



Gateway to Success

SPECIAL POINTS OF INTEREST:

- Learn the history of the American Society of Women Accountants
- New rules on absentee voter ballots
- Special invitation from the Columbus Chapter of ASWA

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Cleveland Chapter #13

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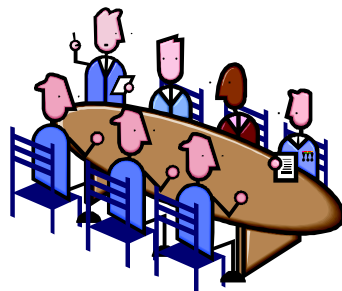
CPE Dinner Meeting, October 18, 2006

Our next dinner meeting is Wednesday, October 18, 2006 at 5:30 PM at the Penton Media Building,, 1300 East 9th Street, Cleveland, OH 44114. The meeting will be held in the main floor conference room. Parking is self-park in the surrounding parking garages. Cost is \$10 per person for dinner. Please RSVP by Monday morning, October 16, 2006 to Margaret Skinder at 216-781-8367 or margaret.skinder@rhmr.com.

One CPE credit is available. Helene Shafiyani will be presenting on the topic of "Asset Management."

Helene Shafiyani is a financial advisor and financial planning specialist with Smith Barney's Cleveland office.

She is committed to helping women make financial decisions that will have lasting impact on their own well being as well as



their family's financial future. Helene strives to build long term relationships with all her clients based on honesty, trust and personal attention. A sizeable portion of her practice is dedicated to serving clients in transition, such as divorce, death of a family member or separation from employment.

She will be speaking to the group about investment diversification using asset allocation. It has long been recommended that investors diversify their portfolios by investing in a variety of asset classes. Research has shown that diversified investors are more likely to reach their long-term financial objectives, while smoothing out at least some of the volatility that is an uncomfortable fact of life in the financial markets. Helene will review with us the basics of effective diversification giving us knowledge that will help our own lives as well as our clients.

Helene and her husband have a 14 year old son and an 18 year old daughter. She enjoys serving on the Board of Trustees of the



Helene Shafiyani will be speaking on the topic of asset management.

Friends of the Solon Center for the Arts. Helene is secretary/treasurer of a local Business Network International chapter as well as vice president/education of her Mid Day Toastmasters chapter.

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

Spon:sors: 150 Fourth Avenue, Nashville, TN, 37219-2417. Web site: <http://www.nasba.org/>.

President's Message

WOW! I had a great time at the ASWA/AWSCPA Joint Inspired Solutions Conference! This was my first JNC Conference and I was amazed at the number of attendees. It was an inspiring experience being among so many like-minded accountants. While attending the ASWA Annual Meeting I was impressed by the camaraderie and cohesiveness of the many members, some who have been members for as long as 43 years! The Annual Conference is an exciting event that keeps members returning year after year. Catherine Feola and I spent our evenings enjoying Las Vegas' shows, restaurants and themed casinos. And, we each earned 23 credit hours of CPE.

Congratulations Sunny Shellito! At the ASWA Annual Meeting I was proud to accept the 2006 Presidents Communication Award for the Cleveland

Chapter Newsletter. Thank you Sunny for all your hard work in designing a winning newsletter! Our Chapter submitted four of our 05-06 newsletters and won the award in the mid sized chapter category. A very impressive accomplishment considering we just made the mid size member count. The Chapter received an award patch that will be sewn onto our Chapter Banner. Thank you Sunny!

I had the pleasure of meeting many members from many chapters. We received an invitation from the Columbus Chapter to attend their special meeting March 21, 2007. They will be presenting "What Men Don't Tell Women About Business" delivered by Christopher V. Flett. I have informational flyers about the presentation that promises to surprise, shock, inform and entertain which I will distribute at

our next meeting.

The ASWA National Membership Committee has announced the 2006-2007 Membership Campaign & Recruiting Counts Contest. For every 9 new members recruited during September 1st, 2006 through May 31st, 2007 the chapter will receive one free conference registration for the 2007 ASWA/AWSCPA Joint National Conference to be held October 25-27, 2007 at Disney's Coronado Springs Resort, Orlando, Florida. Save the Date! Let's all go to Disney World!



2006 Report on Occupational Fraud & Abuse

The Association of Certified Fraud Examiners recently released its 2006 Report to the Nation on Occupational Fraud & Abuse. Within this report, the ACFE reported the following facts:

- The median loss caused by the occupational frauds in

the study was \$159,000. Nearly one-quarter of the cases caused at least \$1 million in losses and nine cases caused losses of \$1 billion or more.

- Participants in the study estimate U.S. organizations lose 5% of their annual revenues to fraud. Applied to the 2006 US Gross Domes-

tic Product, this 5% figure would translate to approximately \$652 billion in fraud losses.

- Occupational frauds are more likely to be detected by a tip than by other means such as internal audits, external audits, or internal controls.



The History of the ASWA

The following text was written in the 1960s by Ida S. Broo, CPA, and founder of the American Society of Women Accountants. The article provides a glimpse into the history of the ASWA.



While the keeping of records is as old as civilization, it is only within the last half century that accounting as we know it

has become a recognized profession. The first CPA certificate was granted by the State of New York in 1896, and while a woman received the degree only two years later, the profession, until quite recently, has remained virtually closed to women.

In 1933, thirty-five years after the first certificate was issued, there were only a few over a hundred women certified public accountants, contrasted with about fifteen thousand men in the profession. It was in that year that nine women certified public accountants met in Chicago and formed the American Woman's Society of Certified Public Accountants, principally because they felt that women certified public accountants would be interested in knowing each other and discussing mutual problems. The organization grew slowly and so did the ranks of women certified public accountants. In 1937, in a population of 130,000,000 people,

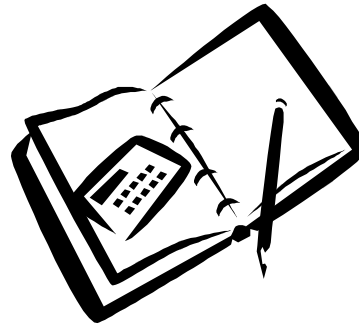
there were 130 women certified public accountants.

The members of the American Woman's Society of Certified Public Accountants felt that it was not because of a lack of ability but more because of lack of opportunity that women were so poorly represented in the profession and it was with hope of increasing the opportunities for women that the American Society of Women Accountants was formed under the sponsorship of AWSCPA.

This Society began with three members in Indianapolis in May of 1938, and in the twenty five years of its existence has grown to 3515 members in seventy five chapters, located in thirty-two states and the District of Columbia.

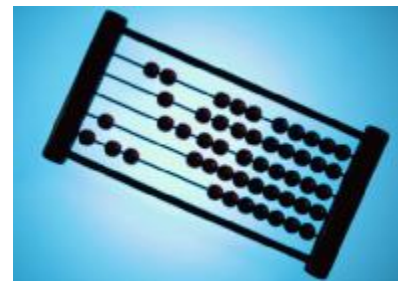
It has established a national headquarters at 327 South LaSalle Street, Chicago, Illinois 60604. This is also the business office of THE WOMAN C.P.A., the official organ of the two societies, published bi-monthly and going to all members, to the State Boards of Accountancy, to various colleges and libraries, and to many firms of certified public accountants all over the world.

The American Society of Women Accountants was incorporated on July 7, 1953, under the laws of the District of Columbia. On May 6, 1953, the Society was granted exemption from Federal income tax as a business league under the provision of Section 101(7) of the Code. An



information return, Form 990, is required to be filed annually by each chapter with the Director of Internal Revenue in its district, as well as a return for the National Society.

Through the years the Society has held steadily to its purpose—to increase the interest of women in the profession, to increase the opportunities for women, and to inform the public of the place women hold in the field.



Recognized as the Voice of the Women Accountants, ASWA is a professional society whose ranks are open to women actively engaged in the profession of accounting, to teachers of the subject, and to advanced accounting students.

The ASWA impresses its membership with the privilege and the corresponding responsibilities which are theirs to uphold the high standards of accountancy, to the end that the woman accountant may remain a valued member of an honored profession, worthy of the confidence of the public, and dedicated to its service.



IMA Cleveland East Events

Check out the upcoming events of the Cleveland East Chapter of the IMA below. If anyone is interested in attending any of these events, please RSVP to Honey Wess at (216) 834-0700 (ext. 224) or honey_wess@yahoo.com.

- October 16, 2006—Guest speaker Bill Bower, National Chair for IMA; 6:30 PM; Location to be determined.
- November 16, 2006—Guest

speaker Marianne Kerr on the topic of administering the Myers Briggs personality test; 6:30 PM at the Holiday Inn on Rockside Road in Independence; cost is \$25 per person.

- December 1, 2006—Wine Tasting at Market Avenue Wine Bar on W. 25th Street; 7:00 PM; cost is



\$30 per person which includes food and wine

- January 18, 2007—Guest speaker from the Federal Reserve Bank on the topic of the economic forecast for 2007; 6:30 PM at the Holiday Inn on Rockside Road in Independence; cost is \$25 per person.

We have been invited to join the Columbus Chapter for a special meeting on March 21, 2007.

Columbus Chapter Special Meeting

We have been invited to a special meeting of the Columbus chapter of the ASWA on March 21, 2007. This meeting will include a presentation on the topic "What Men Don't Tell Women About Business" delivered by "Alpha Male" Christopher V. Flett, a successful entrepreneur, business development expert, and coach specializing in working with professional women. Chris is currently writing a book and has several projects on the go, but speaking is where he gets his energy and ignites his passion for his topic.

Chris has met with, consulted, or advised many leaders including Hilary Clinton, Deepak Chopra, CEOs and COOs of multinational companies, Olympic athletes, best-selling authors, and venture capitalists.

This engaging, interactive, and thought-provoking presentation opens the male "playbook" to business. For some women it is a revelation, for others it confirms what they suspected, and for some of the more opinionated and passionate it creates controversy and a discussion.

This one hour session brings the common beliefs about men and women in business into the open and bridges the information in an entertaining and useful manner. Chris has previously done speaking tours throughout the U.S., including speaking engagements at Harvard Business School and Columbia University.

Please RSVP by February 21, 2007, to over_dj@yahoo.com, Diane Overdorff, Program Chair for 2006-2007.

Schedule for meeting:

- Networking: 5:30 to 6:30 PM
- Dinner: 6:30 PM; \$25 non-ASWA members, \$20 ASWA members
- Program: 7:30 PM

Feel free to check out Christopher's web sites at www.thinktankcommunications.ca/ and www.mythsamongus.com/chris.html.



Come hear Christopher Flett speak on March 21st in Columbus.

New Absentee Balloting for November Election

For this upcoming election day on November 7th, voters can now request an absentee ballot without stating a reason. If there is a chance you will be out-of-town on Election Day, you can easily vote by absentee ballot and make sure your voice is heard.

Absentee voting begins 35 days before primary and general elections and, except for voters hospitalized due to emergencies, ends the day before the election. Once absentee ballots are available for

voting, an absentee voter may receive and return the ballot in person at the county board of elections office, or receive and return the absentee ballot by U.S. Mail.

Any qualified Ohio voter may request an absentee ballot. Registered voters need only submit a written request to the board of elections of the county in which their voting residence is located.

Since the request must contain

certain information, a simple form is available for use on The Ohio Society of CPA's web site, www.ohioscpa.com, under Governmental Affairs, Election 2006. The Election 2006 home page also contains additional information to help you become an informed voter.

—Article taken from the September/October 2006 issue of *Catalyst* magazine, the monthly publication of The Ohio Society of Certified Public Accountants

2006-2007 Membership Campaign and Recruiting Counts Contest

The ASWA National Board recognizes that our members have been the foundation of our organization since 1938, promoting personal and professional development, networking, and long-lasting friendships.

The ASWA National Membership Committee is excited to announce the 2006-2007 membership campaign and "9 in 9" contest to recognize efforts in "spreading the word" about ASWA and inviting other dynamic women to join our organization.

The 9 in 9 Contest

In addition to recognition and thank you awards at each level of recruitment in the Recruiting Counts club, the National Board wants to recognize chapter's collective efforts through the new "9 in 9" contest. Every chapter that recruits 9 new approved members in the 9-month contest period (September 1, 2006 through May 31, 2007) will receive one free conference registration for

the 2007 ASWA/AWSCPA Joint National Conference, to be held at Disney Coronado Springs Resort in Orlando, Florida October 25-27, 2007.

ASWA "Recruiting Counts" Club

The National ASWA Board of Directors and Membership Committee recognize that every time you recruit a new member, you are not only supporting your local chapter but you are also enriching ASWA on a national level. In a desire to recognize recruiting efforts, the National Board launched the ASWA "Recruiting Counts" Club in 2004-2005. After recruiting just 2 new members, you become an official "Recruiting Counts" club member and receive the "Recruiting Counts" lapel pin. Recruit even more members and receive more valuable thank you gifts.

Rhinestone Level—This level is achieved by recruiting 2 to 4 members from 7/1/06 to 6/30/07. Rhinestone level members receive a lapel pin.

Sapphire Level—This level is achieved by recruiting 5 to 7 members from 7/1/06 to 6/30/07. Sapphire level members receive a portfolio and \$25 gift cheque.

Ruby Level—This level is achieved by recruiting 8 to 10 members during the 2006-2007 ASWA year. Ruby level members receive an attaché and \$50 gift cheque.

Diamond Level—This level is achieved by recruiting 11 to 14 members during the 2006-2007 ASWA year. Diamond level members receive an anniversary clock and \$75 gift cheque.

Emerald Level—This level is achieved by recruiting 15 or more members from 7/1/06 to 6/30/07. Emerald level members receive a plaque and choice of JNC registration or \$300 gift cheque.



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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.



October 2006

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	Yom Kippur 2	3	4	5	6	7
8	Columbus Day 9	10	11	12	13	14
15	IMA Meeting 16	17	ASWA Meeting 18	19	20	21
22	23	24	25	26	27	28
Daylight Savings 29	30	Halloween 31				