



American Society of Women Accountants

# Gateway to Success

ASWA Cleveland Chapter 013

Chartered 1945

### Special points of interest:

- Next Meeting Reminder
- President's Message
- ASWA Calendar

### Next Meeting Reminder.....

ASWA Cleveland Meeting  
Wednesday, October 17, 2007

Join us for an evening at the



11030 EAST BOULEVARD ● CLEVELAND, OHIO 44106  
TEL 216.721.1600 WWW.CBGARDEN.ORG

Adults: \$5.00 Children (3-12): \$3.00 (under 3 Free)  
Garage Parking: \$3.00  
Bring your family or a friend!

5:30-6:15 PM Networking at the Garden Café  
(indoor/al fresco seating full service café offers a variety of refreshments and light snacks.)

**Please RSVP by Monday 9AM, October 15, 2007**



### Driving Directions

Cleveland Botanical Garden is located in University Circle, directly across the street from the Cleveland Museum of Art. The Garden is 3 miles south of I-90 using the MLK Jr. Boulevard exit (#177).

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## President's Message

President's Message

October 2007

Jenny Earley

This October is proving to be beautiful. The cold snaps at night have started the leaves turning an extraordinarily vibrant array of colors. I have already been able to drive along some very scenic highways around the Great Lakes from Cleveland to Buffalo. During a trip to Niagara Falls I was able to enjoy the fall colors along the hiking trails of the gorge. The ground was covered in brightly colored leaves and the air was filled with the smell of fall. October also brings Halloween.

Even though we may not be able to go Trick or Treating anymore I still love to search out that perfect pumpkin for carving. Sometimes to escape the formality of accounting I enjoy the freedom of crafting. Creating that perfect scary-faced



pumpkin is one of my favorite activities. Fall brings many great opportunities; arts and crafts shows, church and school bazaars, football games and tail-gate parties, and Oktoberfest! No wonder fall is my favorite season. As accountants we know fall is the time to organize and prepare for year end. It's our chance to rest up and reenergize before the busyness of year end closings and tax season. Take the time to slow down and enjoy the peacefulness of this fall season.

Mark your calendars to spend an evening each month with us at our ASWA meetings. I look forward to enjoying the season with you, see you soon!



## Women in Accounting: How far to the top?

Excerpts from Article by Liz Gold, WEPCPA

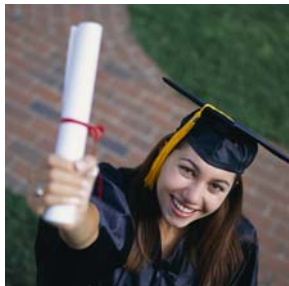
For complete article, see refer to  
<http://www.webcpa.com/article.cfm?articleid=25549&page=6>

What happens when you're a female partner who enjoys golfing, but instead of being invited to a golf foursome with important clients, your husband - who's not even with your firm - is asked to go instead?

Is this intentional, or just an oversight?

These types of awkward situations still exist for professional women, though many are quick to say that their male counterparts are supportive of their success. "I have observed that men so want women to succeed, and where things are not where they need to be, it's not because men are doing those things purposely," said Gale Crosley, president of Atlanta-based consulting firm Crosley+Co., who was on the receiving end of the above-mentioned anecdote just a few months ago. "They just aren't thinking about it."

There is no doubt that women in the profession have made tremendous strides over the years, and there are statistics to prove it. This year, there are roughly 108,000 women CPAs, as compared to 2,000 in 1972. Since 1986, more than 50 percent of accounting graduates have been female, according to 2004 research released by the American Institute of CPAs' Work/Life and Women's Initiative Executive Committee. Currently, 60 percent of students enrolled in accounting programs are women.



Good news - except the study also found that women are not moving into senior-level

positions at the same rate as their male colleagues, and that there is a higher level of uncertainty among women in defining their career aspirations.

Not new findings by any means, but for the upcoming round of research due out next year, the AICPA intends to produce a more "statistically rigorous" report that will delve into why fewer women are aiming for partnership, according to Linda Bergen, CPA and vice president of accounting policy at Citigroup and outgoing chair of the committee.

"A lot of women put off having a family until those years they would be up for partner," Bergen explained. "So they're now trying to think about how they are going to balance their family and professional needs. Many firms have begun offering other alternative career paths, not necessarily partnerships, which have a somewhat lower degree of stress, and that could possibly be a reason why women aren't aiming for that partnership role. I think long-term if that continues, that is a real problem for the profession."

Aside from professional and personal goals colliding, Bergen said that it's



when women come within reach of making partner that discrimination - albeit slight - can surface. "I think that the differentiation doesn't start to take place probably until the manager ranks," she said, adding that she sees women and men in the entry-level ranks of a firm as being on equal ground.

### THE TIMES, THEY ARE A-CHANGIN'

"I think it's a terrific time to be a woman CPA," said Diane Rubin, a CPA and partner with Novogradac & Co. LLC, in San Francisco, and a past chair of the National Association of State Boards of Accountancy. "I think it's economically a very good career for women, it's a stable career, and it's something they can always do. It's one of the few careers that women can participate in and, if they want to, they can leave for a certain amount of time and then resume their career very easily."



Certainly it's gotten easier for women CPAs to navigate their careers, but the struggle still exists. Ask women who spent the early part of their careers in public accounting what their biggest challenge was, and it's almost always the same: Taking time off to start a family and then returning to work. As a result, many women have traded in the long hours and inflexible schedules of public accounting for their familial responsibilities.

*(continued on the next page)*

## Joint National Conference 2007 - Orlando, Florida October 25-27, 2007

- The latest technical developments in accounting, auditing, tax, management, leadership, government and industry, including E-commerce, and budgeting and accounting software applications.
- Motivational strategies that work.
- Methods for effective management of people and the marketplace.
- Effective means of identifying and responding to economic problems.
- Valuable leadership techniques.
- Means for achieving effective communication and professional contacts.



The Cleveland Chapter Treasurer, Catherine Feola, will be attending the convention with a Chapter Gift of Silpada Jewelry worth \$145!

(Continued from previous page)

### TAKE THE INITIATIVE

To address these issues, many firms have implemented special women's initiatives to work on attracting, retaining and promoting women. They acknowledge that a major attraction is offering a balanced work/life environment. As a result, many firms have found that achieving balance between home and office has become a lure for all employees, and that is gradually helping to revamp an antiquated corporate culture.

### MORE RESOURCES

Women who want to get plugged into the larger CPA community and network with others in the profession now have an advantage. Technology helps make more programs and resources accessible, as well as promoting a variety of ways to communicate.

Aside from the AICPA Work/ Life and Women's Initiatives 2004 Research report, which is available online on the organization's Web site along with a host of other resources, the committee's off/on-ramping booklet aims to help firms create programs that will support employees when they decide to leave the workplace or come back.

Through technology, training, various mediums of communication, networking opportunities, support circles with others who have chosen to off-ramp, and a well-facilitated on-ramp process, firms can keep in contact with employees to hopefully encourage them to eventually return. Also available is an employee retention guide that offers tips on keeping employees happy and satisfied.

The American Women's Society for CPAs is looking to use technology to its fullest in order to help women reach their goals. Already offering annual conferences, with one slated at the end of this month with the American Society of Women Accountants, the AWSCPA looks to "surround women with opportunities to develop themselves within leadership, networking and education," according to AWSCPA president Jennifer Laudermilch.

## IRS News Releases for October

October 2007 — [www.irs.gov](http://www.irs.gov)



### [Treasury, IRS Issue Pension Protection Act Guidance](#)

IR-2007-167, Oct. 9, 2007 — The Treasury and the IRS today issued a notice on the methodology used to produce the corporate bond yield curve and segmented rates as part of rules for companies enacted by the Pension Protection Act of 2006 (PPA). Visit link at <http://www.irs.gov/newsroom/article/0,,id=174678,00.html>

### [IRS Offers Relief for Late S Corporation Elections](#)

IR-2007-166, Oct. 9, 2007 — The IRS has announced a simplified method for businesses to elect S corporation tax treatment. Visit link at <http://www.irs.gov/newsroom/article/0,,id=174675,00.html>

### [Tax-filing Extension Expires Oct. 15; Don't Overlook Tax Breaks, Choose e-file or Free File, IRS Urges](#)

IR-2007-165, Oct. 5, 2007 — Taxpayers should remember the Telephone Excise Tax Refund, Earned Income Tax Credit and other credits available. Visit link at <http://www.irs.gov/newsroom/article/0,,id=174646,00.html>

### [Jump In E-filed Corporate Tax Returns Produces Record](#)

IR-2007-164, Oct. 4, 2007 - The IRS announced today that more than 800,000 of the nation's small businesses and large corporations have electronically filed their tax returns so far this year, a 60 percent increase from last year. <http://www.irs.gov/irs/article/0,,id=174593,00.html>

### [IRS Issues Redesigned Allowable Living Expense Stds](#)

IR-2007-163, Oct. 1, 2007 — For purposes of federal tax administration the standards are effective Oct. 1, 2007. <http://www.irs.gov/newsroom/article/0,,id=174516,00.html>

## "Smart" Recipes

*(quick, nutritious, and easy recipes for today's woman)*

### October Harvest Lasagna

Provided by [www.care2.com/greenliving](http://www.care2.com/greenliving)

Wild mushrooms, butternut squash, and pecans make this lasagna extraordinary. Perfect for autumn gatherings of all kinds, this golden delight is warming and hearty, and it's satisfyingly creamy even without dairy. You'll be surprised how quick it is to make: using a blender or food processor cuts preparation time to practically nothing. And this is just about the best way we know of to get your kids to eat their healthy orange squash, so high in beta-carotene. They will love this recipe as much as you will!

#### INGREDIENTS

1 Tblsp. olive oil  
1 onion, minced  
1 Lb. butternut squash, peeled and coarsely grated  
1 garlic clove, minced  
8 oz porcini mushrooms, sliced  
1 tsp dried thyme  
Salt and freshly ground black pepper  
1 Lb. lasagna noodles  
1 Lb soft tofu  
1 cup soy milk or milk  
1/2 cup chopped pecans, toasted  
1/4 cup minced flat-leaf parsley  
1 cup shredded mozzarella of soy mozzarella cheese



Preheat oven to 375F. Heat the oil in a saucepan over medium heat. Add the onion, squash, and garlic, and cover and cook for 10 minutes, or until soft. Add the mushrooms, thyme, and salt and pepper to taste. Cook for 5 min.; transfer to a bowl-set aside.

Cook the lasagna noodles according to package directions. Combine the tofu, soy milk, and salt to taste in a food processor and process until well blended. Spread a thin layer of the tofu mixture in the bottom of a 9-by-13-inch baking dish. Arrange a layer of the noodles on top of the tofu mixture, and top with half of the squash mixture. Sprinkle with half of the pecans. Top with layers of the remaining squash, noodles, and tofu. Top with the cheese and the remaining pecans and bake for 30 minutes. Remove from oven and let stand 5 min. before cutting.



ASWA Cleveland Chapter 013

Officers 2007–2008

President .....	Jenny Earley	jennyearley@yahoo.com
Past President/Website.....	Sunny Shellito	sonia_shellito@fdlic.com
Treasurer .....	Catherine Feola	caf916@sbcglobal.net
Secretary/CPE Reporting...	RaeAnne Hoffman	raeanne.hoffman@gt.com
Membership Director .....	Lauren Perez	lauren.Perez@plantemoran.com
Scholarship Director .....	Melissa Marvin	mmarvin@cp-advisors.com
Newsletter Director .....	Kathy Novak	knovak@texcelinc.net

The American Society of Women Accountants (ASWA) is a professional non-profit organization whose mission 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.

The Society was founded in 1938. Since then, ASWA has grown to include more than 100 chapters throughout the United States, with approximately 5,000 members. Membership has been open to men since 1974.

ASWA Cleveland Chapter 13 was organized in 1944 and chartered in 1945. ASWA Cleveland Chapter's membership generally meets on the third Wednesday of each month,



For more information, please contact the Membership Chair, Lauren Perez at [Lauren.Perez@plantemoran.com](mailto:Lauren.Perez@plantemoran.com).

Please send your articles, comments, recipes, etc for our newsletter to the Newsletter director via email or regular mail to:

ASWA Cleveland #13 C/O Kathy Novak  
12217 Thraves Ave  
Cleveland, OH 44125

# OCTOBER 2007



Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	IRS Extension Expires 15	16	ASWA MTG 17	18	18	20
21	22	23	24	JNC Florida 25	JNC Florida 26	JNC Florida 27
28	29	30	Halloween  31	<b>QUOTE OF THE MONTH:</b> <i>There is no living thing that is not afraid when it faces danger. The true courage is in facing danger when you are afraid.</i> FRANK BAUM, <i>The Wonderful Wizard of Oz</i>		

American Society of Women Accountants

Cleveland Chapter

**50/50 Raffle**

Name: \_\_\_\_\_

Email: \_\_\_\_\_

Address: \_\_\_\_\_

City/ST/Zip: \_\_\_\_\_

Telephone: ( \_\_\_\_\_ ) \_\_\_\_\_ Work: ( \_\_\_\_\_ ) \_\_\_\_\_

	QTY	Cost
Single Tickets	_____	_____
6-Pack	_____	_____
TOTAL	_____	_____

- 1 Ticket for \$1.00
- 6 Tickets for \$5.00
- 12 Tickets for \$10.00
- 24 Tickets for \$20.00

Send check/ money order to  
Catherine Feola  
6684 Fernhurst Ave  
Parma Heights, OH 44130



**LAST MONTH'S WINNER:**

The raffle was not held since members opted to forego it in lieu of raising \$145 for the Annual Convention Gift from the Silpada Jewelry sales that evening.