

Current Assets

Volume 34, No. 4

Silicon Valley Chapter

October 2009

Decluttering and Organizing!

Keynote Speaker
Charlotte Scott

*Charlotte has an incredible gift of resourcing and her organization specializes in relocation with **Professional Organizers** by creating a customized, caring move experience for your family.*

Her experienced team assists in downsizing your belongings to ensure you do not pay to pack, load, unload, and unpack excess for items you ultimately may donate.

Her methodology emphasizes professionalism, attention to detail, discretion and time saving services with our resourcefulness and proactive working knowledge of the industry allowing us to be most efficient with time management and meeting deadlines within your budget.

We look forward to having the opportunity to have Charlotte teach us her tricks and tips for organizing and decluttering our lives, both professionally and personally!

October Membership Meeting

Event Details:

Topic: Decluttering and Organizing
Speaker: Charlotte Scott
Date: 6:00 PM Tuesday, October 27 2009
Place: Biltmore Hotel, Santa Clara, CA
Menu: Greek Chicken or Veggie Wraps
Cost: Members \$35, Guests \$45
Networking begins at 6, Dinner afterwards. We look forward to seeing you!

Please respond to the Socializr invitation or call the chapter voicemail (408-235-0828) on the Friday before the meeting by noon to reserve or cancel. Log on to www.socializer.com and type in "ASWA September 2009" to find the link to the invitation.

Credit Cards Are Accepted On Site

November Silent Auction Meeting

Event Details:

Topic: The Art of Networking
Speaker: Chris Pareja
Date: 6:00 PM Tuesday, November 17th, 2009
*Place: Biltmore Hotel
Santa Clara, CA*
Cost: Members \$35, Guests \$45
Menu: TBD

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President's Message:

A tax client asked me back in March if I only worked 4 months out of the year (for tax season). This person had no concept of not filing their tax return by the original due date. I thought of them tonight as I finalized my last tax return by the October 15 extended deadline. I wondered if that March client was home relaxing with their family - without any idea that there were stressed out people feverishly working on their returns and looking for documents that they had back in March that they could not longer find in October.

Many of my clients that bring in their information late always mention that they will try harder to bring it in earlier next year. I smile and encourage but know that I will not see them again until next Fall. They usually bring me guilt gifts (flowers, wine, chocolate) because they realize that they have now impacted my schedule by their procrastination. What I find interesting is many of them say "I don't know why I waited this long. It really did not take me that long to pull my information together." I can relate with what they say. I have many projects that I am sure would not take that long to complete - I just need to make it a priority. I still have my frog on my desk (and recently a dear friend brought me a beautiful glass frog from Rome) to help remind me of my priorities.

I thought about giving my procrastinating tax clients one of the plastic frogs that I had given out back at our July ASWA meeting. But then I realized if getting their tax documents together is not a priority to them, that frog is not going to do either of us any good. It has to be that important to us that we are willing to focus the time needed to get it done. On that note, my 4th grade son recently informed me that he has just been assigned his Mission for his California Mission project. Oh dear, I am going to need a much bigger frog.

ASWA has been recognized as a team environment, so let's continue to pull together and "position ASWA as the home for all women accounting professionals whether new to the field, experienced or considering a career transition"!

Linked in Get LinkedIn!

Go to www.linkedin.com and connect with ASWA members. Expand your network!

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Four Simple Steps to Update Your Resume

With the doldrums of Summer hiring behind us, Fall is a great time to update your resume. Labor Day to Thanksgiving is typically an active interview season. Don't be late when opportunity knocks. If you haven't updated your resume in the past year the following four steps will help you bring your resume up to date with new focus and polish.

1. Identify your new career objection.

If you're dissatisfied with your current job this is the time to ask why. Before making any changes to your resume ask yourself the following questions:

- * What part of my job would you rather not do in my next position?
- * What skills, tasks or responsibilities would I like to continue in my next job?
- * What other industry might I use my skills?
- * What other occupation might I apply my skills?

Your response to these questions will shed light on the changes in your career path. Write out your answers and do a reality check to see how likely you are to obtain your new career direction.

2. Get rid of the old to make room for the new information.

Your new resume should reflect your current career direction. The first resume rule says that everything within your resume should relate to your career direction. This means you may need to delete information about outdated technology. You may also need to weed out old responsibilities that you no longer want to perform. If your resume includes special training or certifications that are no longer needed take them off as well.

Additionally, check your accomplishments from earlier years. If they do not support your career objection either delete or adjust them to relate. You might even need to take off your earliest employment entries if they represent a completely different career path.

3. Add your most recent employment entry.

Write your current employment entry in light of your new career focus. Do not include responsibilities that you do not wish to perform in your next job. Include only what you want to continue to do. Use job postings as a guide for key words that you'll need to use as verbiage. Job postings also provide clues to transferable skills, technology and education that you'll want to include.

4. Add the final touch, accomplishments.

No resume is complete without accomplishments. They are the talking points of your resume. Even if the past year hasn't been as productive or positive as the past, find something to brag about. Think back on the challenges of the past year and how you solved them. Did you find a way to save time, cut costs or improve performance? Those are your accomplishments. They tell perspective employers that you are a problem solver for today's difficult business environment. If your goal is an internal promotion your accomplishments remind your employer of the value you bring to the organization.

Once you've updated your resume you'll be ready for any opportunity that comes your way. This may be your season for advancement, change or transition-get ready for it!

~~~~~

Deborah Walker, CCMC

Certified Career Management Coach

Read more job-search tips at:

<http://www.AlphaAdvantage.com> <<http://www.alphaadvantage.com/>>

*Is there an article or topic you would like to see covered? Let us know! Email [frussen@kforce.com](mailto:frussen@kforce.com).*

# PROGRAMS AND NEWS

## Keep Membership Up – Donate a Buck

Our board is pleased to launch a new campaign to assist our members who are between jobs so they will still be able to attend the monthly meetings. We realize that during this down economy some of our members are now seeking new employment – and monthly attendance is down. If finances are tight it can be hard to find the extra \$35 to attend monthly meetings. There will be a “**Keep Membership Up – Donate a Buck**” can for donations on the registration table at every meeting. We just ask that you keep in mind that if we all donated one dollar then one more or our members could join us monthly! Let’s get together to keep our members coming to meetings!



If you are a member who is between work and you are interested in utilizing this benefit please email our Membership Coordinator, Christie Diershaw, at [christdier@yahoo.com](mailto:christdier@yahoo.com) and put in your request.



## October Meeting Speaker

**Charlotte Scott**  
**Custom Move Solutions**

Charlotte has an incredible gift of resourcing and her organization specializes in relocation with **Professional Organizers** by creating a customized, caring move experience for your family. Her experienced team assists in downsizing your belongings to ensure you do not pay to pack, load, unload, and unpack excess for items you ultimately may donate.

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## Membership

If you would like to join the Silicon Valley Chapter of ASWA, we have attached a membership application to the end of this newsletter. Please feel free to complete or forward a copy to someone you think would benefit from joining our Chapter. Email Christie Diershaw at [christdier@yahoo.com](mailto:christdier@yahoo.com) with any questions or to submit an application.

*Is there a speaker you've heard or a topic that you'd like to see covered at an upcoming ASWA dinner meeting, or any other ideas for ASWA events? We welcome your feedback and ideas — in fact, we need them to help bring you the best ASWA experience we can!  
Please email us your thoughts at [frussen@peopleflex.com](mailto:frussen@peopleflex.com)*

# PROGRAMS AND NEWS, Cont'd



## ***UPCOMING EVENT! DON'T MISS IT!! NOVEMBER 17<sup>TH</sup>, SILENT AUCTION!***

### ***SILENT AUCTION SPEAKER!***

**"GENERATING NEW BUSINESS IN THE DOWNTURN"**

Chris Pareja, CBC - Principal of LeadGenaires

Sales reps live or die by the strength of their Rolodex. Most focus on building their client contact databases, but many may be underutilizing their database of partners. In a down market, partnerships are required to grow your business or even to hit your revenue targets. Participants receive a 20-point partnering self-assessment and knowledge of 6 different types of business networking relationships.

Chris has specialized in expanding businesses' bottom lines for more than 16 years in a variety of marketing, management and sales positions. Before launching LeadGenaires, a results-driven marketing agency, he served as Vice President of Business Development at Kassner, where he generated new marketing and design projects with companies such as Intel, ACCPAC, TechVentures Network and C&C Group. He has also served as a business development consultant; Vice President of Marketing and Sales for Flowtix-Small Business Solutions; the Director of US and Canadian Field Marketing for NAME Solutions Corp.; plus several marketing and sales positions for Cambridge Technology Partners (now part of Novell).

Chris founded B2B Power Exchange, a lead exchange forum for business development professionals targeting mid-sized and larger companies; is a former Board Member at Business Marketing Association's Northern California Chapter and is former Co-Chair of the East Bay IT Group's Sales & Marketing Special Interest Group. He has spoken on the subjects of results-oriented marketing programs and integrating marketing and sales at SDForum, EBIG, CommArt, TechVentures, Heald College and Northwestern Polytechnic University; been quoted and had an article published in the East Bay Business Times. He is also the author of the upcoming book: "Blueprint for Marketing and Sales Alignment."

## ***Annual Scholarship Fundraising Silent Auction!***

Join us **November 17<sup>th</sup>** as we hold our 2009 Scholarship Fundraiser to continue our long tradition of supporting Accounting education by providing local college students with scholarships.



***Mark your Calendar!***  
*We will sell new items donated by local businesses and our members including massages, facials and other services and personalized creations made by our members!*



***Don't miss this opportunity to start your holiday gift shopping, while contributing to the 2009  
ASWA Silicon Valley Chapter Scholarship Fund!***

## **About ASWA**

ASWA is a national organization, formed in 1938 to increase opportunities for women in all fields of accounting and finance. Members include partners in national, regional and local CPA firms, financial officers, controllers, academicians, financial analysts, recent college graduates and women returning to the work force. Membership offers exposure to industry and technical content (including qualifying CPE), access to a network of accounting professionals from a diverse cross-section of Bay Area companies and the opportunity to enjoy positive fellowship with peers, both locally and on a national level. We are proud to be the largest professional women's accounting organization in the country.

## **About the Silent Auction event**

Every year, ASWA awards scholarships to local under-graduate students pursuing degrees in accounting. Our Chapter provides three to five scholarships annually each spring. In May 2009 we awarded \$5,000 in scholarships to local accounting students. We fund these scholarships through our Silent Auction proceeds and sponsorships.

## **Become a silent auction sponsor**

In addition to supporting the educational efforts of future accounting professionals, your sponsorship provides ample opportunity for your firm's name to be included on our website as well as in any promotional materials distributed for the event and in our newsletter. All sponsors also have an opportunity to have a firm banner or sign displayed during our Silent Auction Fundraiser event.

\$150 Silver sponsor; \$300 Gold sponsor; \$500 Platinum Sponsor. Platinum sponsor includes one event attendee.

Thank you for taking the time to find out about ASWA and to consider participating in this fun filled evening of networking and celebration. We look forward to seeing you (or a firm representative) at the event. If you have any questions, please don't hesitate to contact Lili or Lynda



## ***SCHOLARSHIP RECIPIENTS 2009***

**Our chapter contribution for the JNC Education Foundation auction was an elegant "Kyczy" original bowl by past president, Kyczy Hawk. And she has promised us something - no idea what yet - for our own Silent Auction.**

**Kyczy will have her art at the 9th Annual Art in Clay Ceramic Art Show & Sale in Palo Alto's Lucie Stern Community Center Ballroom, 1305 Middlefield Road, on November 14 -15, 10 am -5 pm, admission free, door prizes - for more info go to [www.ovcag.org](http://www.ovcag.org).**

## *ASWA SF's ANGEL ISLAND PICNIC on Sept. 26<sup>th</sup> was beautiful!*



*We had a surprise guest from the past at our September meeting! Lisa Glibas, President about 13 years ago (when her first daughter was born), in the old LeBaron Hotel days, was happy to find us still going strong.*

## Membership

If you would like to join the Silicon Valley Chapter of ASWA, we have attached a membership application to the end of this newsletter. Please feel free to complete or forward a copy to someone you think would benefit from joining our Chapter. Email Christie Diershaw at [christdier@yahoo.com](mailto:christdier@yahoo.com) with any questions or to submit an application.



## *SILICON VALLEY ASWA MEMBER CORNER*



**Monika Miles is reaching out for her annual quest for assistance with something that's near and dear to her heart.**

Malcolm Gladwell, author of *The Tipping Point* says "The figure of 150 seems to represent the maximum number of individuals with whom we can have a genuinely social relationship, the kind of relationship that goes with knowing who they are and how they relate to us. Putting it another way, it's the number of people you would not feel embarrassed about joining uninvited for a drink if you happened to bump into them in a bar."

People disagree a little on the number, but it's widely held that our circle of influence (friends, family, colleagues) and people who really "know" us is around 200.

In this spirit of "The Tipping Point", in my quest to raise money for Making Strides Against Breast Cancer again this year, I am reaching out to everyone I know to ask for help in raising the funds necessary for research for a cure. As part of that, I also hope to reconnect with people I've lost touch with, and thereby also test my circle of friends, and see how many people I know that I'd love to drink with in a bar!

So, will you help me in my unabashed quest to do all three?

I hope that you'll visit my Making Strides Against Breast Cancer site and make a donation to a great cause. (I'm on a quest to raise \$20,000 again this year.) Can I count on you to help? I'd be honored to add you to list. Please click on the first link below to view my personal Making Strides site. Or, if you prefer to mail a check, please make it payable to American Cancer Society and mail to me at 1714 Valpico Drive, San Jose CA 95124.

I look forward to reconnecting with you! Thank you in advance for taking the time to read this and support my cause!  
Hugs & Strides,  
Monika

***The mission of the American Society of Women Accountants 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 professions.***

# PROGRAMS – What You Missed!

## September

### THE GAME OF REAL ESTATE INVESTING

John Weisenberger, a Realtor with 20 years of experience, shared his experience with us and educated all of us as to what is really going on in the real estate market with us! Thanks John for sharing your knowledge.

## August

### ESTATE PLANNING

We were privileged to have John Melton, CPA, Partner with Abbott, Stringham and Lynch lead a discussion on Estate Planning. He walked us through for those of us without a plan, and reminded those of us who do, that we must be up on it. He made us laugh as well!

## July

### PRESENTATION PRESENCE!

Wanda Royse of WR Communications Consultants (WRCC) led an audience interactive session on how to make your presentation memorable, effective and to how to exude confidence in a variety of settings! She explained how her TV, Theatre, and Business Setting strategies have worked for her and left us with many good tips that we are sure to remember!

## June

### SALES TAX

We were privileged to have long-time chapter and current National Board Member, Monika Miles, CPA of Labhart Miles Consulting Group, Inc. [www.labhartmiles.com](http://www.labhartmiles.com). present a guide to sales and use tax including the underlying law, multi-state issues and most importantly nexus – what types of activities trigger sales tax requirements for a seller. Additionally, Monika brought us up to date on Streamlined Sales Tax (SST).

## May

### THINKING SUCCESS

Betty Jo Waxman of Productive Learning & Leisure [www.productivelearning.com](http://www.productivelearning.com) combined her skills in teaching and public speaking to challenge us to stop limiting ourselves with narrowed thought patterns before we even start working!

## April

### HOW TO PREPARE FOR THE CPA EXAM

Paul Wiese, co-founder of Genesis CPA Review [www.genesiscpa.com](http://www.genesiscpa.com), gave a great talk about how the CPA exam has changed and insider tips for success for our scholarship recipients and for members who coach younger accountants.

## March

### EXCEL MASTERS

John Hallett, a returning speaker from last year, put us through our paces in Excel. John started Excel Masters [www.excelmasters.org](http://www.excelmasters.org) John is also the VP Education for the SF Chapter of the Institute of Management Accountants.

## February

### BUSINESS FUNDING ALTERNATIVES

Mike Harris, of the Astra Funding Group [www.astrafunding.com](http://www.astrafunding.com), discussed pros and cons of various methods of funding your business. From borrowing from the SBA, banks or family and friends to AR factoring and borrowing against purchase orders.

## January

### FINANCIAL MANGEMENT

Michael Natale, MBA, CPA, Corporate Controller for Republic Waste Services spoke about his industry experience in Financial Management. We also heard about some of Republic Waste's environmentally friendly waste and recycling solutions.

## Meet your Board!

We wanted to take this opportunity to introduce our 2009-2010 Program Chair!

**Sue Stokke**



*My first stab at college, BC (Before Children), I majored in English with a Speech minor. I planned to get a teaching credential and teach high school. Marriage and children came along and I put school on hold. I was busy raising three daughters, running two at home start up businesses, working direct sales for 10 years and finally I went back to school 14 years later more mature. This time around I decided to go for a practical degree. I tried an accounting class and loved it. Since 2001 I have worked for the Arts Council Silicon Valley, a non-profit grant and service provider for the Santa Clara County art and culture community. My first position was accounting assistant. I now work closely with our Director of Finance as the accounting manager learning everything I can about the public benefit industry. I love working in the nonprofit sector because my co-workers are passionate about what we do and I feel we do make a difference in the community. Check out [www.artsopolis.com](http://www.artsopolis.com) to view all the art and culture activities going on in Santa Clara County! Now a brief Q&A to get to know a little more:*

**Why did you join ASWA and what do you like about it?** I was invited to join ASWA by my boss Monica Toumani. My first year as a member of ASWA I hardly ever came to meetings. My second year I made the commitment to myself that if my company was paying for me to belong I needed to get something out of it and I tried to attend as many meetings as possible.

**What appeals to you about your position as Program Chapter Chair?** This year I was asked to join the board; becoming even more involved and I'm loving it even more. I love being the program chair because it is a great way to interface with other board members in putting the year's programs together. Without all their participation the programs would not happen. I have the opportunity to meet our guest before our events and have developed a new appreciation for the time and effort that our guest put into presenting to us. Please be sure to introduce yourself to the guest and help to make them feel welcome and appreciated. I am looking forward to attending my first JNC this year. I would like to create opportunities to engage new and old members together to make ASWA as worthwhile as possible.

**What do you like about your job/industry?** I selected accounting because I thought it was so exact, like math, little did I know what an art accounting truly is. Yes we do have a method; rules and regulations that must be adhered to, but we also learn how to present the accurate financial picture in a way that the information is understandable and meaningful to a variety of non accountant types. In my case our funding often rests on how that information reads. So I work in the arts and am a financial artist.

**Hobbies:** Of course we all have the non business side. For the past five years my daughter LaLandé and I have been remodeling my house along with my husband. We have done everything from retexturing walls and ceilings, laying floors, painting, installing cabinets and we have even moved a gas line. The project continues. I love to cook and bake, especially candies. I watch, read, surf anything to do with cooking. My new love is learning how to cook with healthier more nutritious ingredients. I've recently taken up yoga. In my spare time I love to read, listen to music and spend time with my daughters. I also volunteer for some local science fiction conventions.

Lynda's "Eat that Frog" theme this year is appropriate for me. I use to have hundreds of frogs I had collected. My first one when I was a child. I still have frogs in my house but now only the ones I truly love and are unique. Clearing the clutter of all those frogs has been hard. I feel that emotional attachment to them but I am now realizing that without them and a lot of other material possessions I have opened the doors for other activities to come into my life.

### Announcements

Are you involved with a community or non-profit organization? Does your group need additional volunteers? Do you know another active member who is too shy to toot her own horn? Tell the newsletter! Email Faith Russen at [frussen@kforce.com](mailto:frussen@kforce.com) or any board member.



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## CALENDAR OF EVENTS

- |                                           |                                                                                                             |
|-------------------------------------------|-------------------------------------------------------------------------------------------------------------|
| Tuesday, October 27 <sup>th</sup> , 2009  | Membership Meeting<br>Decluttering!, by Charlotte Scott<br>Biltmore Hotel, 6:00 p.m.                        |
| Tuesday, November 17 <sup>th</sup> , 2009 | ASWA Silent Auction<br>Generating New Business in the Downturn<br>Chris Pareja<br>Biltmore Hotel, 6:00 p.m. |

**Take a look at the chapter's website [www.aswasiliconvalley.org](http://www.aswasiliconvalley.org) for information on upcoming events!**

If you have ideas for future speakers and meeting topics, tell one of the officers.

## CHAPTER INFORMATION

- ◆ The Silicon Valley Chapter of ASWA generally meets the fourth Tuesday of each month at the Biltmore Hotel in Santa Clara. Guests are always welcome!
- ◆ Board of Directors' meetings are held at 6:30 pm on the second Tuesday monthly, except November, December April and July at the offices of Lynda Boman at 30 Union Avenue in Campbell. See the website for specific dates and details.
- ◆ Members and interested parties receive the bulletin by e-mail. If we don't have your e-mail address, please send it to Faith Russen at [frussen@kforce.com](mailto:frussen@kforce.com), along with any news or bulletin suggestions.

***Reservation and cancellation policy:*** Reservations or cancellations are requested by noon on Friday preceding each meeting. Remember that vegetarian meals must be reserved and will not be offered to walk-ins or those who reserve after the preceding Friday. Call the chapter voicemail number (408-235-0828) to reserve or cancel. The goal is an accurate count for the hotel. Unreserved guests and members take potluck, which may include a meal chosen by the hotel as a substitute, and will be served last. Unreserved members (not guests) incur a surcharge of \$5.00. Reserved members or guests that are no-shows will be billed if not cancelled by the preceding Friday. We do want you to come to the meetings and reservations are helpful but if you have to cancel let us know before hand to avoid incurring the cost of the meal. ***WE NOW ACCEPT CREDIT CARD PAYMENT AT THE DOOR!***



American Society of Women Accountants  
 Silicon Valley Chapter #103  
 P.O. Box 1301, Santa Clara, CA 95052-1301  
 Voicemail 408-235-0828  
[www.aswasiliconvalley.org](http://www.aswasiliconvalley.org)

New Member

Reapplying

Member # \_\_\_\_\_

Please check your preferred mailing address:

Residence Address

Business Address

Last Name

First Name

Firm Name

Address

Firm Address

City

State

ZIP

City

State

ZIP

Phone

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Phone

FAX

E-mail

E-mail

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|---------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|
| <b>ANNUAL NATIONAL DUES</b><br>(Choose one) | <b>Regular – (\$108)</b> Hold a CPA certificate <b>or</b> two or more years experience in accounting <b>or</b> hold a Bachelor’s degree in accounting or related field<br><br><b>Affiliate – (\$108)</b> Not actively engaged in accounting <b>or</b> have a substantial interest in accounting<br><br><b>Student/Associate – (\$34)</b> Regularly enrolled student or fewer than two years experience in accounting                                                                                                                                                                                                                                                                                                                                                                                                                                   | \$          |
| <b>ANNUAL CHAPTER DUES</b><br>(Choose one)  | <b>ASWA SILICON VALLEY CHAPTER #103</b><br><br><b>Member/Affiliate (\$42)</b> Hold a CPA certificate <b>or</b> two or more years experience in accounting or hold a Bachelor’s degree in accounting or related field<br><br><b>Associate/Student – (\$20)</b> Regularly enrolled (full-time) student in post-secondary educational institutions, majoring in accounting or a related field <b>or</b> actively engaged in accounting or hold a bachelor’s degree with a major in accounting or its equivalent with less than two years experience<br><br><b>Retired – (\$20)</b> Age 65 as of June 1 and a regular or associate member for five years <b>or</b> retired from all gainful employment due to disability as of June 1 <b>or</b> age 55 as of June 1 and retired from all gainful employment and a regular or associate member for 10 years | \$          |
| <b>MEMBERSHIP APPLICATION FEE</b>           | <b>Fee for all NEW and REAPPLYING Regular and Affiliate Memberships</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | <b>\$25</b> |
|                                             | <b>TOTAL (National + Chapter Dues)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | <b>\$</b>   |

**METHOD OF PAYMENT**

VISA  MasterCard  American Express

My check made payable to ASWA is enclosed

(Please submit this completed application with check directly to Silicon Valley Chapter, PO Box 1301, Santa Clara, CA 95052-1301)

Card Number \_\_\_\_\_ Security Code \_\_\_\_\_ Exp. Date \_\_\_\_\_

Name as it appears on Card \_\_\_\_\_ Signature \_\_\_\_\_

ASWA dues are deductible as a business expense, but not as a charitable contribution for federal tax purposes.

National Dues of \$104 include \$42 for a year's subscription to *The Compass*. Chapter Dues are Member/Affiliate \$42, Student \$20, Retired \$20 and include Current Assets Newsletter and free job postings on Silicon Valley's website.

**CHAPTER INFORMATION:** (Please verify your local chapter in the space below..)

CHAPTER NAME SILICON VALLEY CHAPTER NO. 103 DATE \_\_\_\_\_

CHAPTER REPRESENTATIVE'S SIGNATURE \_\_\_\_\_ MEMBER ID \_\_\_\_\_

**DEMOGRAPHICS**

**Marital Status**  Single  Married  Divorced  Widowed

Ethnic Origin \_\_\_\_\_

Does your employer pay your membership dues?  Yes  No

Age  Under 25  25-34  35-44  45-54  55-64  65+

Salary Range  Under 50K  50-75K  76-100K  101-150K  150K +

**Job Classification:**

Audit  Budget Planning  Consulting  Cost Accounting  Financial Analysis  
 General Accounting  Management Accounting  Retired  Sole Proprietor  
 Tax  Other \_\_\_\_\_

**Business Setting:**

Agribusiness  International Business  Retail/Wholesale  
 Automotive  Investments  Tax – Corporate/Personal  
 Banking/Lending  Law  Tax – Sales & Use  
 Construction/Development  Manufacturing  Technology/Software/Computers  
 Education  Non-Profit/Associations  Transportation  
 Financial Planning  Oil & Gas  Utilities  
 Government  Public Accounting/Auditing  Other \_\_\_\_\_  
 Health Care/Medical/Hospitals  Real Estate/Brokerage  
 Human Resources/Staffing  Religion  
 Insurance  Restaurant/Food Service

Business size:  Under 100 employees  100 – 1,000 employees  1,001+ employees  
 I am unemployed

Years of experience:  0-2  3-5  6-10  11-20  20+

Highest Degree:  PhD  JD  MBA  MA/MS  BA/BS  Associates  
 Other \_\_\_\_\_

Professional Affiliates:  AICPA  AWSCPA  IMA  NSA  State Accounting Society  
 Other \_\_\_\_\_

Designation:  CPA  CFP  Other \_\_\_\_\_

Job Title:  Accountant – Staff  CFO  Owner/Partner  
 Accountant – Senior  Manager – Office  President/CEO  
 Controller  Manager – Accounting  Other \_\_\_\_\_

**SIGNATURE**

APPLICANT'S SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

\*By signing this application, I certify that all information given herein is true and accurate to the best of my knowledge.

Thank you for joining ASWA  
For a list of member benefits, please visit [www.aswa.org](http://www.aswa.org).  
Or see any Board Member  
(Revised 6/09)