



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

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### Next Meeting Reminder.....

#### ASWA Cleveland Membership Meeting

Wednesday, August 15, 2007

Topic: "Woulda, Coulda, Shoulda" (1 CPE Credit Hour)  
Presented by Susan Brooks, Skylight Financial Group  
at

Capstone Management

14855 Broadway Ave, Ste 100-2A o Maple Hts, Oh 44137

6:00PM Networking • 6:30PM Speaker • 7:30 Business  
Menu: Pizza/Salad \$10 members, guests, students

Please RSVP by Monday morning, August 13, 2007

aswa\_cleveland@yahoo.com or Jenny Earley at 216-663-9555

Directions: take I-480 to Broadway exit 23.  
Turn Left onto Broadway; Capstone Management is located  
on the 2nd floor of the American Air-Conditioning Academy  
building. Parking is FREE.  
Entrance is on the left side of the building.

Join in the fun!!!

Monthly Meeting"  
50/50 Raffle



Bring a  
guest OR

donate an  
item for  
a raffle



and

receive six (6)  
complimentary  
Raffle Tickets!

Last Month's Winner:  
Rae Anne Hoffman

### President's Message

I hope everyone is enjoying our warm and sunny summer! I am pleased to report we had a very inspiring July Strategic Planning meeting. The evening of brainstorming provided many exciting new ideas for the coming year.

Keep a look out for Melissa's announcement about her new fund raising program. Here's a hint; if you love flowers wait until you see Melissa's new Bulb Fundraising Brochure!

Due to the success of our 50/50 raffle we are expanding it to include a choice of raffle item. The evening's winner will have their choice of taking the 50/50 cash or selecting the night's raffle item. The raffle has proven to be great fun and all funds go to benefit our Scholarship Program. Additionally, to both encourage sponsoring of new members and raising additional Scholarship funds, we will be

holding a Grand Prize Raffle at the end of the year in June. Tickets can be purchased through out the year or earned by sponsoring new members. Beginning with the August meeting, we have created a new email account to be used for RSVPs. You will note for each meeting you can RSVP to [aswa\\_cleveland@yahoo.com](mailto:aswa_cleveland@yahoo.com).

Also, we are focusing on increasing our newsletter distribution. We would like to invite more of the accountants in our business community to attend our meetings. If you have a contact at one of our area's businesses who would like to receive our monthly newsletter via email please forward their information to me at [jennyearley@yahoo.com](mailto:jennyearley@yahoo.com).

Keep watching as even more fun events are in the works! Thanks to everyone for all the fantastic ideas! I look forward to a great year.

## Scholarship Notes

By Melissa L. Marvin, Scholarship Director

### We need your support!

Here are a few new ways to donate in this new fiscal year...



Calling all members!

Even if you can't make the meeting you can still get involved in our 50/50 raffle.

Half the proceeds go to our scholarship fund and half back to you.

Come to the meeting for a chance to win or fill out the form attached. Send your money and be placed in the next months drawing.

The winner will be notified by email.

The cost is 1 ticket for \$1 or 6 tickets for \$5.

For the end of this fiscal year we are planning an even bigger incentive to donate. While the value is still yet to be determined we will be selling tickets and offering incentives to earn tickets for an end of the year surprise.

To name a few:

**Bring a guest to the meeting you will earn 6 tickets!**

**Bring in a new member and you will earn 12 tickets!**

As always buy individual tickets for the same price listed previously.

Also new this year, we are selling flowers and entertainment books. The prices range from \$10 - \$20 for the flowers and

\$25 for the entertainment books. These would make fabulous gifts for your friends and family.

There will be an opportunity to buy at the meetings or contact the Scholarship Director for more information.

**Scholarship Director:**  
**Melissa L. Marvin, CPA**  
**mmarvin@cp-advisors.com**



## Biography: Susan Brooks

**Susan Birmingham Brooks** practiced law for over 22 years before being introduced to Skylight Financial Group. One of Sue's specialties was estate planning yet she felt limited in the overall counsel she could offer her clients. Throughout her conversations with people at Skylight Financial Group, Sue was impressed with the integrated approach to financial planning that Skylight offered. She felt that a change to Skylight Financial Group would allow her to better serve her current and future clients so she closed the door to her law practice and opened the door to Skylight Financial Group.

Sue has her undergraduate degree from Ohio State and law degree from Cleveland Marshall College of Law. Prior to practicing law, she taught at St. Wenceslas in Maple Heights, Ohio and at Lakewood High School.

Today Sue is using the skills from teaching by conducting various financial seminars including "Never Kissed a Frog, Never Had To" seminars for women and specially crafted financial seminars for various church groups.

Sue lives in the city of Cleveland, has two adult children, one grandson and is active in her local Church along with other professional organizations.

Susan Brooks is a registered representative of and offers securities, investment advisory and financial planning services through MML Investors Services Inc.



*"Sometimes in life it feels like the path on which we are walking suddenly turns into a tightrope. But if we stay focused on where we are going, keep moving forward, and don't look down, the tightrope will turn back into a path."*

**Susan Brooks, JD, CLTC**

216-592-7339 [susanbrooks@finsvcs.com](mailto:susanbrooks@finsvcs.com)

## Communication Breakdown: Five Mistakes at Work

Robert Half International

We all communicate a multitude of messages in a variety of ways at work. While what you say is important, your nonverbal actions are, too. The following are five common behaviors that could lead your colleagues to pick up a different meaning than you intend, and advice on how to send the right signals.

### 1. You shoot off brief but confounding e-mails.

Nothing breeds more misunderstandings in the workplace than e-mail. It's easy to simply write "OK" in response to a verbose message from a colleague or client, but you risk your brevity being viewed as dismissive or rude. While most professionals are time-crunched in today's fast-paced business environment, your communications should clarify, not confuse. Instead of immediately sending an informal, terse and potentially perplexing reply, take a moment to craft a grammatically correct response that is succinct yet clear.

### 2. You always keep your door closed.

Professionals close their office doors for a host of legitimate reasons. For instance, if you're engaged in a confidential discussion or are on a conference call, it's obviously beneficial to have some privacy. But if you keep your door shut all the time, it sends the message that you don't want to be bothered – ever. If you like to work with peace and quiet, leave the door slightly ajar with a note saying, "Feel free to knock." When working under major time constraints, consider taping a message to your door that reads, "Currently on deadline. Please leave me a note, and I'll get back to you as soon as possible." Explaining your situation will foster more goodwill than shutting out people completely.

### 3. You take the 'casual' in business casual to the extreme.

Office-appropriate attire has certainly changed over the years. Even though formal business suits aren't a requirement in many workplaces, etiquette rules still apply. Comfort may aid productivity, but steer clear of wearing flip-flops, sweat suits and tattered or revealing clothing. Also, the work environment isn't the proper place to show off your flashy "night on the town" clothes. You might think you are expressing your individuality, but you could be sending the message that you're not a serious professional.

### 4. You constantly wear headphones.

Some professionals say music is an impediment to productivity. Others,

however, feel music improves their mood and ability to concentrate. If you listen to tunes to help you focus, you could unintentionally be telling co-workers that you prefer being alone or, worse, are not engaged with your projects. Hit the right note by going earbud-free at least part of the time.

### 5. You display overly personal items in your work area.

Different people are inspired by different images. When decorating your office or cubicle, the key is to give your space some "personality" while not inadvertently alienating or offending others. You may have fond memories of a college excursion to Mexico, but wacky or revealing photos of wild events should be relegated to your mantle or home office. Remember: Items you feel send the message that you're "fun loving" or "humorous" might be deemed "unprofessional" by someone else. It's also wise to avoid controversy by not displaying political materials. There's a big difference between hanging a poster featuring an inspirational quote from a former president and posting a current candidate's political sign.

Despite your good intentions, workplace misunderstandings will occur from time to time. But by thinking about the myriad of messages your actions may be sending, you'll significantly minimize misinterpretations. Copyright 2007 Robert Half International

## IRS Publishes Summertime Tax Tips

Aug. 2, 2007 (SmartPros) — To help people with tax planning, the Internal Revenue Service is publishing Summertime Tax Tips to provide advice on topics for individual taxpayers and small businesses.

The IRS is publishing three tax tips per week. Topics range from how parents can get credit for sending their kids to day camp to using an on-line calculator to fine-tune your federal withholdings. Tips published on Fridays focus on the tax concerns of small business owners.

Tips in August will cover a range of topics, including charitable contributions, back-to-school advice, the saver's credit, selling your home, and tax scams. The tips are available at a [specific IRS Web page](#) and the public can receive new tips via email by subscribing through the [E-News Subscription](#) page.

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## "Smart" Recipes

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

### Beef and Vegetable Stir Fry

(Recipe Provided by: [Kraftfoods.com](http://Kraftfoods.com))

Prep Time: 10 min Total Time: 25 min  
Makes: 4 servings

2 cups instant brown rice, uncooked  
1/4 cup lite soy sauce  
2 Tbsp. KRAFT Light CATALINA Reduced Fat Dressing  
3/4 tsp. ground ginger or 1-1/2 tsp minced ginger root  
1 lb. beef flank steak, cut into thin strips  
2 tsp. cornstarch OR 4 tsp flour  
1 bag (16 oz.) Oriental style frozen stir-fry vegetables, thawed, drained  
1/4 cup PLANTERS Dry Roasted Peanuts

PREPARE rice as directed on package. Meanwhile, mix soy sauce, dressing and ginger until well blended; set aside.

TOSS steak with cornstarch. Spray large nonstick skillet with cooking spray; heat on medium-high heat. Add steak mixture; cook and stir 3 min. or until steak is cooked through. Add vegetables and soy sauce mixture; cook and stir 3 min. or until sauce thickens and vegetables are heated through.

SERVE steak mixture over rice; top with peanuts.

Nutrition (per serving)  
Calories 440  
Total Fat 13-Sat 3.5  
Sugars 6g.





ASWA Cleveland Chapter 013

Officers 2007–2008

President .....	Jenny Earley	jennyearley@yahoo.com
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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

# AUGUST 2007



Sun	Mon	Tue	Wed	Thu	Fri	Sat
<b>QUOTE OF THE MONTH:</b> <i>A leader takes people where they want to go. A great leader takes people where they don't necessarily want to go, but ought to be...</i> ROSALYNN CARTER			1	2	3	4
5	6	7	8	9	10	11
12	13	14	ASWA Meeting 15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

American Society of Women Accountants  
Cleveland Chapter

50/50 Raffle

Name

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Email Address

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Address

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Phone Number

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1 Ticket

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6 Tickets

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Send to: *Catherine Feola*  
*6684 Fernhurst Avenue*  
*Parma Heights, Ohio 44130*