



American Society of Women Accountants

East Bay Chapter Wishes You a Happy New Year!

Cheers to 2012!

I want to take this time to reflect on 2011 and the accomplishments that we made and the goals that we have set for the coming year. We were thrilled when we became an official Chapter and built up our membership to more than 25 members in less than a year. We continue to strive and look for new opportunities to continue to grow the membership and provide everyone with valuable meetings to learn and grow together.

We had the pleasure of not only having technical presentations ranging from Retirement Planning to IFRS to a Life Coach joining us to assist us in our own personal development on how to reach our goals. As before, we will continue to look for new and different ways to bring everyone together for more social networking time together. At this time, I would also like to take a moment for a personal and formal apology to the members and visitors of our chapter meetings. As we set upon our journey of chartering this chapter, we had big goals. Those goals were to hold more than the minimum number

of chapter meetings - both social and technical/CPE. Our goal of providing opportunities to meet and build relationships with other like-minded individuals was at the forefront of our strategic plan. And, unfortunately, we had some shortcomings. Those shortcomings came by canceled meetings. And, at times, the cancellations did not reach all of our members and guests who graciously arrived for the meetings only to find that no one else was there. We learned many lessons, thanks to our mentors and other members from established chapters.

For 2012, we will implement a new policy that we will need a minimum of 12 people attending our Chapter meeting or else we will make the decision to cancel the Chapter meeting the Monday before the meeting will be held (East Bay holds meetings on the 4th Wednesday of each month).

We hope with this new policy in place that we will be able to make a strong-

er commitment to our Chapter and provide you with an awesome experience of learning and making new connections. I want to thank each and every one of you for your continued support of our Chapter and I look forward to a healthy, happy and prosperous new year.

Cheers!

Vickie Moul, President

East Bay Chapter of ASWA

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UPCOMING EVENTS

January 25th 6:00pm

Chapter Meeting

Taking Care of Yourself in a Busy Life

Speaker—Laura Wu

Help your body carry you through another year. Learn how to take care of yourself through exercises to strengthen your core & improve your posture.

February 22nd 6:00pm

Chapter Meeting

Strengthening Ties Between Corporate Accounting & Finance

Speaker—John Kogan

Learn from the expert on the synergies with corporate and financial accounting.





*Holiday Party 2011
East Bay, San Francisco and
Silicon Valley Chapters*

ASWA Holiday Party 2011

Happy New Year!

As you can see, the 2011 Holiday Party was well attended by a group of smart, well-connected and good looking women aka the ladies of the ASWA East Bay, San Francisco and South Bay Chapters.

The donation table for Toys for Tots was filled with gifts for the little ones and the

night was filled with food, fun and laughter as the white elephant gift exchange got underway. I ended up with a clock that sings a random Christmas Carol at every hour.....you never know if you'll be seeing it again at next year's party!

Cheers and the best to all of you in the up coming year!

- Theresa Brown, Treasurer

A Serious Approach to Social Media

Allowing employees to use social media at work can create benefits for the firm, especially if rules and expectations are set up front.

The use of social media is rapidly transforming the way we communicate and conduct business. While some firms have been quick to embrace the "Web 2.0" way of working, many others are taking more of a wait-and-see approach. Often, their caution is linked to uncertainty about what impact social media might have on workforce productivity.

A recent survey by Accountemps revealed that more than half of chief financial officers (CFOs) worry that their employees will waste time if allowed to use social media while on the job. Eighteen percent cited unprofessional behavior as a top concern. However, when asked about benefits, three in 10 CFOs said social media would allow their teams to provide better customer service. Enhancing the firm's reputation, expanding contact networks, and securing new business were also seen as potential rewards.

If your firm is thinking seriously about making social media an everyday business tool for your employees, here are some tips that will likely help you both preserve workforce productivity and realize positive returns:

Let your employees know you trust them

There may be some risk of lost productivity in allowing your team to use social media during the workday, but you still need to trust that your staff will keep their priorities straight.

When "opening the gates" to social media at your firm, make it clear that you expect performance standards to be maintained - if not improved. Communicate "big picture" business objectives to your staff by letting them know why the firm wants to make better use of social media. For example, you want to improve

customer service, recruit new talent, or improve collaboration among employees.

Also, resist the temptation to over-monitor your employees: Many will resent your implication that they can't responsibly use social media - and their time at work.

Develop a social media policy

Leading companies have written acceptable-use policies that outline what employees can and cannot do when using company equipment, such as PCs and mobile phones. Many businesses today have adapted their policies to include specific rules about Internet and social media use.

Work with your HR, legal and IT teams to develop a policy that is appropriate for your firm and an approach for communicating expectations to your staff. You may want to include the policy in your



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employee handbook, post it on your intranet, and even have a formal meeting to educate your team about the guidelines and invite them to offer feedback.

Lead by example

As a manager, you can play a key role in setting the standard for social media use at your firm. Whether it's blogging about accounting and finance issues on the corporate website, "tweeting" company news on Twitter, or interacting with potential recruits on-

Facebook, using Web 2.0 technologies in a variety of ways will underscore to your staff that management takes "getting social" seriously.

Once you've started using social media throughout the firm, encourage employees to communicate how they're benefitting from its use. And in the middle of the workday, if you notice an employee laughing at a YouTube video of a cat playing the piano, keep in mind that he or she is

essentially taking the modern equivalent of a "donut break." Allowing your workers to be distracted occasionally by the fun aspects of social media will likely enhance their productivity - not hurt it.

Accountemps is the world's first and largest temporary staffing service specializing in the placement of accounting, finance and bookkeeping professionals. Online job search services at www.acounemps.com.

Submitted by: Carolyn Sweeney, Membership



Meet the 2011-2012 Officers/Board

OFFICERS:

Vickie Moul, President
Shelly Dhir, Vice-President
Theresa Brown, Treasure
Kristen Revell, Secretary

CHAIR:

Carolyn Sweeney, Membership
Stephanie Shurr, Social Media/Web
Jennifer Bill, Programs



We're thrilled to be a new Chapter and look forward to meeting and making new friends along the way.

Interested in becoming involved with the East Bay Chapter? We would love to have you. We have leadership opportunities available.

If you or someone you know would be interested in chairing the Newsletter or Hospitality positions, please contact Vickie Moul at vickiem@amllp.com or 925.786.3089.



The American Society of Women Accountants (ASWA) was formed in 1938 to increase the opportunities for women in all fields of accounting and finance. The first chapter was chartered in Indianapolis, Indiana. Members of The American Society of Women Accountants and their companies benefit from practical resources and benefit programs that strengthen their professional growth.

ASWA members tap into an extensive knowledge base of accounting and finance professionals with technical expertise to provide solutions for the most complex issues. Our members communicate both virtually and in-person through online discussion forums, national and regional conferences and chapter meetings.

The majority of our members have attained professional certifications such as CPA, CMA, CIA, and CFP.

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.

FIND YOUR CHAPTER

ASWA Chapters contain active accounting and financial professionals across the country. Find your Chapter and get started today. If you do not live within 50 miles of an ASWA chapter, you may join as a national "Member-at-Large."

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