



Volume 58

Issue 2

## Membership Meeting

Thursday - October 28, 2004

The Chester Commons Building  
1120 Chester Avenue (East 12th & Chester)  
2nd Floor Conference Room

Self-park in lot or on street (your choice & expense)

5:30PM social, 6:00PM dinner, 6:45PM speaker

\$12.00 members, guests & students

Menu: Sandwich wrap, pasta salad, dill pickle & soft drink

TOPIC: It's Not Downhill After 40!  
Ten Truths for Transforming Your Health & Recapturing Your Life  
*Presented by April Goyer, President of Avancez*

Please RSVP to Jennie Earley @ (216) 696-7700, ext 23 or  
jennyearly@yahoo.com  
by 4:30PM Monday, October 25, 2004

### President

Sonia "Sunny" Shellito, CPA  
(W) (216) 898 - 0678 (fax)  
(H) (216) 276 - 4120 (voice msg)  
email: SShellito@msn.com

### Secretary

Hilary Hilow  
(H) (216) 661 - 6162  
email: clare\_h0@yahoo.com

### Treasurer

Catherine A, Feola, CPA  
(W) (440) 842 - 8868  
email: caf916@sbcglobal.net

### Scholarship

Kathy Novak  
(W) (216) 514 - 1818 ext. 100  
(H) (216) 587 - 4145  
email: kavak@apk.net

### Bulletin Editor

Denise T. Brock  
(W) (216) 622 - 8310  
(H) (440) 944 - 7256  
email: dbrock@calfee.com

### Membership

Jennifer Early  
(W) (216) 696 - 7700 ext. 23  
(H) (440) 668 - 0456  
email: jennyearly@yahoo.com

Chapter web site: [www.aswacleveland.org](http://www.aswacleveland.org) National web site: [www.aswa.org](http://www.aswa.org)

PRESIDENT'S MESSAGE:

September's annual Ohio Accounting Show at the I-X Center continues to be very popular, with 1,200 participants from the area! The 90+ sessions had varied topics to choose from and included the required 3 CPE credits in Ethics needed for renewing our triennial permits. One of the items that I learned from the Ethics sessions is that, as a CPE speaker, one could earn an aggregate of 3 times the number of CPE credits that the attendants earn.!

I recognized two ASWA Cleveland chapter members (**Catherine Feola** and **Ilona Daw-Krizman**), three speakers and two exhibitor representatives at the Accounting Show. There is always something new or refreshing to review and learn. I was impressed with some of the giveaways and software displays. (I'd love to have a notebook computer!) The complimentary show binder is packed with the paper handouts from the many concurrent sessions that I did not attend. Some of these outlines are also on-line, through the end of October. This is great networking!

Two other networking events in September included CWRU's Meet the Accountants Breakfast and CSU's Meet the Accountants Night. **Jenny Earley** and I attended both events, and **Kathy Novak** joined us for CSU's Meet the Accountants Night. It was a treat, with the three of us together. Each of us browsed through the other exhibitors' displays, attractive promotion items and socialized with people whom we know, (including **Honey Wess** of Alliance Staffing and President of the IMA Cleveland Chapter, **Maria Selos** of Robert Half International and **Jim Gero**, past president of OSCP A Cleveland chapter, ) met many new faces, and put some of them with familiar names. **Elise Jancura**, Professor of Accounting at Notre Dame College of Ohio and Cleveland chapter member, was notably mentioned by **Lawrence Kreiser**, CSU's Department of Accounting's Chair.

September is a busy and fun month for ASWA members in this area, with all the preparations and networking. If you are not already aware, ASWA National recently announced a restructured Membership Recruitment and Retention Campaign, a "Recruiting Counts" Club. **Jenny Earley**, Membership Chair, already has earned the "Recruiting Counts" Club lapel pin and is a Rhinestone Recruiter. The more members each of us recruits, the higher the prize becomes. For each person recruited, the sponsor's name will be entered into the drawing for a trip (airfare of approximately \$600 per person) for two to Cancun, Mexico. Therefore, the more we recruit, the more "Recruiting Counts!" Regardless of the campaign, the more we recruit, the more we provide for our future and our Chapter's future, through networking, socially and professionally.

Welcome new members **Mary Miles** and **Jill Gibson**! Mary is a student at Bryant and Stratton College and has been in the accounting field for nearly 30 years. Jill is a student at CWRU's Weatherhead School of Management. Jill is working towards her MBA and is with International Career Services.

Sunny

---

Speaker's Bio

April Goyer, President of Avancez and creator of "It's Not Downhill After 40!" excelled scholastically and artistically as of young person. Her accomplishments include high school class salutatorian & Walt Disney World dancer. In her thirties, she was an executive for Huntington National Bank in Columbus, Ohio. April left her rewarding corporate career to create her own professional coaching business. She graduated from OSU and the Coaches Institute. She is a Certified Professional Trainer through the Aerobics and Fitness Association of America and a leader for the "Strong Women Stay Young" program.

As quoted from her biography:

“Several years ago I felt stuck in my life. As a corporate executive, I thrived on intense pressure, but my overall health was suffering from the stress. As a mother of a young child, my second job began when I got home from work. I had little time or stamina for anything other than getting through each evening. As a former athlete and dancer, I had sustained neck injuries that caused periodic pain and limited my ability to carry even light objects. During this period my weight continued to increase. The end result was a downward spiral, culminating in low self-esteem and depression. I decided I had to make a change. Through education, determination and the help of a good coach, I was able to transform myself. I am now as strong, fit and healthy, both mentally and physically, as I’ve ever been and I achieved these goals after the age of 40!

For as long as I can remember, I have dreamt of being able to help women make the most of your health and well-being. As a result of my own transformation, I had an epiphany that gave me the courage to follow my dream. Over a period of time, I formulated a plan to leave my corporate career, become a certified professional coach, and launch my own business. I am now President of *Avancez*, a company dedicated to helping women move forward in their lives. I have developed

“*It’s Not Downhill After 40!*” a program to transform the overall health and fitness of women. ”

## “It’s Not Downhill After 40!”

### *Ten Truths for Transforming Your Health and Recapturing Your Life*

In this informative and action packed talk you will learn:

- How to significantly improve your health and fitness regardless of age
- To avoid myths, hype, and misleading marketing methods in favor of the simple truth: that there are four basic elements needed for a successful weight management program
- That the benefits of transforming your health go way beyond just looking and feeling better; you will perform better
- How to tame the self-sabotaging inner gremlin that holds you back
- That “if you can feel it, you will get it” -- How to use your new found strength, to empower you in all areas of your life

---

### IMA - Cleveland Chapter Meetings/Events

We are doing a bus trip to Seneca New York on Saturday October 16th to the Casino. Bus leaves Rockside Road at Denny's at 7 A.M. and returns approx 9 P.M. Cost is \$25 per person and includes \$10 in gambling coin, a \$5 dinner voucher, snacks up and back and turnpike coupons for beverages.

The October meeting is on Thursday the 21st at the Holiday Inn. Cost is \$25 per person and cocktails are at 6 P.M. The guest speaker is Ralph Lindeman from Kent State University on the Effects of the Presidential Election on the Economy.

November is going to be Tax update month. The time has not been determined yet but the date is set for 18th.

Dcember 3rd on Friday at the Market Avenue Wine Bar 7 P.M. is the annual wine tasting. Cost is \$25 per person.

For any of the above mentioned events, please contact Honey Wess at 216 834-0700 or e-mail to [honey\\_wess@yahoo.com](mailto:honey_wess@yahoo.com)

**SCHEDULE OF EVENTS:**

- October 21, 2004                      IMA - Cleveland monthly dinner meeting  
Holiday Inn - Rockside/Independence  
Topic: Effects of the Presidential Election on the Economy
- October 28, 2004                      ASWA Cleveland Membership Meeting  
Chester Commons Building - 2nd Floor conference room  
"It's Not Downhill After 40!"
- November 10-12, 2004                ASWA's 64th Annual Conference  
The ASWA/AWSCPA Joint Inspired Solutions Conference  
InterContinental Chicago Hotel  
Chicago, Illinois
- November 16, 2004                    ASWA Cleveland Membership Meeting  
Chester Commons Building - 2nd Floor conference room
- November 18, 2004                    IMA - Cleveland monthly dinner meeting  
Holiday Inn - Rockside/Independence  
Topic: Tax Update

**American Society of Women Accountants**

Denise T. Brock  
2184 Green Ridge Drive  
Wickliffe, OH 44092-2011

**RETURN REQUESTED**