

Announcements:

- Congratulations to Rachelle Raulston for passing the CPA Exams!
- FUNraising coming soon!
- 2012 Annual Conference is now enrolling. See website for more info. www.aswa.org
- Next meeting— Sept. 27th *Dress for Success
- October 24th— *Managing Stress

Hello East Bay ASWA!

It's fall already, time has really flown by this year! My husband and I had the privilege of taking our daughter off to college last week. It was scary, exciting, interesting, and fun. I can't think of an adjective that cannot be used to describe the feelings we had. The most important one is pride. We are so very proud of the effort she put in to get here. We are truly blessed that we are fortunate enough to be able to afford her this opportunity.

Wouldn't the world be different if everyone had equal opportunity to further their education? Think about the choices you might have made if you had been given a blank check. Now think again about how you would feel if you had absolutely no opportunity to attend at all, and where you might be today if that were your situation.

As Vickie mentioned in our last newsletter, our Chapter plans to roll out a scholarship program this year and we will involve you along the way. We are committed to making a difference to deserving young women. We hope you'll join us in this journey, by attending meetings and inviting others to attend with you. We'll make our scholarship goals clearer at our upcoming meetings, so stay tuned. And if you have a desire to get involved, we are always looking for folks who have a little spare time to help.

Cheers and see you at our September meeting! Theresa, VP/Treasurer

7 Tips to Improve iPhone Security

Malware can include apps acquired from presumably safe sources, adds David Lingenfelter, information security officer with Fiberlink, a provider of mobile device management tools in Blue Bell, Pennsylvania. "Apple has a good history of controlling and review applications that people can download, but it is not impossible to get a rogue application onto the Apple Store," Lingenfelter warns.

To keep your business and personal data safe on your iPhone, follows these seven tips:

1. Lock your phone.
2. Backup your phone's data.
3. Only use what you need.
4. Use security apps.
5. Choose your friends wisely.
7. Be careful what you click on.



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September 2012

Can You Ban Perfume in Your Workplace?



One employer is facing the considerable expense of a trial, a settlement—or both—thanks to its [refusal](#) to attempt to provide a fragrance-free workplace to accommodate an employee's allergy.

The case ruling could also be significant for the position it takes on telecommuting as an accommodation for a disability.

The Offending Odor

Pamela Core, an employee of Illinois' Champaign County Department of Job and Family Services, suffers from asthma and a severe chemical sensitivity to certain perfumes and other scented products. In 2008, one of her co-workers arrived wearing a perfume called Japanese Cherry Blossom, which incited an allergic reaction.

Core complained to her bosses; no one addressed her issue. (This was mistake No. 1; the court ruling looked particularly unfavorably on this.) Eventually, she had to have emergency medical treatment.

When she returned to work, Core's colleagues took to Facebook to mock her chemical sensitivity. Two of them intentionally wore the Japanese Cherry Blossom perfume, using the Body Shop fragrance as, she would later allege, an instrument of battery, assault and intentional infliction of emotional distress.

She asked to work from home as an accommodation. Her bosses refused. Eventually they agreed to ask employees not to wear the perfume, but Core wanted more: She wanted a ban on wearing any scented product in the workplace. No, came the answer.

So she sued, accusing the company of failing to accommodate her disability. The company asked that the case be thrown out, saying providing Core with a fragrance-free workplace was impossible, since her job required dealing with the public. It further argued that it had accommodated her by asking employees not to wear the perfume.

The judge [ruled](#) not only that the case could go ahead—but that Core's request for a fragrance-free workplace was not unreasonable. "Certainly, plaintiff's request for an actual [fragrance-free] policy, as opposed to a mere request" that employees avoid wearing anything scented "is reasonable on the face of the pleadings," read the ruling. One of the reasons cited: "failure to reprimand employees" for their behavior.

To read the full story, please visit the link below.

From <http://openforum.com/articles/would-you-make-a-fragrance-free-office-policy>

"Core's request for a fragrance-free workplace was not unreasonable."

Volume I, Issue 4

10 Things You Didn't Know About Women-Owned Businesses

This article is brought to you by [American Express OPEN](#). For the full State of Women-Owned Businesses Report, visit openforum.com/women. American Express OPEN salutes, celebrates and wants to help fuel the future of women business owners. For more information about BrandSpeak, click [here](#).

Stories inspire us to action, but behind many stories is data that provides a bigger and better picture of what is happening in the world around us. [American Express OPEN](#) takes special interest in the benchmarks reached by women-owned businesses and tasked itself with spreading the findings of its studies to encourage and enable women to put business plans in motion, take risks and move forward with their ideas. Understanding how women business owners are finding success is an important part of further growth, and the stories shared by women here will illuminate the data to offer guidance and inspiration for fellow entrepreneurs.



To read this entire article, please visit http://mashable.com/2012/08/14/facts-women-business/#view_as_one_page-gallery_box6895

1. In the past 15 years, the number of women-owned businesses grew by 54%; there are now 8.3 million women-owned businesses in the United States.
2. Despite owning nearly 30% of U.S. businesses, women attract only 5% of the nation's equity capital. When it comes to first-year funding, women receive 80% less capital than men.
3. Women-owned businesses employ 7.7 million people. That's 40% more people than three largest employers — McDonald's, IBM and Wal-Mart — combined.
4. Women-owned firms generate revenues of \$1.3 trillion. Over the past 15 years, women-owned businesses saw 58% increase in revenue, from \$546 billion to \$1.3 trillion now. This revenue is more than the combined market cap of Apple, Microsoft, GE, Google and Sony. Plus, revenue has grown more than twice the amount of U.S. population growth during the same period of time.
5. The industries with the fastest growth and greatest share of women-owned firms are educational services, health care and social assistance, and entertainment and recreation.
6. In seven out of 13 of the most populous industries, women-owned firms are exceeding overall growth.
7. The top states for women-owned businesses are Arizona, Nevada, Wyoming and North Dakota. The top cities are Sacramento, Riverside, San Antonio, Houston, Baltimore and Washington, D.C.
8. 2% of women-owned businesses bring in more than \$1 million in annual revenue, versus 5% of all firms.
9. As they reach 5-9 employees or earn \$250,000, women-owned businesses experience faltering growth.
10. Of women-owned businesses, 5.5% used a loan to get started, compared to 10.7% overall

“Understanding how women business owners are finding success is an important part of further growth”



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



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 or Webmaster position, please contact Vickie Moul at vickiem@amllp.com or 925.786.3089.