the "desserts" email address at [aswaseattle.org](mailto:aswaseattle.org).

If you are unable to attend or do not wish to participate, you can also help by making a financial contribution to the ASWA Scholarship Fund. We would love to include your contribution in our fundraising tally. Members are underwriting all expenses of the auction, so your entire donation goes directly to scholarships.

**Your help is deeply appreciated.**



## **Calendar of Events**

<b>September 16, 2008</b>	<b>ASWA Bellevue: Coast Hotel Bellevue</b> <b>Speaker:</b> Vince Castro, Merrill Lynch <b>Topic:</b> Investing in the Stock Market
<b>September 16, 2008</b>	<b>ASWA North Cascades: Bob's Burger &amp; Brew</b> <b>Speaker:</b> Travis Huisman <b>Topic:</b> Building Transitional Value
<b>September 18, 2008</b>	<b>ASWA Spokane: Red Lion Hotel at the Park</b> <b>Speaker:</b> Rich Hadley, Greater Spokane, Inc.
<b>September 23, 2008</b>	<b>ASWA Portland: Talbot, Korvola &amp; Warwick</b> <b>Speaker:</b> Colleen Overman, embodypeace <b>Topic:</b> Style Demonstration
<b>September 24, 2008</b>	<b>ASWA Seattle: Rainier Golf &amp; Country Club</b> <b>Dessert Auction</b>
<b>October 13, 2008</b>	<b>ASWA Tacoma: La Quinta Inn</b> <b>Speaker:</b> David Roskoph, Total Asset Management <b>Topic:</b> Can Capitalism Survive?
<b>October 15, 2008</b>	<b>ASWA Big Sky: Yellowstone Art Museum</b>
<b>October 16, 2008</b>	<b>ASWA Spokane: Bank of America Building</b>
<b>October 21, 2008</b>	<b>ASWA Bellevue: Coast Hotel Bellevue</b> <b>Speaker:</b> Elizabeth Case, <i>Puget Sound Journal</i> <b>Topic:</b> Getting the Info You Need from the Business Newspaper
<b>October 21, 2008</b>	<b>ASWA North Cascades: Bob's Burger &amp; Brew</b> <b>Speaker:</b> Tony Pechthalt
<b>October 22, 2008</b>	<b>ASWA Seattle: Rainier Golf &amp; Country Club</b> <b>Speaker:</b> Mary Rose, Network for Business Innovation
<b>October 28 – 30, 2008</b>	<b>Joint National Conference: The Fairmont, Dallas</b>
<b>November 5, 2008</b>	<b>ASWA Seattle Board Meeting: Southwest Plumbing</b>
<b>November 18, 2008</b>	<b>ASWA Bellevue: Coast Hotel Bellevue</b> <b>Dessert Auction</b>
<b>November 18, 2008</b>	<b>ASWA North Cascades: Bob's Burger &amp; Brew</b>
<b>November 19, 2008</b>	<b>ASWA Seattle: Rainier Golf &amp; Country Club</b>
<b>November 20, 2008</b>	<b>ASWA Spokane: Red Lion Hotel at the Park</b>
<b>December 11, 2008</b>	<b>ASWA Spokane: Red Lion Hotel at the Park</b> <b>Dessert Auction</b>
<b>December 12, 2008</b>	<b>Fall Tax Seminar: Seattle University</b>
<b>December 16, 2008</b>	<b>ASWA Seattle: Joint Meeting with Bellevue</b>
<b>May 14 – 16, 2009</b>	<b>NW Regional Conference: Lakeway Inn, Bellingham, WA</b>



## Announcements

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**Rotating locations for JNC** The JNC Steering Committee has decided to begin a trial basis of a three-city rotation for our JNC. These cities were chosen from recommended “top” conference locations. The rotation will begin in **2009** when our JNC will be held at The Palms Casino Resort in **Las Vegas**. The other two cities will be **Washington D.C.** in **2010** and **Chicago** in **2011**, followed by Las Vegas in 2012 at the start of the next rotation. With this rotation, we hope to negotiate multi-year contracts with hotel families or with particular hotels enabling us to provide high-end hotels at discounted prices.

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**YWCA Dress for Success** For this year's annual drive they have requested non-clothing items because they are lacking accessories. Please bring any donations to the **October 22nd** meeting. Below is a list of items Dress for Success requested. Thanks.  
 Jewelry, Purses, Scarves, New make-up and hygiene products, Watches and watch batteries, New pantyhose and undergarments, Hair clips and accessories, Briefcase, Planners/agendas, Used cell phones, Shopping bags, Soap/body wash, Shampoo/Conditioner or Hair styling products.

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**Next Journal Deadline: Wednesday, September 24** The Seattle Chapter of the American Society of Women Accountants, to serve its members’ interests, publishes the *Journal* monthly. If you have news, seminars, community meetings, committee meetings or an article you would like published, attach the file (preferably in Word™, single spaced with no tables, boxes or irregular formatting) and send via email to **Marilyn Wilt** at [journal@aswaseattle.org](mailto:journal@aswaseattle.org).

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**Employment Opportunities Newsletter** will be posted after the dinner meeting to the Members Only section of the web site. You will need your 5-digit ASWA member ID number to log in. Send email to [update@aswaseattle.org](mailto:update@aswaseattle.org) if you can't find your member number.

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**Six Scholarship Winners Announced!** The Seattle Chapter of ASWA is pleased to announce the winners of six scholarship awards totaling **\$16,000** for the upcoming 2008-09 academic year. This brings our total awards since inception in 1962 to **\$189,120**. The awards were in ladder amounts to four different schools, including three winners from the University of Washington, and one each from Gonzaga University, Seattle University, and Bellevue Community College. We welcome each of the recipients with a complimentary membership in ASWA, and look forward to their participation in the profession.

**Vildana Kunduklija**, University of Washington, \$5,000; **Leah Rourke** (repeat winner), Gonzaga University, \$5,000; **Stephanie Chu**, University of Washington, \$2,000; **Melissa Cheesman** (repeat winner), Seattle University, \$2,000; **Darlene Johnson**, Bellevue Community College, \$1,000; and **Megan Yeung**, University of Washington, \$1000.

In addition, the Seattle Chapter of ASWA sponsored a \$2,000 Women in Need Scholarship through the Educational Foundation for Women in Accounting to **Jill Kershaw**, attending St Martin’s University.

## **Retention Attention: How to Keep Gen Y Employees With Your Firm**

by Noreen Florio [noreen.florio@rhi.com](mailto:noreen.florio@rhi.com)

One of the more complicated challenges employers face today is managing, motivating and retaining a staff comprised of multiple generations. While baby boomers and Gen-Xers are by now essentially known quantities, most managers are still in the process of learning what makes Generation Y tick. To help, Robert Half International teamed up with Yahoo! HotJobs to survey more than 1,000 Millennial workers, ranging in age from 21 to 28. Based on the insights gained from our research, here is an overview of effective strategies for retaining your Gen Y accounting and finance team members:

Focus on work/life balance. Maintaining work/life balance is important to all employees, but especially Gen Y. Nearly three-quarters (73 percent) of the Millennials surveyed reported being worried about balancing a career with personal obligations. Consider programs that give staff more flexibility and control over their schedules. Compressed workweeks, telecommuting and alternative scheduling arrangements are examples that could be attractive to many of these individuals.

Prepare them for advancement early on. Generally speaking, patience isn't one of Gen Y's top attributes. Fifty-one percent of the workers surveyed believe they should spend just one or two years paying their dues in entry-level positions. You're likely to discover that Millennials want to make a quick impact and are eager to tackle greater challenges earlier in their tenure than many of their predecessors. Provide clearly delineated career paths and keep them engaged by diversifying and expanding their job duties. Moreover, help them stretch their skills by encouraging entrepreneurial thinking and smart risk taking.

Don't be a stranger. Members of Gen Y grew up receiving constant guidance from parents, teachers and coaches, and many expect the same level of feedback from their supervisors. In fact, 35 percent of survey respondents said they prefer to communicate with the boss several times a day. Instead of waiting for the annual performance review to give praise and improvement recommendations, offer frequent spot reviews as projects are completed. Simply put, open-door policies and timely critiques are keys to keeping Millennials happy - and with your firm.

To request the report, [What Millennial Workers Want: How to Attract and Retain Gen Y Employees](#), visit [www.rhi.com/geny](http://www.rhi.com/geny).

Accountemps is the world's first and largest temporary staffing service specializing in the placement of accounting, finance and bookkeeping professionals. The company has more than 360 offices worldwide and offers online job search services at [www.accountemps.com](http://www.accountemps.com).



## Joint National Conference October 28 – 30 Dallas

Have you checked out the link to the **2008 JNC Conference Schedule** yet? If not, please take a look at it - you will find the schedule packed with quality educational sessions! We've provided for all levels of interest from hard-hitting sessions such as "International Auditing Standards & US GAAS" and "Tax Platforms of the Presidential Candidates" to softer personal development sessions such as "Outbehave Your Competition" and "Visible or Invisible? How to be Known." You might think the Texas Margin tax doesn't apply to you, but don't be so fast to pass this session over - it has implications for anyone doing business in Texas. Even small businesses today are doing business at multi-state levels. So show your peers/boss that you're on top of new developments by finding out about this tax. Check out the **2008 JNC Schedule** and register via the **Online Registration Form** today!

In terms of the program, we are excited to announce our featured speaker, Laura Wright, Senior Vice President Finance and Chief Financial Officer of Southwest Airlines Co. on the afternoon of Tuesday, October 28th. We can't think of a better way to kick off the 2008 JNC than by learning from a female chief financial officer at a Fortune 500 company!

This keynote session will be followed by a program schedule running from Tuesday afternoon through Thursday's luncheon with bonus CPE sessions on Tuesday morning and Thursday afternoon. The program is designed to offer you the opportunity to earn twenty-five hours of CPE credit during the conference. As with previous JNCs, this year's program consists of four tracks: **Accounting & Auditing**, **Controllership**, **Tax** and **Personal & Professional Development** - each one providing a mix of current topics and levels.

For those looking for specific leadership training, the JNC is offering an optional pre-conference Women's Leadership Academy led by nationally known executive coach, Mary Bennett, Executive, Crowe Chizek and Company LLC on Monday, October 27 from 10:00 a.m. until 4:30 p.m. with more than five hours of additional CPE. We encourage you to consider this new opportunity that promises to enhance your leadership skill set.

A few other items to highlight from the program schedule include the **JNC Welcome Reception** on Tuesday evening; the **2008 Forrest A. Kessler Walk for Humanity** directly following the Tuesday reception; the **Awards Luncheon** on Wednesday; **Thursday's luncheon**, co-sponsored by both Society foundations, will feature a 50-minute CPE session on bringing financial literacy to your community and the closing of the annual silent auction; and the **Evening Remembering JFK** on Thursday, where we will cap off a wonderful conference with an evening of dinner, history and conversation with friends and peers.

You don't want to miss these fabulous opportunities for networking and CPE, so see you all in Dallas.

### ASWA Mission Statement

The mission of the American Society of Women Accountants 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.

### ASWA Claim Statement

For women who seek advancement in the accounting profession, ASWA is a professional membership organization that provides the leadership skills required for success. ASWA provides experienced mentors and a supportive, non-threatening environment to practice business management and establish a professional reputation among peers.