



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

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ASWA SF Bay Area Chapter

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

Expand your network!

PRESIDENT'S LETTER

Dear Members,

Welcome to September! Our season has started with a bang and I am really looking forward to our September 15th program: Computing in the Cloud. Our guest speaker is Lew Tucker, CTO of Cloud Computing for Cisco Systems. More companies are joining “the cloud” every day and Lew’s presentation is sure to provide valuable insight into this exciting new business medium. We expect record attendance for this event so respond soon at www.socializr.com.

Speaking of programs, I’d like to offer a huge “thank you!” to Paul Kingston, our August speaker. Paul taught us to “distraction-proof” our business by showing us what can be achieved by finding one’s passion and going for it full-force. His presentation included a wonderful build-up to how it felt to compete in the 1988 Olympic (where he medaled in backstroke) and I know I wasn’t the only one who really felt the excitement of that moment as he described it!

The buzz from Paul’s presentation spilled into the “networking” portion of our meeting. It was a wonderful moment when I looked around the room at the end of the night and saw so many members and guests exchanging information, talking about new jobs and opportunities, and taking the time to mentor one another. In that moment, we all captured the spirit of ASWA in a very exciting way.

In other news, a more complete list of this year’s programs is available at www.aswa-sf.org. Our annual Angel Island Picnic will take place on Saturday, October 2nd. The Silicon Valley and East Bay chapters will be joining us, so expect a great assortment of dishes at the potluck BBQ. We take the attitude of “the more the merrier,” so please bring family and friends! Last year’s event was a picture-perfect day and we look forward more fun in 2010.

I look forward to seeing you soon!

Best,

Lisa Groover

President

Looking for a job?

ASWA’s LinkedIn group posts jobs weekly. These are only available to members.

Cloud Computing September 18, 2010

The future is here.....

Presented by **Lew Tucker**, Vice President and CTO, Cloud Computing, at **Cisco Systems**; Advisor to **CloudScaling**, SF based cloud-creation company.

Mr. Tucker has two decades of achievements leading advanced technology ventures at SalesForce.com, Radar Networks and Sun Microsystems. As a core member of the first JavaSoft executive team and evangelist for the advancement of the Java technology platform he delivered Sun's technology strategy at conferences, industry panels, and financial analyst briefings. Before Sun Microsystems, Mr. Tucker was Director of Development and Advanced Software at Thinking Machines, Inc., where he conducted research into machine learning and contributed to the architecture and development of the massively parallel Connection Machine supercomputer.

Mr. Tucker holds a Ph.D. in Computer Science from Polytechnic Institute of Technology, and a B.A. in Biology from Cornell University. He has authored numerous papers on computer architecture, AI, and machine intelligence. Before entering the computer field, he was an Assistant Professor in Neurobiology at Cornell University Medical College and early pioneer in the use of computer technology for the mapping of brain function. Lew is a frequent guest speaker at technical and professional conferences (CloudConnect 2010 and CloudWorld 2009) and he writes for numerous publications.

Location: Protiviti Offices

50 California Street, 17th Floor San Francisco, CA 94111

When: Wednesday, September 15, 2010: 5:30 PM

Cost: Members: \$20. Non-members: \$25. Includes Dinner.
Our meetings are open to everyone, women and men.

Need additional information? Contact: hospitality@aswa-sf.org

What You Missed:

CAREER DEVELOPMENT: DISTRACTION PROOF YOUR BUSINESS

August 18, 2010

Distractions steal up to two hours of your most valuable time every day.



Paul Kingsman is a sought after expert on how to make all your split seconds count. He teaches people how to overcome distractions and maintain focus to achieve outstanding results in what they do every day.

Paul knows the importance of keeping focused in life's split seconds first hand: he trained for 13 years, to swim a 2 minute backstroke race at the Olympics, and won a medal by only **four one-hundredths** of a second. He gave a terrific presentation on how to keep focused—and he brought along his Olympic medal and his Speedo bathing suit.

American Society of Women Accountants Offers Scholarship

In order to promote accounting as a profession, the San Francisco and Bay Area Chapter of ASWA is please to be able to offer a **scholarship of \$1,000** to a third of fourth year student in accounting. In addition to the scholarship the successful candidate will receive a free annual membership to ASWA and the support and mentorship of an active group of accounting professionals.

To be considered for this award, which will be issued in December 2010, contact Carole Weller at scholarships@aswa-sf.org.

All queries and correspondence should be addressed to:

Carole Weller, Scholarship Chair
Robert Half International
50 California Street, 10th Floor
San Francisco, CA 94111



Join us in Nashville, Tennessee for the premier accounting and finance conference. Take advantage of the numerous and improved opportunities to market to, recruit from, and network with more than 400 decision-makers from the accounting and finance industries. This year marks our societies' seventh annual JNC and 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.

Featured Speaker: Peggy Collins, *Help is Not a Four Letter Word*

This keynote address reveals a never-before-discussed self defeating behavior Peggy Collins calls *The Self-Sufficiency Syndrome*. Many of us can't ask for help or do everything all by ourselves because no one else can do it as well. We are headed for burnout or worse. This entertaining, motivating and highly interactive presentation will create new awareness, giving audience members the opportunity to become more balanced and fulfilled.

Four Tracks: Accounting & Auditing, Controllershship, Personal & Professional Development, Tax

Here is a preview of some of the sessions you can attend at the 2010 JNC:

Tax Issues for the Entertainment Industry – What Faith Hill, Tim McGraw and Taylor Swift Need to Know by S. Drennan, CPA, CVA, Dodd, Drennan & Associates, PLLC

This session discusses various tax issues that apply specifically to entertainers. As most entertainers are either sole proprietors or small businesses, they are entitled to various expenses that other professionals are not.

Hear Mary Bennett, Owner of MLBennett Consulting, discuss various leadership models and contemplate "masculine vs. feminine" leadership styles. Be prepared to take away an action plan related to your personal leadership developmental needs.

ASWA Foundation Awards

Each year, the ASWA Educational Foundation recognizes the best in the marketplace companies whose commitment to work/life balance. In addition to honoring those who support work/life balance, the Foundation is also recognizing an individual or group that has supported their community by teaching a financial literacy program. Come cheer on these honorees for their hard work in their professional and community lives.

Details, Details, Details....

Music City Sheraton: Book your reservation before September 2nd to take advantage of the conference group rate. Visit the [online reservation department](#) or call 888-627-7060. If calling identify yourself with the 2010 ASWA & AWSCPA Joint National Conference.

Don't miss a minute of work! Free WiFi internet access in your room at the Music City Sheraton.

CPE Credits: Earn up to 24 hours of continuing professional education.

ExcelInAccounting

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SFIMA Presents
**Tips, Tricks & Traps
in Excel 2007**

**September 11, 2010
Saturday 9 AM - 1 PM**

There are many ways to get a task done in Excel. Learn the shortcuts and tricks to make Excel sing with super efficiency and the traps you want to avoid.

Sample topics:

- Paste special & Goto
- Protection & Auto save function
- Navigation tools
- Data validation
- Formulas to fill in blank table cells
- Named range finding
- and much, much more

This is a hands on session. Bring your laptop to follow along.

Each session

\$35 IMA Members/\$40 at the door

\$55 non-members/\$60 at the door

Upcoming topics!

- Tips/Trick/ Everything else
- Macros & VBA

For more information, visit
www.ExcelInAccounting.com

9/11/2010 Session
San Francisco Location:
Golden Gate University
536 Mission Street
San Francisco, CA 94105
[Map](#) [Parking](#)

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**IMA CPE - 4 hour—
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ExcelInAccounting.com**



San Francisco Bay Area Chapter, # 011

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

November Meeting will be held at:

Protiviti

50 California Street, 17th Floor

San Francisco, CA

Cost: Members of ASWA - \$20

Nonmembers - \$25

Students -\$15

[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

ASWA Silicon Valley Contact Information:

Silicon Valley Chapter #103

www.aswasiliconvalley.org

CHAPTER PRESIDENT: Linda Bowman

Phone: 408-866-2004

lynda@bowmanaccounting.com

RSVP for meetings –408-235-0828

We prefer that you use Evite to RSVP, so interested parties can contact Linda 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!!



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