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San Francisco Bay Area Chapter #011**

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***President's Message***

Hello everyone,

I hope you've all been enjoying the lovely weather we've been having around the San Francisco Bay Area. It's now officially autumn and before you can even blink, we've Thanksgiving just right around the corner.

I'm really excited to introduce our speaker of the month to you --- Katherine Forsythe. Katherine helps professionals create effective, dynamic communications that boost income, bring in new clients and close the sale. Her training and coaching programs in sales communication strategy, presentation skill training, sales training, and empowering women are individually tailored to enhance your professional reputation and meet the unique challenges of your organization. Please join me in welcoming her to ASWA this Wednesday.

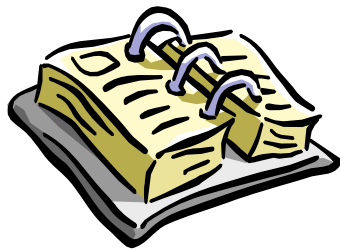
In addition, I wanted to thank our speaker for last month --- Ingrid Swenson. Ingrid is currently the CFO of Bertram Capital. She's also one of my former mentor and counselor at PricewaterhouseCoopers and one of my favorite senior managers to work with. Her in-depth knowledge of the private equity and venture capital industry never cease to amaze me. It is well known around the Bay that if you had a question about the private equity and venture world, Ingrid is the person to go to. On a more personal note, Ingrid was also the person who first introduced me to ASWA four years ago. I was fresh out of college then and wanted to be more involved with my community and wanted to enhance my leadership skills. As such, I inquired around and after some conversations, I ran my thoughts by Ingrid and she invited me to join ASWA and so I made one of my best decisions then and did just that! ;o)

We had our Joint National Conference at The Fairmont Dallas in Dallas, TX this year from October 28, 2008 to October 30, 2008. Gabrielle Rudolph, President-Elect, attended on behalf of our chapter this year and will give us an update on the latest and greatest on what's happening in the accounting industry during our next meeting.

On that note, it's also once again time for our annual joint San Francisco and Silicon Valley Chapters Holiday Party! We'll be holding our party in San Mateo on December 10, 2008 (Wednesday) at 6:30PM. It's definitely going to be a great opportunity for our chapter members to sit back, relax, and enjoy some wonderful food and wines. We'll also be having our famous White Elephant gift exchange, so come prepared! E-vite and further details will be sent out soon.

I hope you'll all have a great weekend and look forward to seeing you at our next meeting on November 19, 2008.

Best,  
Ada



**SAVE THE DATE!!!!**

**November 29, 2008**

**Double-Breasted: The Feminine Dilemma in the Workplace**



Please join us as we welcome **Katherine Forsythe, MSW**. Katherine is President of Katherine Forsythe Inc. Her other job titles include: speaker, author, seminar facilitator and much more! She has been consulting with corporations since 1988. A graduate of the University of Michigan, she holds an MSW from the University of Cincinnati.

Katherine will be discussing her latest research project: **Double-Breasted: The Feminine Dilemma in the Workplace**. Double-Breasted is a research program to pinpoint the *down-to-earth reality* for women in the workplace today. Katherine's vision, through our research, is to provide dialogue, solutions, and inspiration for women and the companies they work for, around the dilemmas, challenges, and opportunities women face every day in the work place.

**One Hour CPE**



About Jumpstart: It was founded in 1993 at Yale University at the intersection of two national trends: the public need for quality early childhood programs and the emerging national service movement recruiting thousands of college students to community service.



Jumpstart is now a national leader in early childhood education, engaging 3,500 college students in service to more than 13,000 children in 20 states and nearly 70 communities across the country.

### **ASWA participating in Jumpstart bookdrive**

Our team is doing great - keep up the good work! We have donated a few special edition copies of Corduroy to Jumpstart children so far.

To help even further, please spread the word about Jumpstart's Read for the Record and our book drive to your friends, family and co-workers. Ask them to support our efforts, and send messages to anyone you think would like to join our team -- the more people, the more we can help!

Here's how you can help out: Please visit [www.readfortherecord.org](http://www.readfortherecord.org) to get the latest campaign updates and learn how to get involved!

### **Shanti's Coat Drive November 3rd – November 28<sup>th</sup>**

San Francisco RHI is now accepting donations for a coat drive sponsored by the Shanti Organization in our branch office. The coat drive will be open from November 3<sup>rd</sup> thru November 28 – this is a great reason to clean out your closets!

For additional information, contact Carole Weller, Terra Casey or Jennifer Velen.

#### **About Shanti Organization:**

Shanti serves over 1,600 underserved San Franciscans with breast cancer or HIV/AIDS annually. Founded in 1974, Shanti was one of the first-ever volunteer organizations to work with people with life-threatening illnesses and was later the first community-based agency in the U.S. to respond to the HIV/AIDS epidemic. Since its inception, over 15,000 Bay Area residents have given more than 3 million hours of their time as Shanti Volunteers. Shanti will be celebrating its 35th Anniversary in 2009. For anyone who is interested in learning more about being a Shanti volunteer or supporter, please email or call Kaushik Roy at [kroy@shanti.org](mailto:kroy@shanti.org) or 415.674.4722.



## Would you like to learn more about Excel?

The San Francisco Chapter of the Institute of Management Accountants is offering classes in Excel. These classes are geared toward accountants. They are offering three hour sessions on Saturdays at the Marriott in downtown Oakland. The next class is on Pivot Tables. If you have never used pivot tables or want to improve your knowledge of them, I would urge you to attend this class. For more information go to [www.excelinaccounting.com](http://www.excelinaccounting.com). As an ASWA member, you are eligible for IMA pricing.

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### Three Tips for Surviving Corporate Change

The biggest difference between today's employment world and that of our fathers' is the rapid pace of corporate change. Expectations of company stability and long lasting employment are a thing of the past. If one isn't tuned into the signals of corporate change it can mean an unexpected layoff and months of unemployment and job searching. Do you have a career management plan to ensure your career growth in times of corporate chaos?

To prevent career disaster, live by these three rules of career management:

- Expect Change
- Adjust quickly to change
- Build a strong professional network in good times

#### 1. Expect change

Change in the work place is far less traumatic when it is expected as the norm. One of the most important career management skills is the ability to detect signs of corporate change. For instance:

- Rumors of corporate merger or takeover
- Corporate profit levels spiraling downward
- No end-of-year bonuses given
- Hints of layoffs to trim the budget
- Upper management suddenly resigning
- Your peers jumping ship to the competition

Don't get caught off guard by holding on to a false sense of security or misplaced loyalty. Those who fear change trust corporate loyalty rather than face the reality of their precarious position in the corporate food chain. Expect change and keep your eyes and ears open—or you could be the last in line when it's time to find new career opportunities.

Don't wait for change to strike. While your job is secure and your work environment is stable, take steps to keep your skills highly desirable in the job market. For starters:

- Stay current with technology trends of your industry

- Get certified if appropriate
- Keep your resume current at all times
- Be ready to interview at a moment's notice

## 2. Adjust quickly to change

Your ability to keep your career momentum building in the midst of corporate chaos depends on your skill at adjusting quickly to change. First, don't over analyze your dilemma. Too often valuable time is wasted trying to figure out ways to make a bad situation work. Second rule, don't take it personally, or you won't be able to plan your exit strategy clearly. Third, take action as soon as possible.

If your resume is kept current at all times you will be ahead of the pack when others consider moving on as well. Your resume should be updated every six months. For quick updating keep an ongoing record of your accomplishments as you overcome work challenges.

Maintaining confidentiality during a job search while still employed is a challenge that requires discretion and level headedness. Ideally, no one in your company should even suspect that you are looking for other employment. Resist the urge to speak to coworkers about your decision for action. Keep your regular work hours and try to schedule interviews during off-work time. Avoid posting your resume online where your employer may find it.

## 3. Build a strong professional network in good times.

One thing that hasn't changed over the decades is the fact that a majority of people still get new positions faster through networking. What used to be called the "good ol' boy system" is as active in the job market as ever. Technology hasn't replaced the effectiveness of a vast network of people who can help you find new career opportunities quickly.

The problem is that most people ignore their network until they need it. Bad idea. If you haven't kept in touch with former coworkers how will you know how to find them when you need them?

There are many great venues for building your network: professional associations, college alumni groups and former colleagues to name a few. Take time to meet with non-work people on a regular basis. Build relationships around mutual interests, friendship and trust. Make this your lifelong habit and you'll never be without help when you need to make a career change.

More than ever, proactive career management is essential to professional growth. Keep these rules of surviving corporate change as the building blocks of your career management plan and you'll stay in control of your professional growth and income potential.

~~~~~ Deborah Walker, CCMC is a career coach helping job seekers compete in the toughest job markets. Her clients gain top performing skills in resume writing, interview preparation and salary negotiation. Learn more about Deborah Walker, career coach at: <http://www.AlphaAdvantage.com>

## THE UN-COMFORT ZONE with Robert Wilson

### Defeating the De-Motivator

The sweet strains of a Puccini aria cut through the Saturday night clatter of the busy Italian restaurant in New York City, but it wasn't coming from the aging voice of the Sicilian baritone who was hired to belt out favorites like Funiculi-Funicula. It was a soprano whose crystal clear voice filled the room. Within moments all the ambient noise came to a halt. Diners stopped eating and talking, busboys stopped clearing tables, the cooks even came out of the kitchen.

Singing on the tiny stage was the skinny moon-faced waitress from Ohio. The Sicilian heard she studied opera, so he invited her to join him, but what began as a duet ended in solo as he too was mesmerized by the beauty of her voice. When she finished, the place thundered in applause and I saw tears of gratitude glistening in her eyes. She had hit each note perfectly.

If only she had done that when she auditioned for the Metropolitan Opera. But she choked, flinched, allowed a seed of doubt to creep into her consciousness and thus her voice.

She told me her story over a couple of beers after work. It was the fall of 1984, and I was a fellow waiter at the restaurant; just another struggling artist in the city that never sleeps. She explained that she got nervous during her audition and couldn't hit the high notes. She would get one more chance to audition, but she would have to wait an entire year.

I never found out if she made it; as a writer my art is portable and a few months later I moved to a city where they still have a bedtime. I suspect she did, because that night she received a proof - a vital beginning step.

Doubt is a silent killer. We transmit feelings of doubt to others through subtleties in our body language, facial expression and tone of voice. It is picked up subconsciously by those with whom we communicate. Worse than that, we communicate it to ourselves, and it seeps into our performance. Doubt is the De-Motivator and all too often it prevents us from even trying.

We all suffer doubt occasionally, and its cure is always the same: proof. Proof that we are indeed talented enough to do what we set out to do. A proof doesn't need to be big to eliminate doubt. A series of little ones can be just as effective.

I keep a journal - a log - of accomplishments. Both small and large, because they all add up to reasons for believing in my abilities. It is especially important to log the little ones, because they are so easy to forget or overlook, and yet they carry tremendous weight when it comes to giving ourselves confidence.

You say, "I'm just starting out and have no accomplishments." That just means you're not looking in the right places. We all have successes, some of them may be found in different areas of your life. I often read in the Wall Street Journal about women, who after years as stay-at-home Moms, return to the work force in well-paid management positions. They acquire these jobs by citing in their resumes the many skills and achievements they learned through their volunteer work. What talents are you racking up through your hobbies and leisure activities?

Sometimes proof comes to us by comparing ourselves to others. Simply ask yourself, "Out of all the people

who have ever lived, how many have attained what I want?" The sheer numbers alone will often be all the proof you need.

When all else fails, fall back on faith. Some of the most successful people in the world had absolutely no proof that they could achieve their dreams. All they had was a strong desire and a belief in themselves. As Martin Luther King, Jr. once said, "Take the first step in faith. You don't have to see the whole staircase, just take the first step."

Robert Evans Wilson, Jr. is a motivational speaker and humorist. He works with companies that want to be more competitive and with people who want to think like innovators. For more information on Robert's programs please visit [www.jumpstartyourmeeting.com](http://www.jumpstartyourmeeting.com).

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## Excel:



When you are copying down data in Excel, do you ever wonder what that funny little box is? Do you think it's just an annoyance like that awful Office Assistant? Au contraire! It's a very handy little box. Or, as it's called at Microsoft, the "fill handle".

When you are copying numbers down by dragging, click on the fill handle. It allows you to only copy the number, fill a series, fill only the formatting, or fill without formatting. I can't say that the last two options have been particularly helpful.

Perhaps you have dates you want to copy. The fill handle allows you to copy the same date, consecutive dates, fill dates (which is like consecutive dates and is useful if you have a series of non-consecutive dates), fill weekdays, fill months, and fill years.

Excel has pre-defined days and months as series but you can define your own series, such as a list of employees. After you have entered the first name of the series, the fill handle allows you to copy the entire series you defined.



## **San Francisco Bay Area Chapter, # 011**

**Our chapter regularly meets on the third Wednesday of each month  
at:**

**Protiviti Offices**  
50 California Street, 17<sup>th</sup> Floor  
San Francisco, CA

**Cost: Members of ASWA - \$20**  
**Nonmembers - \$25**  
**Students -\$15**

*Should you unexpectedly not be able to attend after your affirmative RSVP,  
Please be sure to call the chapter voicemail at (415) 974-9491, A cancellation fee applies, if one does not cancel  
by 5:00 P.M. on the Friday before the scheduled event.*

### [Parking at Embarcadero Center](#)

*Join our vibrant Chapter for networking, CPE credits, resources for professional development and training and the chance to make a difference in our community.*

***Join us...guests are cordially welcomed!!***

***Would you like to be on our evite/email list? Or do you want to stop receiving announcements?  
For either go to [webmaster@aswa-sf.org](mailto:webmaster@aswa-sf.org).***



San Francisco Bay Area Chapter

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RSVP for meetings –408-235-0828

We prefer that you use Evite to RSVP, so interested parties can contact Mariette and be added to the email list.

The Silicon Valley Chapter of ASWA meets the fourth Tuesday of each month (except November and December) at the Biltmore Hotel in Santa Clara. Guests are always welcome!

A dedicated partner of the ASWA and your business.



Accountemps and Robert Half Finance & Accounting are proud to be the *Exclusive Staffing Visionary Partners* of the ASWA. Through our partnership, you have access to the most up-to-date information on staffing, including our annual *Salary Guide*. Plus you get a direct connection to skilled accounting and financial professionals to help with all your staffing needs, from accounts payable and collections to staff accountants and controllers.

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**Thank you, Robert Half, for all you do to promote women in accounting!!**



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