



Gateway to Success

SPECIAL POINTS OF INTEREST:

- Tips for updating your resume
- Learn about your new officers and committee chairs

Cleveland Chapter #13

Chartered 1945

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CPE Dinner Meeting, September 13, 2006

Our next dinner meeting is Wednesday, September 13, 2006 at 5:30 PM at Ciuni & Panichi, Inc., Suite 200, Signature Square (East) Bldg, 25201 Chagrin Blvd, Beachwood, OH 44122.

One CPE credit is available. Sherry Watts will be giving a one-hour presentation on "Empowered Communication." Come learn how to claim your voice with your boss, coworkers, and family. Gain tips for communicating to ensure people will hear and understand what you say, reducing tensions, and creating a more enjoyable work environment. Learn powerful communication skills based on principles that enhance respect and support for your ideas in both your business and personal lives.

Cost is \$10 per person for dinner. Please RSVP by Monday morning, September 11, 2006 to Donna Sakony at 216-831-7171 or dsakony@cp-advisors.com.

Parking is free. Ring the doorbell at the suite and someone will come to open the door.



Come hear Sherry Watts on the 13th for helpful communication tips.

Official National Registry Statement:
ASWA is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State Boards of Accountancy have the final authority on the acceptance of individual courses of CPA credit. Complaints regarding registered sponsors may be addressed to the National Registry of CPE Sponsors: 150 Fourth Avenue, Nashville, TN, 37219-2417. Web site: <http://www.nasba.org/>.

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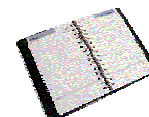
Upcoming Events of IMA Cleveland East

The Cleveland East Chapter of the IMA (Institute of Management Accountants) has several upcoming events. On September 18, 2006, the group will meet at 6:30 PM at the Holiday Inn Rockside to hear Professor Norm Meonske from Kent State University discuss the topic "From Numbers to Ethics, Can it Be

Done in Corporate America?" The cost is \$25 per person.

The chapter will also meet on October 16, 2006, to hear guest speaker Bill Bower, Na-

Mark your calendars for the IMA events!



tional Chair for IMA. The meeting will be held at 6:30 PM at a location to be determined.

If you are interested in attending either of these meetings, please RSVP to Honey Wess at (216) 834-0700 (ext. 224) or honey_wess@yahoo.com.



Our two goals for the upcoming year are to increase membership and raise additional funds for the scholarship program.

President's Message

In July, the beginning of our new year, we held our Strategic Planning Meeting. I want to thank everyone who attended and contributed to an exciting and inspiring meeting. I am honored to be president this year of such an involved and talented group of wonderful women. I look forward to watching your great ideas take shape.

During our Strategic Planning Meeting we determined what our two goals would be to take us through the next year. First, and most importantly, we set a goal to increase membership from our year-end 2006 count of 30 to a year-end 2007 count of 35. Many wonderful ideas were suggested to retain our current members and add new members. As we increase our membership we will be adding more exciting content to our annual calendar. Our second goal is to raise additional funds for the scholarship program. Our scholarship program allows us to reach out and assist students of accounting. As we offer our student membership a beginning to their future accounting career, they in return bring their fresh perspective to our profession.

Our Committee Chairs are full of fun and interesting ideas for next year. I invite everyone to increase the value of your membership and join a committee of your choice. I promise you will find your membership fun, rewarding, and interesting as you involve yourself in a committee. The ASWA Cleveland Chapter is a great place to try out your ideas, participate, make friends, increase your network, and develop your leadership skills. The Chapter Board of Directors and Committees offer many areas to become involved.

The mission of ASWA is to enable women in all accounting and related fields to achieve their full personal, professional, and economic potential and to contribute to the future development of their profession. Come join us for a great year!

Speaker Bio: Sherry Watts of The Watts Connection

Guest speaker Sherry Watts, M.B.A., is the founder and principal of The Watts Connection. The Watts Connection is committed to helping professional women learn how to communicate powerfully, increasing the amount of respect and support they receive in both their business and personal lives. Minimizing the misunderstandings, tensions and conflicts that so often result in our day-to-day interactions is a critical component of her system.

A lifetime of observing and studying how people interact provided the basis for Sherry's communication system. She tested her principles as a negotiator for a major international corporation, where she had the opportunity to work on agreements at both the national and international levels. Since leaving her career in Corporate America, she has continued to fine-tune her system while working as a coach, consultant, organizational developer and mediator.

Sherry is a member of the Cleveland Coaching Federation, Organizational Development Connection, Mediation Association of Northeast Ohio, and Toastmasters, where she has achieved her Advanced Toastmaster's—Silver and Competent Leader certifications.

Long active in her community, Sherry volunteers with Hospice where she provides companionship and comfort to people approaching end of life. Recently, she undertook an investigation into the issue of human trafficking; her research and experiences as a volunteer with survivors of domestic violence and rape provides the basis of her addresses to interested community groups. She places a high priority on her health and fitness and can be found at the gym daily.

Sherry Watts will speak at our CPE dinner on September 13, 2006.



Is it Time to Update Your Resume?

The motto “Be prepared” isn’t just great advice for Boy Scouts; it’s also great career advice. You never know when the perfect career opportunity will present itself. If a recruiter called you today with your dream job, would you be prepared to send out an up-to-date resume right away?

There are four critical times to update your resume

- At least once a year
- Any time your career focus changes
- When you anticipate layoffs within your company
- When you begin to feel dissatisfied with your current position.

1. Update your resume every year

This is where many people fall short. When that recruiter calls with the perfect job, you may suddenly find your resume is years out of date and you’ll have to scramble to catch up. Keep your resume current by including your best accomplishments each year. Don’t count on your memory to recall everything you achieved in years past! You are likely to overlook critical achievements and contributions. If you need assistance, a resume coach may be able to help you through the process with some targeted questions on your most recent jobs.

2. Update your resume when your career focus changes

If you want to change your career path, then you also need to change your resume. There are several ways to shift the focus away from your current job and toward your new career. By focusing on the skills that will be useful in your new career, you can position yourself as a

stronger candidate for the job. Highlight those transferable skills in your new resume, bringing them front and center. In addition to highlighting your transferable skills, shift your list of accomplishments to support those skills. Accomplishment statements give credibility to transferable skills and prove your ability to cross industry or occupational lines. Well-crafted accomplishments make a big difference in whether you win the interview or are passed over. Finally, be sure you understand your audience. As you shift career focus, it is critical to understand the hiring motives of your target market. Use your resume as an effective selling tool by correctly anticipating the recruiter’s “wish list” for great job candidates.

3. Update your resume when you anticipate layoffs within your company

A harsh reality of today’s economy is the need for corporate downsizing. Layoffs and losses are becoming more and more common. But you can prepare for any worst-case scenario by keeping your resume up-to-date. Don’t make the mistake of being overly optimistic. It’s safer to assume that you are on the “out” list. Most people who get caught unexpectedly in a layoff thought they were indispensable to their employers. You might be important or well-liked, but remember that the bottom line always has a louder voice than you do. Get your resume ready as soon as you see any indications that downsizing is on the way. Don’t mistake company loyalty for a fear of change. Often employees would rather take their chances with a potential layoff than make proactive steps toward finding a new job. Once they’re laid off, it’s already too late. Remember, as a candidate, you are always more marketable while still employed. Avoid this trap and start your job search early with self-marketing tools (resume and cover letter) that are up-to-date and top quality.

4. Update your resume when you are dissatisfied with your current position

Job dissatisfaction leads to feelings of frustration, worthlessness, and often hopelessness. But there is no reason to stay in a job you hate. Being prepared with an updated resume can help you feel better in your current job. When you have a really terrible day at work, you can respond to job opportunities that same evening with confidence in your up-to-to-minute resume. Taking proactive steps toward a new career will give you back your optimism and self-worth.

If it’s time for you to update your resume, first decide whether your resume requires a simple update or a complete rewrite. If you have been using the same resume format throughout your career, it’s possible that you have outgrown the old look. What your resume promoted ten years ago may not be appropriate or significant for your career choices today. And if you’ve simply been “tacking on” to your old resume, it may start to resemble a house with too many additions, with little sense of direction.

A professional resume critique can help you decide exactly what you need to move forward. A well-written resume can make an incredible difference in:

- the length of time it takes to make your career move
- the quality of your next position
- the income potential of your next position.

Your resume is your best sales tool in finding a new job, and it deserves the investment of your time and commitment. With a little extra effort now, you’ll be prepared for anything that comes your way—and be well on the path to your next great job.

Meet Your New Officers & Committee Chairs

The officers and committee chairs for this year were inducted on June 20, 2006, at Cozumel Mexican Restaurant in Broadview Heights. Susan Tripepi, ASWA National Director, was in attendance at the event. Read on to find out a little bit about your new officers and committee chairs:

President Jennifer Earley

Jennifer Earley has been an ASWA member since June 2003. Shortly thereafter she began serving two years as Membership Committee Chair from July 2004 through June 2006 and became Vice President during July 2005-2006. Today, as President, she continues her involvement in ASWA. Throughout the years she has hosted several meetings in downtown Cleveland where she works as Controller for Capstone Management, a real estate development and property management company. She especially enjoyed helping to organize the comedy show held last spring. Jenny is also a member of CREW (Commercial Real Estate Women), where she serves as Community Services Chair. She is currently organizing a Clambake Benefit Dinner to be held on September 15, 2006, and would like to invite everyone to attend!



Kathy Novak just adopted a beautiful little girl, Anna Lisa, from Guatemala

Vice President Kathy Novak

Kathy Novak has been a member of ASWA since May 2003. When she first joined, she became the By-laws Chairman and then later became the Scholarship Chair until being elected to Vice President for this upcoming year. Kathy enjoys ASWA because she likes to meet other women who have the same goals and concerns as she does, both professionally and personally. Kathy works as the managing Accountant for Texcel, Inc., an IT company based in Beachwood. Kathy just adopted a little girl from Guatemala, which has been very rewarding. In her spare time, she acts as a Branch Officer for First Catholic Slovak Ladies Association, a fraternal insurance agency in Beachwood. Kathy is also a Mary Kay Consultant, which she enjoys very much.

Secretary RaeAnne Hoffman

RaeAnne Hoffman has been an ASWA member since October 2005. She joined ASWA to take advantage of the great opportunity for networking and to keep up on the trends within the accounting profession and their effects on women. RaeAnne works as an Assurance Manager for Grant Thornton LLP, a global public accounting firm. In the little spare time that she has, she enjoys traveling and spending time with her family.

Treasurer Catherine Feola

Catherine Feola has been a member of ASWA since November 1971. She has previously served as President, 1st and 2nd Vice President, Secretary, Treasurer, and Director. Catherine has learned much from ASWA, including how to speak before a large group of people, run meetings, and meet and socialize with members from other chapters. During her years in ASWA, she has helped hold an Annual Meeting in Cleveland and organize a luncheon at a Spring Conference in Columbus. Catherine and her husband started an accounting and law practice in 1975, where she is currently the Account Manager.

Past President Sunny Shellito

Sunny Shellito joined ASWA in December 1995. A native Clevelander, Sunny grew up West, particularly in Montana, where she earned her CPA designation, before returning to the Cleveland area in 1993. Upon completion of her Masters in Accountancy and Financial Information Systems degree, she joined ASWA and has since enjoyed the fellowship and CPE programs that ASWA provides. Sunny is also a member of Zonta Club of Cleveland, a chapter of Zonta International, a nonprofit service organization that works to improve the status of women worldwide. Sunny works as a Senior Financial Analyst at Fort Dearborn Life's Cleveland office. In her spare time, Sunny enjoys light reading, internet surfing, genealogy, gardening, cooking, crafts, and home improvement. Sunny and her husband, Christopher, have two "girls," a dog named Lucy and a cat named Sweetie.

More About Your Officers & Committee Chairs

Membership Committee Chair Donna Sakony

Donna Sakony has been an ASWA member since April 2005. Donna's favorite aspect of ASWA is the opportunity to network with other individuals. Donna is a Manager in the tax department at Ciuni & Panichi in Beachwood, where she has worked for the past 11 years. In her spare time, she enjoys running and reading. Donna is married and lives in Twinsburg with her two children, ages three and one.

Program Committee Chair Margaret Skinder

Margaret Skinder has been a member of ASWA since July 2003. She works as an Account Executive at Robert Half Management Resources. Prior to working at Robert Half, Margaret worked at a public accounting firm. Margaret is in charge of our programs for the upcoming year, so please forward any suggestions for topics on to her!

Newsletter Committee Chair Carrie Benedict

Carrie Benedict has been an ASWA member since October 2005. Carrie joined ASWA to meet other women with similar interests. She also enjoys the CPE presentations at the ASWA meetings. Carrie is an Assurance Manager at Grant Thornton LLP, a global public accounting firm. When she is not working, she enjoys running, reading, and spending time with friends and family.

Scholarship Committee Chair Melissa Marvin

Melissa Marvin has been a member of ASWA since April 2005. Melissa enjoys ASWA because she likes to meet and build relationships with other women accountants in the area. Melissa is a Senior Tax Accountant at Ciuni & Panichi in Beachwood, where she has worked for over four years. She enjoys traveling, cooking, and drawing in her free time.

Former Cleveland ASWA Member Receives Honor

Former member of the ASWA Cleveland Chapter, Sandra Emerling, was recently nominated for the Gerald L. Philippe Award by the Pro Bono Partnership. Sandra, who passed away unexpectedly in February 2006, was nominated for her extraordinary lifetime of volunteering for organizations and causes where she lived and worked. Sandra became a member of the Cleveland Chapter of ASWA in 1981, serving in many capacities in the years after. She also chaired the speakers' committee for the 1995 national annual meeting of ASWA, which the Cleveland chapter hosted that year. She was a CPA and a tax attorney for General Electric Corp. in the corporate law department. Sandra was also a two-time winner of the prestigious General Electric Stellar Award. She will be very much missed by her friends, family, and all who knew her.

Great news!

One of Cleveland's own was a recent recipient of a scholarship from the ASWA Educational Foundation. Tonya Cargill was awarded a \$500 two-year degree scholarship, sponsored by Accountemps and Robert Half Finance & Accounting. Congratulations on your award and hard work, Tonya!





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The mission of ASWA is to enable women in all accounting and related fields to achieve their full personal, professional and economic potential and to contribute to the future development of their profession. Members include partners in national, regional and local CPA firms, financial officers, controllers, academicians, financial analysts and data processing consultants, recent college graduates and women returning to the work force.

Visit www.aswa.org for more information.



Member Volunteers Time for Ohio Society of CPAs

Member and Scholarship Committee Chair, Melissa Marvin, recently volunteered her time to help with the annual Scholarship Day competition held by the Ohio Society of Certified Public Accountants.

Students from universities around the state must first compete to win a regional scholarship. Winners of the regional scholarships then go on to compete in Scholarship Day, which was held this year in April. Students are judged on their knowledge of critical issues facing the accounting profession.

Melissa, along with six other accounting professionals from around the state, served as a judge to decide which two students demonstrated the most knowledge of issues relevant to

the profession. The picture below was featured in the July/August issue

of *Catalyst*, the magazine of the Ohio Society of CPAs.



Melissa Marvin, Scholarship Committee Chair, is shown front and center during her volunteer time at Scholarship Day for the Ohio Society of CPAs