



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

Board of Directors

President

Lisa Groover
(415) 398-3366
president@aswa-sf.org

Treasurer

Amy Bess
510-339-2477
treasurer@aswa-sf.org

Secretary

Ahna Gudemin
415-482-2113
secretary@aswa-sf.org

Programs

Deborah Kaminski
510-339-0762
programs@aswa-sf.org

Directors of Membership

Alla Koltun
415-309-6599
membership@aswa-sf.org

Hospitality Director

Tara Ziegler
hospitality@aswa-sf.org

Communications-Newsletter/ Webmaster

Colette Duncan
510-763-1499
newsletter@aswa-sf.org
webmaster@aswa-sf.org

Scholarship Director

Carole Weller
415-434-1980
scholarships@aswa-sf.org

Immediate Past President

Gabrielle Rudolph
415- 826-8181
pastpresident@aswa-sf.org

President Elect

Alison Catton, CPA
925-482-2113
ASWA SF Bay Area Chapter
415-974-9491 www.aswa-sf.org
ASWA National HQ 800-326-2163
www.aswa.org

What's Inside:

President's Message	Page 2
Partner Up!	Page 3
'Managing Up' to Find Middle	Page 4
Ground with Your Boss	
2011 – 2012 Board	Page 5
Excel Training	Page 6

Get LinkedIn!

Go to linkedin.com
and connect with
ASWA members.

Expand your network!

PRESIDENT'S LETTER

Dear Members,

I hope your May is off to a great start! I am very proud of everything our chapter accomplished in the first quarter and what we have in store as 2011 continues. Last month we welcomed Robin McRoskey-Azevedo, President of McRoskey mattresses as our special guest for our April event. Robin discussed challenges and opportunities facing manufacturing companies in San Francisco and her strategy to continually build brand recognition. We will continue with our new networking-oriented timeline which allows for more time to network before dinner and the presentation. This format was a hit at our last meeting and was a result of a member suggestion, so if you have any ideas about how to improve our events please get in contact with one of our board members!

May, and spring, are times for new beginnings. I am excited to announce the beginning of our new Financial Literacy program. We have hosted two events so far this quarter. Our first event took place at the Haight-Ashbury Boys and Girls Club location. Three ASWA members taught seven KidsClub teenagers the ins-and-outs of credit. The experience was illuminating and we certainly learned as much from the students as they learned from us!

Two weeks later, seven ASWA volunteers hosted over 20 (yes, 20!) students from United Playaz for a Financial Literacy program focusing on budgeting and savings. This event was a huge success and we will be partnering with United Playaz on a semi-monthly basis. We are looking for more volunteers as well as a space to hold at least 35 students and volunteers, so if you want to get involved or have a conference room which might work please contact me directly!

Wishing you all the best,

Best,

Lisa Groover
President, ASWA San Francisco

Get a Complimentary Meeting

For every new member you bring in, you get one complimentary meeting. You can learn about derivatives, pivot tables, and much, much more . . . for free!

Partner Up!

Join us to hear **Kerry Parker**, principal at **Holland-Parlette Associates**.

Kerry deeply advocates the development of cross-industry partnerships, and will share her techniques and war stories of joining with others for a business advantage.



Kerry Parker is a Certified Association Executive specializing in association management. She currently serves as the executive director for the Western Occupational and Environmental Medicine Association, the California Association of Public Retirement Systems and the California Society of Addiction Medicine.

Kerry holds a bachelor's degree in Journalism from the University of Iowa, and a Master's degree in Public Administration.

Location: Protiviti Offices
50 California Street, 17th Floor
San Francisco, CA 94111

San

When: Wednesday, May 18, 2011:

5:30 PM

Cost: Members: \$20. Non-members: \$25. Includes Dinner.

Our meetings are open to everyone, women and men.

This program qualifies for one (1) continuing education unit in the field of Business Management and Organization

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

‘Managing Up’ to Find Middle Ground with Your Boss

It happened again: You and your supervisor had a misunderstanding – and once more you were blamed for the lack of communication that led to it. What’s especially frustrating is that you know you sent a detailed e-mail to your boss days ago about the matter she claims she knew nothing about. You think to yourself, “Why does this always happen?”

Largely because of this persistent problem, you’re now wondering if you should look for a position elsewhere. Before abandoning your current situation, however, consider trying to find some middle ground with your supervisor by “managing up.”

Identify – and accept – your boss’s particular work style and adjust yours, as appropriate. This approach can help you and your supervisor interact more effectively and develop a more constructive professional relationship, even if your work habits and temperaments differ. Here are some tips:

- **Communicate effectively.** One of the key elements of work style is the way a person prefers to give and receive information. Pay close attention to how your boss communicates with you and others on everything from small matters to issues of high importance. Whatever her preferences may be – bullet-point e-mails, succinct voice mail messages, detailed reports, face-to-face meetings – just follow her lead. If you are unsure about her preference, ask; she’ll likely appreciate your proactive efforts to improve communication with her.
- **Anticipate needs.** As a financial professional, you’re expected to take quick action whenever a problem arises. When dealing with your supervisor, consider using the same approach. Your boss has specific needs and expectations; by recognizing them and working to meet them, you can earn her gratitude and elevate your status as a valued employee. For example, if you know your manager must often push aside more critical duties to handle an everyday task you could easily assist with, volunteer to provide relief.
- **Maintain perspective.** When you’re annoyed with your boss, it’s easy to lose sight of the fact that she’s a person – and being in a supervisory role, she’s especially prone to stress and pressure. Quite often, there’s more going on behind the scenes in your organization than you realize, so don’t assume your manager’s impatience or abrupt behavior is personally directed at you. Managing up includes being able to step back and recognize when unproductive interactions with your boss are due to forces beyond your control.

When you’re frustrated that you and your supervisor aren’t seeing eye to eye, remember that even the most likeminded coworkers can have misunderstandings and disagreements. Managing up will make it easier for you to find common ground with your boss and develop a more productive relationship.

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 350 offices worldwide and offers online job search services at www.accountemps.com

Welcome the New 2011 – 2012 Board

President -	Allison Catton
Treasurer	Gabrielle Rudolph
Secretary:	Greta McKinney
Programs	Maryann Boller
Programs Committee	Michelle Berthiaume
Hospitality -	Tara Ziegler
Hospitality Committee	Chona Aguilar
Membership -	Alla Koltun
Membership Committee	Jessica Cordova
Scholarship:	Gail Ravitz
Scholarship Committee	Jessica Cordova
Communication -	Colette Duncan
Immediate Past President	Lisa Groover

Excel Saturday Intensive Training
Presented by the Institute of Management Accountants, San Francisco
Chapter
Financial Modeling Series
Part III

Management accountants slice and dice financial data to reveal the meaning behind the numbers. Moving forward, the numbers are the base of projecting future results or expectations. Excel comes with many tools. Applying those tools effectively can customize a financial model that serves the specific organizational needs.

This session will cover:

- 1) Financial functions – PV, FV, NPV and more
- 2) Goal Seeker, What-if Analysis, Solver, Scenario, Data Validation
- 3) Using Active Control to work with functions, such as Lookup
- 4) Formulas to customize calculations
- 5) Forecasting, interactive spread sheets.

This is a hands on knowledge sharing session. Bring your own laptop to follow along. Share the problems you came across.

No computer is provided by the organizer

Limited seats - 35 only

\$35 for IMA members & Students

\$55 for non-members

Sign up [here](#).

Go to www.excelinaccounting.com for more information

Schedule

8:30 am Check in & networking

9-12 am Training session

*Complimentary light breakfast with bagels, coffee & juice

Part IV - Financial Models

TBD

Visit www.excelinaccounting.com for more information

Golden Gate University

536 Mission Street

San Francisco CA 94105 [map](#)



San Francisco Bay Area Chapter, # 011

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

Meetings are 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: Lili Clay
liliclayASWA@gmail.com

We prefer that you use Evite to RSVP, so interested parties can contact Lili 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.

Give us a call at one of our 330 locations throughout North America today.

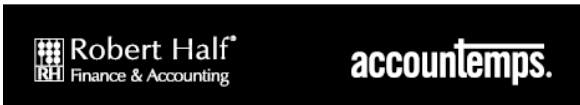
800.474.4253
roberthalf.com
800.803.8367
accountemps.com

San Francisco · San Mateo · Novato · Santa Rosa · Oakland · Pleasanton



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!!



Robert Half International Company © Robert Half International Inc. EOE. 0805-100-43