



# Gateway to Success

Cleveland Chapter #13

Chartered 1945

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## SPECIAL POINTS OF INTEREST:

- May Membership Drive
- Chapter Challenge
- Recruiting Counts Club

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## May Membership Drive

Calling all members! ASWA Cleveland Chapter is holding a May Membership Drive! Our monthly membership meeting on Wednesday, May 16<sup>th</sup>, will be a fun Pizza Party and ASWA membership drive. Invite your associates, clients, accounting friends and teachers to the Cleveland Chapter's May Membership Pizza Party!

**Where:** Donatos Pizza (Party Room)  
5461 Ridge Rd, Parma, Ohio 44129

**When:** Wednesday, May 16<sup>th</sup>, 2007  
Meeting 5:30 PM with networking  
Dinner at 6:00 PM (membership meeting to follow)

Cost is only \$10 for members and guests. (Vegetarians please advise). The evening is free for all first time new potential members!

**RSVP:** RSVP with your name and the name of the potential member you are bringing to Jenny Earley at [jennyearley@yahoo.com](mailto:jennyearley@yahoo.com) or 216-696-7700 ext 23 by Monday, May 14<sup>th</sup>.

**Directions:** From I-480 W towards Toledo take the Ridge Rd exit 15 toward OH 42 and turn left onto Ridge Rd.

Don't miss out on the fun. Everyone loves pizza!

Each member is asked to bring at least one new potential member. Sunny has issued a **challenge!** If you bring two new potential members with applications she will cover your dinner too!

One of our goals this year was to increase membership to 35 members. We're almost there. We currently have 31 members, with four new recruits we can make our goal! Let's do it! Membership applications can be printed off the [www.aswa.org](http://www.aswa.org) website. All completed and paid membership applications will be entered into a door prize drawing to be held that evening.

Busy season is over so come and catch up on what's been happening with your fellow members and enjoy the great pizza of Donatos! And don't forget to renew your membership this month also!

## Chapter Challenge



### All New "9 in 9" Contest

In case you haven't heard, the 2005-06 "6 Member" recruitment campaign was a wonderful success! There was an overwhelming response from the chapters and as a result, 37 free conference registrations were awarded. This year, we are continuing the tradition of awarding free conference registrations to chapters in exchange for members recruited over a period of time. Don't miss out on this opportunity to reward chapter members with free registrations to the 2007 Joint National Conference to be held at Disney Coronado Springs Resort in Orlando, Florida during October 25-27, 2007! This year, our "9 in 9" contest will award free 2007 conference registrations to every chapter that recruits 9 new approved members in the period of September 1, 2006 through May 31, 2007. (Chapters that recruit more than 9 members will receive a free registration for every 9 members recruited. The first free conference registration must be used by a first-time conference attendee).

### ASWA Net 10 and 90% Retention Awards

ASWA will continue to recognize our special chapters that either net 10 additional members or retain 90% of their membership as of June 30, 2007. Winners of the "Net 10" and "90% Retention" awards will receive special recognition membership patches. Chapters that have never won either of these will also be awarded a chapter banner.



Prospective members may ask you about dues when you are trying to recruit them. Here is the info you need to know.

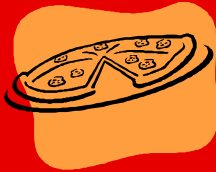
National dues are:

- \$100 for Regular and Affiliate members
- \$33 for Student Associate members
- \$23 for Retired members

Cleveland Chapter dues are:

- \$31 for Regular & Affiliate members
- \$13 for Student Associate members
- \$18 for Retired members

**COME TO THE MAY  
MEMBERSHIP  
DRIVE AND ENJOY  
SOME DONATOS  
PIZZA!**



## President's Message

The strength of ASWA is our membership. Our Chapter's success depends upon its members. That's why it is so important to become involved. I urge you to volunteer for a Board position. Our Chapter is a small one and it is very important that our members become active in keeping it growing. Several of our active members are unable to continue their membership next year. I wish them all the best in their new career and personal moves. This leaves a great opportunity for our remaining membership and I call upon you to become involved. Our selections for next year's President and Treasurer were due to National in April. Unfortunately, these positions remain open. Also, in May we need to turn in names for the remaining Board positions. If you are interested in furthering the success of our Chapter please volunteer to serve in one or more of the open positions; President, VP/President Elect, Treasurer, Secretary, Membership, and Programs. Also, Carrie, who has done a wonderful job as newsletter editor, will be moving on to great opportunities out of Cleveland. We will need someone to continue publishing our award winning newsletter. As you can see you have an opportunity to take any position that interests you. To our new members, I encourage you not to hesitate to volunteer as our Chapter has several seasoned members who are willing to assist and support you along the way.

Why is it so important to participate? One of the primary benefits of membership in ASWA is the social aspect of doing things with other professionals. My wish would be to have all members become active participants. We are here to have fun and share that fun with each other. Members who participate on the Board receive training in leadership and management. If the same few members do all the work themselves, they are not growing and developing and neither is anyone else. It is far more productive and easy to do things when you have a well organized board and committee structure to follow through on all the details. It prevents burnout, makes new friends, and develops leaders. In order to do this I need your help. Becoming involved, making friends and developing yourself is a big part of what ASWA is all about.

I have dedicated this month of May as our Membership Drive Month. May's monthly membership meeting will be focused on recruiting new members. Please check out our newsletter's monthly meeting announcement for details. Be strong and be committed to all you do and you will always succeed. Please email me at [jennyearley@yahoo.com](mailto:jennyearley@yahoo.com) or call me at 216-696-7700 ext 23. I hope to hear from you soon!

## A Taxing Workload



Americans worked an average 116 days last year to pay their taxes, with federal taxes accounting for 77 days and state/local taxes, 39 days. How does this measure up against your

other major expenses?

- Housing and household operations: 62 days
- Health and medical care: 52 days
- Food: 30 days
- Transportation: 30 days
- Recreation: 22 days
- Clothing and accessories: 14 days

- All other: 39 days

—Taken from the *Journal of Accountancy*, May 2007



# ASWA “Recruiting Counts” Club

The ASWA National Membership Committee is excited to announce the 2006-2007 membership campaign designed to both support you in your recruitment efforts and to recognize your efforts with a variety of special recognition awards and gifts!

## *Why Recruit New Members?*

- You support your profession and the industry
- You support the mission of ASWA and provide an opportunity for others to reach their full personal, professional and economic potential
- You support your local chapter and help it to become successful and prosperous
- You help your chapter work towards retaining “90% Membership” and a “Net 10 Membership” increase (chapters that reach these goals will receive a banner and/or patch and special recognition at the national conference)
- You share the benefits of a great organization with other professionals
- You expand your base of knowledgeable resources and provide for new networking opportunities
- You provide for the future of the organization
- You receive peer recognition and win exciting prizes and awards

## *How to become a Member of ASWA’s “Recruiting Counts” Club*

“Recruiting Counts” is open to all members who seek out other Accounting professionals who wish to achieve their full personal, professional and economic potential or other professionals who have a substantial interest in the Accounting industry. When you recruit 2 new members, you will become a Rhinestone Recruiter and you will receive a “Recruiting Counts” club lapel pin. Recruit more members and you will advance to other, more precious gem levels.

## *How the “Recruiting Counts” Club Works*

Each time you recruit a new ASWA member, you will receive credit toward winning exciting prizes, awards and recognition. Plus, with each new recruit, your name will be entered into the drawing for the Cancun trip. The more you recruit, the more your “Recruiting Counts!”

## *How to Confirm That You’ve Recruited a New Member*

Results of the campaign will be published via email and on the Web site. Results will include the most recent campaign information, acknowledge the top performing recruiters and more.

## *How to Receive Credit for Recruiting*

To receive credit for recruiting, be sure to sign all new recruit membership applications as the “sponsor.” If you feel that you have not received due credit for a member that you’ve sponsored, you can email National Headquarters at [aswa@aswa.org](mailto:aswa@aswa.org).

## *Where to Find Prospective Members*

Prospective members are everywhere and just need to be sought. All you have to do is continue to tell everyone you know about ASWA. Those individuals should include:

- Clients
- Colleagues
- Referrals
- Friends and Family
- Community Affiliates

Please refer to ASWA’s Membership Tool Kit for a wealth of information and suggestions on making your recruitment efforts successful.

## *“Recruiting Counts” Club Levels and Awards*

Your effort in recruiting new members does make a difference! Membership recruitment is crucial in sustaining the future of our organization. In an effort to recognize those individuals who participate in the success and future of our organization through recruitment, ASWA will reward all recruiters with special thank you gifts. The more new members you recruit, the more “precious” you become to ASWA. Reach various milestones and become one of ASWA’s precious gems!

### *Rhinestone Recruiter*

Recruit 2-4 members and receive a special “Recruiting Counts” lapel pin

### *Sapphire Recruiter*

Recruit 5-7 members and receive an ASWA embossed portfolio and a \$25 gift cheque (\$50 value)

### *Ruby Recruiter*

Recruit 8-10 members and receive an ASWA embossed attaché and a \$50 gift cheque (\$100 value)

### *Diamond Recruiter*

Recruit 11-14 members and receive an ASWA engraved anniversary clock and a \$75 gift cheque (\$200 value)

### *Emerald Recruiter*

Recruit 15 or more members and receive special recognition, an Emerald Recruiter “Recruiting Counts” plaque and your choice of a free registration to the National Conference (\$500 value) or \$300 gift cheque.

*All awards above the Rhinestone level will be presented at the National Conference during which you will be inducted into your new club level. Remember, “Recruiting Counts” in many ways!*



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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](http://www.aswa.org) for more information.



# May 2007

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