



Gateway to Success

Cleveland Chapter #13

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SPECIAL POINTS OF INTEREST:

- Upcoming trip to Western Reserve Historical Society
- President's message
- How to ask for a raise

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Join Us for Diana, A Celebration



February 23 - June 10, 2007



Wednesday, March 21, 2007, ASWA will be meeting at the Western Reserve Historical Society to tour the "Diana A Celebration" Exhibit. We plan to arrive in the WRHS lobby between 5:30 and 6:00. Please RSVP to Jenny Earley at 216-696-7700 ext 23 or jennyyearley@yahoo.com. Please check your calendars and RSVP as soon as you can. Bring your family and friends; if I get at least 10 advance RSVPs I will arrange for a group discount rate. More exhibit information is available below and online at www.wrhs.org.

Diana, A Celebration enables visitors to share in the milestones of her many roles: as a youngster, schoolgirl and athlete; as the shy kindergarten teacher who captured the hearts of the world; as the young, ravishing royal bride; as an icon of fashion and style; as the devoted

mother, sister and daughter; and as the tireless charity advocate and spokeswoman.

Other major highlights of the exhibition include:

- 28 dresses, suits and evening gowns by such noted designers as Versace, Azagury, Valentino, and Chanel
- Two diamond tiaras and other priceless family jewels
- The original hand-edited text of Charles Spencer's moving tribute to his sister that he delivered at Diana's funeral in Westminster Abbey
- The musical score and handwritten lyrics of the Elton John/Bernie Taupin composition dedicated to Diana and adapted from *Candle in the Wind*

- Home movies, childhood photographs and personal correspondence
- 17th and 18th century paintings from Diana's ancestral home, Althorp Estate

One entire section of the exhibition is devoted to Diana's energetic, multi-faceted public life and her involvement in myriad charities and causes, including pioneering efforts for those afflicted by AIDS, the care of the homeless, and the tragic consequences of the unregulated use of land mines. A three-screen video presentation highlights the hundreds of associations that continue to benefit from her patronage and energetic dedication. The outpouring of grief at her untimely death is also addressed in a display of books of condolence and a space for reflection and remembrance.

See more information on page 2.





President's Message

Congratulations and thank you to all our members! Our Chapter is a winner in the 90% Retention competition. In appreciation for our efforts, the National ASWA Membership Committee will be awarding us another patch to add to our Chapter Banner. Keep up the great work, recruiting counts!

I am very excited about our upcoming March meeting. Come join us as we get to peek into the world of one of the most interesting and inspiring women of our time. We will be meeting at The Western Reserve Historical Society which has a fantastic exhibit highlighting Princess Diana. The exhibit has nine galleries which take you through Diana's remarkable life. Invite your friends, family and associates to share the evening with us and take a well deserved break from your busy season.

Remember to take a moment and consider taking a position of leadership in ASWA. Opportunities are available for President, Vice President, Treasurer, Secretary, Director of Membership and Programs Chair. As a member of the ASWA team you will develop a valuable network, practice your leadership skills and have great fun. There is an immediate need for a Director of Membership and Programs Chair. Please contact me with your nominations or desire to volunteer at jennyearley@yahoo.com. I look forward to working with you!

Parking & Directions for Diana, A Celebration

For those of you who will be joining us for Diana, A Celebration on March 21st, directions are below.

The Western Reserve Historical Society located at 10825 East Boulevard, Cleveland OH 44106, in University Circle.

From the West Side of Cleveland

Take the Shoreway (I-90) east to Martin Luther King Boulevard exit. Go south on Martin Luther King Blvd. for about 3 miles until the traffic circle. Go half-way around the traffic circle and proceed straight up the hill onto East Boulevard. The first street past the Veterans Hospital is East 108th Street. Turn left on E. 108th and go one block to Magnolia Drive, turn right and look for the Society parking lot entrance on your right (just past the Library).

From Euclid or Far Eastern Suburbs

Take I-90 west to Martin Luther King Boulevard exit. Go south on Martin Luther King Blvd. for about 3 miles until the traffic circle. Go half-way around the traffic circle and proceed straight up the hill onto East Boulevard. The first street past the Veterans Hospital is East 108th Street. Turn left on E. 108th and go one block to Magnolia Drive, turn right and look for the Society parking lot entrance on your right (just past the Library).

From Out of Town

If you are taking I-71 or I-77 north to I-90 east, exit at Martin Luther King Boulevard. Go south on Martin Luther King Blvd. for about 3 miles until the traffic circle. Go half-way around the traffic circle and proceed straight up the hill onto East Boulevard. The first street past the Veterans Hospital is East 108th Street. Turn left on E. 108th and go one block to Magnolia Drive, turn right and look for the Society parking lot entrance on your right (just past the Library). If you are taking I-271 north to I-90 west and exit at Martin Luther King Boulevard. Go south on Martin Luther King Blvd. for about 3 miles until the traffic circle. Go half-way around the traffic circle and proceed straight up the hill onto East Boulevard. The first street past the Veterans Hospital is East 108th Street. Turn left on E. 108th and go one block to Magnolia Drive, turn right and look for the Society parking lot entrance on your right (just past the Library).

From Near Eastern Suburbs

Take Mayfield Road west down Mayfield Hill (Little Italy) to Euclid Avenue. Cross Euclid Ave. directly to Ford Road. Take Ford Road to East Boulevard, turn right, go two blocks and turn right on East 108th Street. Go one block and turn right on Magnolia Drive. Look for the Society parking lot entrance half-way down the block and turn right (just past the Library).

It's early this year!

**Don't forget Daylight
Savings Time begins on
March 11th!**

How to Ask for a Raise—And Get it!

When was the last time you asked for a raise? If you are like most people, you waited until you were frustrated, angry, and resentful. Not the best frame of mind for trying to make a positive change. You probably made some critical mistakes. You may have:

- Made your appeal based on emotion
- Given your boss an ultimatum
- Failed to plan ahead what to say figuring you could just “wing it.”

And how did the strategy work for you? Did you get everything you hoped for? Probably not.

There is a better way to ask for a raise that doesn't involve emotions, ultimatums, or even slamming doors. The answer is planning. Be prepared with objective documentation that proves beyond doubt that you deserve a raise, and have a strategy that puts that information forward in the best possible light.

1. Research salary surveys—If you suspect your current earnings are below average for your industry in your state, verify your suspicion by checking out salary surveys. Your state employment service agencies probably provide a salary survey for your industry. Average earnings can vary greatly from state to state, so be sure to get information that is appropriate for your area or region. Make copies of any salary surveys you find. Additionally, if you suspect your earnings are low within your own company, ask your human resources representative if he/she can provide the normal salary scale for your position. Ask for a copy if possible. These two documented sources will help support the fairness of your request for a raise. By providing a rational argument and proof of competitive salary in your request for a raise, you'll increase the

likelihood that your boss will say yes.

2. Prove your worth—Fairness alone won't convince your boss you deserve a raise. You'll need documented proof that illustrates your contributions to your organization. If you are waiting for your boss or supervisor to notice what a great job you are doing, forget it. No one is paying that much attention to you. It's up to you to prove how much you are worth—literally. The best time to begin documenting your accomplishments is in your first week of employment. Keep a weekly journal of what you've done that proves such things as:

- Creating revenue opportunities
- Discovering cost savings
- Helping a coworker meet or beat a deadline
- Developing a better process
- Completing tasks ahead of time
- Generating goodwill with clients or customers

Use your list of accomplishments to update your resume, featuring a “Highlight of Accomplishments” section that illustrates the positive impact you've had on your company. An updated resume is your most convincing evidence that you deserve a raise. It will also put your boss on the alert that you are ready with an updated resume when a recruiter calls or when the right career opportunity presents itself. If you don't have a record of your accomplishments and contributions, you are not ready to ask for a raise. A career coach can be a valuable asset in helping you compile your list of accomplishments. Trained in the art of asking the right questions, a career coach can help you quickly identify the contributions you've made to your company. This will build not only your case for a raise, but your

confidence as well.

3. Plan your strategy—Too often, people don't think about what they're going to say until they're actually in their boss' office. That's too late. You have to plan your strategy in advance, just as you would plan any business project. It's the only way to succeed. With copies of salary surveys and salary scales, you'll have quantifiable evidence that your request for a raise is a reasonable one. And you'll be able to back that up with a strong list of accomplishments that demonstrates how valuable you are to the company. Practicing how you want to present your case can be the final key to success in getting the raise you want and deserve. Choose a friend or family member who has been in the position of hiring others, and ask them to let you practice your request for a raise. If you're not comfortable with doing that, or if you don't know someone who is a hiring manager, a career coach can help you craft your presentation. A career coach has real-world experience in hiring and decision-making, so they've been in your boss' shoes. They can provide you with strategic tips that will help you win over your boss—or provide you with a way to keep the negotiations open even if your initial request is denied. Creating a strategy with a career coach will give you guidance on how to ask for the raise, how to present yourself, and how to close the deal.

Once you have your documentation, your accomplishments, and your strategy in hand, you'll be ready to approach your boss with confidence. And you'll be well on your way to getting the raise you have truly earned.

—From Deborah Walker, *Career Coach & Resume Writer, Alpha Advantage*



“There is a better way to ask for a raise that doesn't involve emotions, ultimatums, or even slamming doors. The answer is planning.”



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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.



March 2007

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17 <small>St. Patrick's Day</small>
18	19	20	21 <small>ASWA Meeting</small>	22	23	24
25	26	27	28	29	30	31