



American Society of Women Accountants
San Francisco Bay Area Chapter #011

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President's Message

Hello everyone,

I hope you're all doing well and had a wonderful Labor Day weekend. I can't believe autumn's just around the corner. Isn't it amazing how quickly this year has flown by? For you fellow Peetniks out there, I'm extremely excited to introduce our speaker of the month to you. Robin Riske will be speaking about her experience as Controller for one of Bay Area's most famous brands of coffee ... something near and dear to my heart ... Peet's Coffee & Tea!! Robin has been Controller of the legendary Peet's Coffee & Tea since 2004. Her previous experience includes Sarbanes-Oxley consulting, financial management, and SEC reporting roles. She began her career with Arthur Anderson and worked as an audit manager in several countries, including Bucharest, Romania. Robin is a CPA and graduated from Wake Forest University. I look forward to seeing you at our meeting on September 17, 2008.

About Peet:

On the day [Alfred Peet](#) opened his first coffee store on the corner of Walnut and Vine Streets in Berkeley, CA, he quietly began a revolution in the way Americans experienced the taste and quality of their coffee – a revolution that persists to this day.

Born in Holland, Alfred Peet grew up in the coffee trade and moved to America after World War II. Appalled at the poor quality of coffee being consumed by Americans, he became inspired to open the first Peet's Coffee & Tea store on April 1, 1966. His style of coffee was a radical departure from what was then available, emphasizing smaller batches, freshness, superior quality beans, and a darker roasting style that produced coffee with richness and complexity.

On that note, it's also once again time for our annual joint San Francisco and Silicon Valley Chapters picnic! We'll be holding our picnic at Golden Gate Park on September 21, 2008 (Lindley Meadows, Table 15). It's definitely going to be a great opportunity for our chapter and family members to sit back, relax, and enjoy some wonderful food and wines. Remember to bring your friends and family and be prepared to have a fun filled and relaxing day.

I hope you'll all have a wonderful rest of the summer!

Best,
Ada



MARK YOUR CALENDAR FOR THESE UPCOMING EVENTS:

ASWA - San Francisco Bay Area Chapter

September 17, 2008



Peet's Coffee and Tea . . . it's history and accounting practices

Come and hear Robin Riske, Controller, talk about Peet's

Ms. Riske has been the Controller of Peet's since 2004. Her previous experience includes Sarbanes-Oxley consulting and financial management and SEC reporting roles. She began her career with Arthur Andersen and worked as an audit manager in several cities included Bucharest and Romania.

She is a CPA and has a BS from Wake Forest University.

By 1969, Peet's Coffee & Tea became a gathering place for coffee devotees, and this success attracted other artisan food purveyors to the neighborhood, which soon became known as the Gourmet Ghetto. Alfred Peet further catalyzed the specialty coffee movement when he mentored and inspired a generation of coffee entrepreneurs, including the founders of Starbucks, whom he supplied with Peet's roasted beans during their first years of operation.

Over the past four decades, Peet's growth has been fueled by ever-increasing numbers of coffee lovers in the San Francisco Bay Area and across the nation. With each generation of Peet's leadership, we have remained true to the quality tenets of our founder, inspired by the same unrelenting pursuit of quality. Peet's purpose has not changed since 1966 – to seek out opportunities to raise the expectations of American coffee drinkers by attracting and serving those who truly love the taste of coffee, for whom a cup of coffee could only mean a cup of Peet's.

One Hour CPE



Jumpstart will give a special presentation at our next meeting.

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!

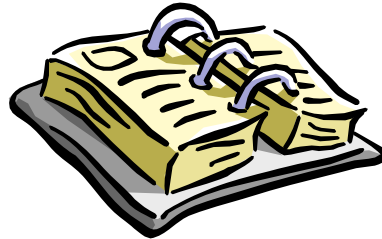
Here's how you can help out: Please visit www.readfortherecord.org to get the latest campaign updates and learn how to get involved!

Thank you

Get LinkedIn!
Go to linkedin.com
and connect with ASWA
members.

Expand your network!

SAVE THE DATE!!!!



September 21, 2008: Picnic at Lindley Field in Golden Gate Park

We'll be located at table 15, on the other side of hill from the polo field, across from Spreckels Lake (lots of model boats) and not too far from the buffalo paddock.



October 15, 2008: Ingrid Swenson, CFO, Bertram Capital Management will speak on the venture capital business



San Francisco Bay Area Chapter, # 011

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

Protiviti Offices
50 California Street, 17th 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.***



San Francisco Bay Area Chapter

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We prefer that you use Evite to RSVP, so interested parties can contact Elisabeth 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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ACCOMTEMPS and ROBERT HALF FINANCE & ACCOUNTING HAVE BEEN LONG-TIME SUPPORTERS OF ASWA, AT BOTH THE NATIONAL AND LOCAL LEVEL.

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

