



American Society of Women Accountants

**Announcements:**

- Congratulations to our New VP, Theresa Brown!
- Our beautiful Carolyn Sweeney welcomes a new baby boy.
- Welcome new members Deborah Lamadrid & Elizabeth Johnson.
- 2012 Annual Conference is now enrolling. See website for more info. [www.aswa.org](http://www.aswa.org)
- Next meeting—July 25th \*Health Care Reform
- August—No Meeting

**Hello East Bay ASWA!**

July is here which starts the new year for our board. I'm thrilled to serve you AGAIN! I appreciate the trust that you have had in me and I promise to work hard so that we have another exciting year.

Our board has met and we have a lot planned for the 2012/2013

year. Our goal for this year is to award our first scholarship to a rising star. Keep your eyes and ears open for an upcoming FUNdraiser.

As we move into the second half of the year, I hope you are all well on your way of achieving your own personal and professional

goals that you've set for yourself. I hope that you are enjoying the warm, summer months with family and friends.

Cheers, and I hope to see you soon.

Vickie  
President



**The Business of Health Care and the Road Ahead**

Our guest speaker Ron Wetter is the Community & Government Relations Manager for Kaiser Permanente's Diablo Area. He will be discussing the political, economic, social, and cultural implications regarding Health Care Reform.

Come hear a local industry expert speak on the political, economic, social, and cultural implications regarding Health Care Reform. In a non-biased manner you will be given cutting edge information as it evolves about the key elements of health care reform and the economic dynamics that make the provision and funding of health care rather unique in our economy.

Ron will be discussing the four key elements that affect businesses large and small:

1. The Math of the Few
2. Creating a Culture of Health
3. The Continuum of Care
4. Paying for Results, Not for Transactions

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## Charity Event

### Rose Futures Wine Tour



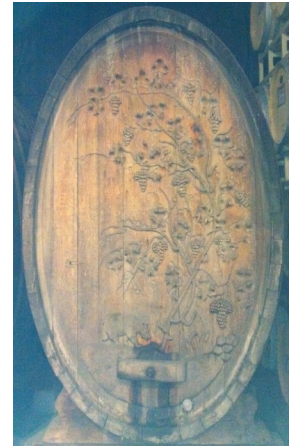
Vickie and I were fortunate enough to attend an exciting event in support of Financial Literacy, hosted by ASWA San Francisco.

Lisa Groover was our master of ceremonies for the bus tour, where we stopped at a few wineries in the Livermore Valley, ending at Wente Vineyards (including a cave tour!). There was a

silent auction and lunch was provided – along with a goodie bag including t-shirt and a bookmark hand-made by some of the ladies being supported by the efforts of ASWA SF.

It was a very fun day and I would definitely encourage it in the future.

Theresa, VP



Beautifully decorated Wine Barrel

*“While a diverse group of people enter the accounting workforce – 50% of new hires in accounting are women and 43% are people of color.”*



### Diversity in the Accounting and Finance Fields

Achieving diversity in the accounting and finance profession is more than a lofty goal – it is a vital strategic component in positioning your business for success. As demographics shift and as businesses strive to innovate, a homogenous workforce becomes a liability. And yet, public accounting firms are still largely ruled by a very specific demographic, especially at the executive and partner levels. The all too familiar board room full of white men limits a business’s potential. While a diverse group of people enter the accounting workforce -- 50% of new hires in accounting are women and 43% are people of color -- these rates fall dramatically at the director level.

Accounting has long been criticized for its homogeneous workforce, but what is the business motivation for diversity? The *2012 ASWA Special Report on Diversity in the Accounting and Finance Fields* explores the bottom-line benefits of inclusion. Beyond requirements and compliance, emphasizing diversity in the workplace forces a firm to draw from a wider labor pool and as a result, reflect and appeal to a broader client pool.

The *2012 ASWA Special Report on Diversity in the Accounting and Finance Fields* addresses how gender and racial diversity in the office contribute to a *diversity of thought* that enables your business to grow

beyond the limitations imposed by a homogeneous staff. People who “fit in” can maintain the status-quo, but rarely offer superior performance and groundbreaking initiative. A wider variety of viewpoints, experiences, and backgrounds enables a business to become more innovative, and ultimately more profitable.

To view the entire article, please visit

[http://www.aswa.org/Images/Interior/sources/2012aswareport\\_final\\_061212\\_rgb72dpi.pdf](http://www.aswa.org/Images/Interior/sources/2012aswareport_final_061212_rgb72dpi.pdf)

## Volume I, Issue 3

### Small Firm = Big Opportunities

It happened again: Just when you thought you were about to seal the deal on a great hire, the candidate decided to take a job offer from a larger firm. What gives? You know your small business has a lot to offer, but you just can't seem to convince top talent of that.

Competing for candidates with the big guys can be tough, especially when it comes to compensation packages, perks and sometimes, brand name cache. But you may have more “woo power” with potential hires than you think. Here are five positive benefits of the small business work experience that you should be emphasizing to interviewees:

**1. We can offer you more job flexibility — and autonomy.** At small firms, job structures are usually less formal than they are at larger organizations. Candidates need to handle basic responsibilities according to their job descriptions, of course. But let them know they'll also be encouraged to explore other work that interests them — and can benefit the firm. Also explain how they'll have more opportunities to spearhead initiatives and work on solo projects.

**2. You will have direct access to our senior management team.** Small businesses have less bureaucracy and fewer layers of management than big firms. Company leadership not only knows every employee by name, but likely interacts regularly with almost every person on staff. This is a big selling point for many professionals: Instead of taking years to get on senior management's radar, relationship-building can begin on the very first day of work.

**3. You will have more opportunities to make a difference.** There's no room to hide in a small firm, and for ambitious professionals, that's a good thing. Talented employees want to know they can share ideas freely and will be taken seriously. They also want to understand how their specific contributions make an impact on the business, as a whole. In a large organization, it can be harder for individuals to have a voice and know whether what they're doing provides value.

**4. We will help you connect with professional development opportunities faster.** Even if you pay competitively, a bigger firm will likely pay at least a bit more — especially if they want to make sure no one else hires a candidate they're serious about. But money isn't everything. If your firm takes steps to develop talented workers as soon as they show potential or initiative, then say so during interviews. You might have an edge on larger employers that may have more complex and lengthier processes to follow before investing in this much-sought-after benefit. Let candidates know that your firm can move very quickly to provide employees with professional development opportunities.

**5. We will support your need for work/life balance.** Many companies, large and small, make this pledge to potential hires, but not all follow through on their promise. Not surprisingly, lack of work/life balance is a key reason many professionals decide to leave an employer. If your firm promotes flexible scheduling and telecommuting so staff can better juggle their professional and personal responsibilities, make it known to candidates. Better yet, back it up with testimonials from current employees.

While big firms can offer many things that small firms can't, the reverse is true as well. In fact, many talented professionals who work in the small business environment find the experience to be unmatched. So the next time you interview a promising candidate, help them to see the “big picture” of your small firm — and how they'll enhance the landscape.



“...five positive benefits of the small business work experience...”



*Accountemps, a Robert Half Company, is the world's first and largest temporary staffing service specializing in the placement of accounting, finance and bookkeeping professionals. The firm has more than 350 locations worldwide and offers online job search services at [www.accountemps.com](http://www.accountemps.com)*

## ASWA National Board proposes new name for organization



ASWA President Monika Miles unveils the National Board's proposed new name for member consideration. If there is enough support for the name, it will be included in a proposed bylaws amendment to be voted on at the Annual Business Meeting in San Diego, CA on October 23, 2012.

*\*Accounting & Financial Women's Alliance\**  
Connect Advance Lead

## Meet the East Bay Chapter Officers/ Board Members

### OFFICERS:

Vickie Moul, President

Theresa Brown, Vice-President

Kristen Revell, Secretary

Theresa Brown, Treasurer

### CHAIR:

Carolyn Sweeney, Membership

Jennifer Bill, Programs

Rachelle Raulston, Newsletter

Vacant, Webmaster

Vacant, Hospitality



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## ABOUT ASWA

The American Society of Women Accountants represents professional women in accounting and finance and provides them an opportunity for networking and continuing professional education (CPE) with peers at the local, regional and national level.

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 Hospitality position, please contact Vickie Moul at [vickiem@amlp.com](mailto:vickiem@amlp.com) or 925.786.3089.