

MARK YOUR CALENDAR

- October 21st - regular member meeting
- November 12th - ASWA after hours social
- November 18th - regular member meeting
- December 12th - YWCA Santa's Workshop
- December 16th - regular member meeting

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Setting and Achieving you Personal Goals

Join us for our next regular meeting on October 21, 2009 at the Harbert Center downtown on 4th Avenue North between 20th and 21st Street. The meeting starts at 11:30 and we look forward to seeing you there.

Our speaker this month is Kathy Carlisle, with Carlisle and Co., LLC. Kathy will be speaking on "Roles and Goals". Kathy specializes in executive coaching, professional development, communication strategies and techniques. Kathy has 25 years experience in human resources consulting with Capital Strategies Group, William H. Mercer Incorporated, and Blue Cross and Blue Shield of

Alabama. She has used the Myers Briggs Type Indicator in training and coaching for over 15 years and has written a training program around this assessment.

Kathy has been awarded the International Association of Business Communicator's Silver Quill Award of Merit. Kathy serves as Chair of the Steering Committee of Project Corporate Leadership, Chair of the United Way Allocations Team, and is a member of The Women's Network and the International Association of Business Communicators.

The cost of lunch is \$20 for members and guests and \$10 for students.

Ideas Needed!!!



ASWA needs your help. We have several events coming up and we would like your input on ideas and activities for these events.

- Networking Meeting - November 18th If you have any networking activities you think would be fun, let Brandy Ballard know as soon as possible.
- December Regular Member Meeting - We are thinking about having a gift wrapping class. If you have any ideas or input on this meeting, please contact Jennifer Rowe as soon as possible.
- ASWA after hours social - This will give us a chance to get together in a more social setting and have fun networking with each other. We are looking for sponsors for the event. Please contact Brandy Ballard with any ideas.
- Fundraising - Fundraising is essential to continue our mission of giving scholarships to deserving accounting students. If you have any ideas for fundraising let Jennifer Rowe know as soon as possible.

President's Message



Jennifer Rowe
President 2009-2010

"THE WORLD CARES VERY LITTLE ABOUT WHAT A MAN OR WOMAN KNOWS; IT IS WHAT A MAN OR WOMAN IS ABLE TO DO THAT COUNTS."

-BOOKER T. WASHINGTON

Can you all believe fall is already in the air? It amazes me how quickly time flies these days.

With the holidays quickly approaching, end of the year closings and busy season shortly behind, I want to request that we all make an effort to keep our participation in the monthly meetings as strong as it has been in the last couple of months.

LyKethia Pierce is working very diligently on a Chapter Development initiative. This program is very exciting and will allow us as professionals to interact with high school students by answering any questions they may have about our profession. I am certainly looking forward to this opportunity to give back to the young people in our community. If you

would be interested in assisting in any of the presentations at the schools, please contact LyKethia Pierce at lypierce@southernco.com. Thank you LyKethia for your dedication to this initiative and our Chapter.

We are excited about our speaker for the October 21, 2009, monthly meeting. Kathy Carlisle will be speaking and Kathy specializes in executive coaching, professional development, and communication strategies and techniques.

Our annual networking meeting will be November 18, 2009, and we are looking forward to a "fun" meeting in December to get us in the Christmas spirit.

Don't forget, one of the basic benefits of being a member of the ASWA is networking and relationship building. In these economic

times, these relationships are more important than ever, so I encourage everyone to bring a friend to the luncheons, **just remember to RSVP so we will have enough space.**

Additional upcoming events will be posted on our updated website. We are certainly excited about the site and hope that you all will find it to be a good resource. Thank you, Misty Davis for all of your work on getting the site updated.

I look forward to seeing you all soon and wish you all a very healthy and happy fall and Holiday season.

Jennifer

"The art of being yourself at your best is the art of unfolding your personality into the person you want to be. . . . Be gentle with yourself, learn to love yourself, to forgive yourself, for only as we have the right attitude toward ourselves can we have the right attitude toward others."

- Wilfred Peterson



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. Do not be late when opportunity knocks. If you have not 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 objective.

- If you are 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 your job would you rather not do in your next position?
- What skills, tasks or responsibilities would you like to continue in your next job?
- What other industry might use your skills?
- What other occupation might you apply your 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 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 objective, 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 will need to use as verbiage. Job postings also provide clues to transferable skills, technology and education that you will 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 has not 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 have updated your resume, you will 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 is a Career Coach helping job seekers compete in the toughest economy. Read more job-search tips at: <http://www.AlphaAdvantage.com>

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The ASWA Foundation's mission "is to promote and advance financial literacy, scholarship and life skills through programs of recognition, mentoring, research, and outreach"



Chapter Development Initiative

Promoting the accounting profession and community service work are two endeavors of ASWA. On the national level, The ASWA Foundation's mission "is to promote and advance financial literacy, scholarship and life skills through programs of recognition, mentoring, research, and outreach". The local Chapter's Board and the Chapter Development Committee are pleased to initiate a mentoring program for local high school students. This program is dedicated to enhancing the skill-set of each participating student, providing wisdom about professionalism, and offering best practices of success within accounting and related fields.

Universal principles such as being committed to excellence, raising your level of vision, and always striving to increase your knowledge as each day passes are a few lessons to be taught. Also, the mentors will provide guidance on creating a personal game plan and developing a progressive work philosophy. The mentoring sessions may include the following topics:

- Brief ASWA overview
- Choice of professional development topics: "What Skills Do I Need to Display in Order to Please my Employer" or "The Do's and Don'ts of Interviewing: Business Etiquette and Work Ethic"

- Choice of accounting topics: "Who Wants to Get Paid? A Discussion on what makes a check negotiable." or "Basic Individual Income Tax Equation"
- Accounting profession question and answer session

The Chapter Development Committee and mentors look forward to encouraging the youth in our community. If you would like to be a mentor for this initiative, please contact LyKethia Pierce at LYPIERCE@southernco.com or 205-257-3870. Thanks in advance for your volunteerism!!!!

LyKethia Pierce

Chapter Development Committee, Chair

I think it's an honor to be a role model to one person or maybe more than that. If you are given a chance to be a role model, I think you should always take it because you can influence a person's life in a positive light, and that's what I want to do. That's what it's all about. - Tiger Woods

Our Website has been Redesigned - Check it out



We are in the process of redesigning the Birmingham Chapter of ASWA's website to make it more beneficial to our members. A substantial portion of the pages have been completed and are currently reflected in the website. Below are some of the new and exciting features:

- Under the 'About Us' tab, we have started a listing of past presidents. We currently only have the last couple of years listed, but we are working on getting more information in order to list as many presidents as we can.
- There is a tab called 'Join Us'

which outlines the benefits of being a member of ASWA, as well as requirements and dues for each of the membership classes. It also has a link to the National ASWA website for a membership application.

- The 'Events' tab gives details of the upcoming events, as well as, a map with directions to the Harbert Center. There is also a calendar with all of the upcoming monthly meeting dates and board member dates.
- Under the 'Scholarship' tab, there is a sub-tab for 'Fundraisers' asking for suggestions for fundraising ideas for the Scholarship Fund. It also has a 'Special Thanks' section which is currently highlighting the work of Nancy Campbell with the beaded Alabama/Auburn banners.
- The 'Contact Us' tab has a form that can be submitted to our chapter board for individuals which would like additional information on the organization, etc.

Please take a few minutes to go and

visit our website at www.BirminghamASWA.org. We would love to hear your thought and feedback - please forward to General@BirminghamASWA.org. The website is a work-in-progress which we hope will evolve with our chapter. If you have any pictures, calendar events, past president information, etc. that you think would be beneficial to the website, please forward it to General@BirminghamASWA.org.

Misty Davis

Vice President



Chocolate Cobbler

- 1 1/2 stick of Margarine
- 1 1/2 c. Self-rising flour
- 1 c. Sugar
- 3 Tbsp Cocoa
- 1 tsp Vanilla
- 3/4 c. Milk
- 1 1/2 c. Sugar
- 1/4 c. Plus 2 Tbsp Cocoa
- 2 1/4 c. Boiling water

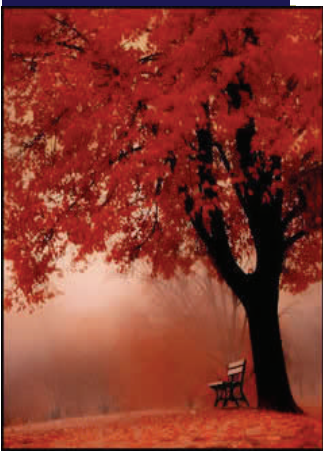
Melt margarine in 13X9 glass dish. Mix flour, sugar, 3 Tbsp. cocoa, vanilla, and mild together in bowl and pour evenly over melted margarine. In separate bowl, mix the remaining sugar and cocoa together and spread evenly over cocoa mixture in dish. Over all the ingredients, pour the boiling water but **DO NOT STIR**. Bake in preheated oven at 350 degrees for about 45 minutes. Serve with ice cream while warm.





Strengthen Your Talent Bench

“While you are strengthening your talent bench, do not forget the talent you already have. Your best and brightest are in demand in any economy”



How to Strengthen Your Talent Bench in any Economy

As tough as the economic environment may be, it also presents opportunities for prudent yet forward-looking companies. Layoffs and hiring freezes have put many top-notch people out of work, which means this can be an opportune time to acquire highly skilled performers who would be harder to recruit - or unavailable - in sunnier times.

Still, this does not mean the best professionals are easy to find. Despite high unemployment rates across the United States and an expanded pool of available talent, employers interviewed for the Robert Half International and CareerBuilder.com 2009 Employment Dynamics and Growth Expectations (EDGE) Report said that, on average, 44 percent of resumes they receive are from unqualified candidates. If your company would like to pursue this unique opportunity to strengthen its talent bench, consider these cost-effective strategies for locating the best accounting professionals in the job market.

- **Use in-house connections.** Even with tight budgets, its smart to continue (or start) offering employee referral bonuses. These high-reward, relatively

low cost programs give team members strong incentive to be on the lookout for candidates who will fit in well at your firm. Ask employees to keep their eyes and ears peeled for talented friends, business associates and former classmates who are now available.

- **Keep in contact -** The grass is not always greener on the other side. That is why it pays to stay in touch with team members who have left your firm. There are many benefits to rehiring strong performers. “Boomerang employees” have a proven track record and possess invaluable insight into your company. This knowledge minimizes training expenses and ramp-up time, enabling them to make significant contributions quickly.

- **Connect with a staffing specialist -** According to the EDGE Report, it can take up to 14 weeks to fill an open position. Recruiters specializing in the accounting field can shorten that timeline by tapping into

their well-cultivated networks. An experienced and reputable staffing firm also can help you by conducting initial interviews, skills evaluations and reference checks.

Finally, go on re-recruiting missions. While you are strengthening your talent bench, do not forget the talent you already have. Your best and brightest are in demand in any economy. Be proactive and sell your stars on their employment with your firm before you lose them to competitors. Ask about their career aspirations and consistently direct them toward opportunities or programs that will help them reach their objectives. Frequently offer gratitude for standout work and present them with a clear vision of the bright future with your organization.

To download the EDGE Report, please visit www.rhi.com/EDGEReport2009

Accountemps is the world's first and largest temporary staffing service specializing in the placement of accounting, finance and bookkeeping professionals. The company has more than 360 offices worldwide and offers online job search services at www.accountemps.com



Birmingham Chapter #47

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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.

Board of Directors 2009-2010

President	Jennifer Rowe	Jennifer.Rowe@wakm.com
Vice President	Brandy Ballard	Brandy.ballard@fleetpride.com
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Success in life has nothing to do with what you gain in life or accomplish for yourself. It's what you do for others. -- Danny Thomas