



Accounting & Financial Women's Alliance

CONNECT • ADVANCE • LEAD

Orange County Chapter

The mission of AFWA 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.

President's Message

Millie Culpepper



For AFWA, summer is a time of transition as we bid a grateful farewell to our outgoing Board of Directors for 2013-2014, and welcome our incoming Board for 2014-2015. A very special thanks to our hardworking Board of Directors, committee chairs, and volunteers, your contributions, great and small, are deeply appreciated. They are the glue that holds our organization together.

To our incoming Board and committee chairs, thank you for committing your time and talent as part of the leadership team. We welcome everyone to attend this year's Annual Planning Meeting which will be held this Saturday, July 12th at Accounting Technology Resources. For more information, please contact me at president@afwaoc.org.

To all our members, thank you for being a part of our chapter, and contributing to the ongoing personal and professional growth and development of our community. We welcome you to get involved, whether you can volunteer for an hour, a day or something more extensive. There is no regular meeting in July, so we encourage everyone to join us on August 20th for our Summer Dinner Meeting at the Holiday Inn; see the article below.

Have a wonderful summer, and hope to see you on August 20. Feel free to pass the invitation to your colleagues, friends, and clients, to become a part of this organization with its diverse resources for all who become involved.

For more information on any of our events, please visit our website at www.afwaoc.org

Millie Culpepper, President
president@afwaoc.org



Please join our LinkedIn group

Connect and network online with other professionals, start discussions and more!
[Click here to view our group profile.](#)

For additional AFWA networking click links below:

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Upcoming Events

07/12/2014

Planning Meeting
9:00am - 3:00pm
ATR, Santa Ana

08/20/2014

Dinner Meeting
6:00pm Holiday Inn

09/28-10/01 2014

2014 AFWA Annual
Conference
New Orleans, La.

10/16/2014

NAWBO 19th Annual
Remarkable
Women Award
Event

11/19/2014

Student Night
Scholarship
Awards Dinner
TBD

[Visit our chapter website
for more details](#)

Board of Directors

President
Millie Culpepper

President-Elect
Karen McGarrigle

V.P. Membership
Lily Gidcumb

V.P. Special Events
Doris Cerna

V.P. Communications
Karen McGarrigle

Recording Secretary
Open

[AFWA Orange County Chapter's Website](#)

National [Website](#)

National [Facebook](#)

National [Twitter](#)

National [Blog](#)

Treasurer
Sandra Maldonado

Directors
Gina Webber



Dinner Meeting August 20th

TEN KEYS TO GETTING A JOB IN ANY MARKET

Gina Webber

Learn A Recruiter's Secrets To Marketing Yourself

You lost your job-now what? No problem if you have a stellar resume in an industry that happens to be hiring in this job market. What if you don't? Maybe your resume isn't stellar, maybe you need to change industries, maybe you need to change careers. Submitting resumes on open positions won't work unless you are a perfect fit. So what do you do?

Dolores Lara, an executive recruiter since 1984, will share her secrets on what recruiters do to market a candidate. If you are willing to make a consistent effort and leave your comfort zone, you will get results in any market.



Dolores Lara has just launched a new company, Dolores Lara Breaking Barriers, a professional speaking company. Drawing on her long-term experience as an executive recruiter, she speaks on various job related topics such as writing effective resumes, interviewing skills, and job hunting techniques. Based on an event that turned her life around, she also inspires audiences to pursue their dreams-no matter what age they happen to be.

Dolores is President of The Hemingway Company, a boutique executive search firm specializing in accounting and finance. She started recruiting in 1984. She is a graduate of Bethel College in North Newton, Kansas and is a CPA. Before becoming a recruiter she worked in the accounting field first for Peat, Marwick, Mitchell & Co. (now KPMG) and then for Pizza Hut, Inc., a division of PepsiCo.

Dolores served on the OC/LB board of the California Society of CPAs for six years, is a

member of Accounting & Financial Women's Alliance (previously ASWA), and is a member of Toastmasters. She was a Founder's District finalist in the 2013 International Speech Contest.

In her spare time, Dolores writes a blog, plans to publish her first book within six months, and is an avid marathon runner.

Topic: TEN KEYS TO GETTING A JOB IN ANY MARKET

Date: Wednesday, August 20, 2014

Time: 6:00pm

Place: Holiday Inn

2726 S. Grand Avenue

Santa Ana, CA 92705

Ph: 714-481-6300

FREE Open Parking

Menu: Mandarin Beef & Broccoli served over a bed of steamed rice. Served with a small salad, dinner rolls and Chef's Choice dessert.

Vegetarian option: Asian stir-fried vegetables served over white rice. Served with a small salad, dinner rolls and Chef's Choice dessert.

Advance reservations are *requested and must be received by noon on Friday, August 15th at 12 noon.*

Members: \$38 Guests: \$45 Students: \$30

Three convenient ways to register:

By phone: Contact AFWA voice mail at 949-862-0777

By email: Contact reservations@AFWAoc.org

On-line: Register via our PayPal link: www.afwaoc.org

Opportunity prize drawings

Tickets sold at \$5, \$10, \$20

Proceeds support our scholarship fund.

If you or your company would like to donate a bottle of wine, a gift certificate or other items to be used for our Opportunity Drawing to raise money for our Scholarship Fund, please contact Sandra Maldonado at opportunity.drawings@afwaoc.org

ATTENTION MEMBERS

2014-2015 Annual Planning Meeting

Millie Culpepper

Date: Saturday, July 12th, 2014

Time: 9am - 3pm

Location: Accounting Technology Resources

200 Sandpointe Ave. Ste 560

Santa Ana, CA 92707

Welcome to the 2014-2015 AFWA chapter board and committees. We're looking forward to having another great year together!

Our annual chapter planning meeting is held in July each year, usually on a Saturday from 9am to 3pm.

If you're new to the board or as a committee chair, please meet with your counterpart from the current board or committee, before our annual meeting. Please ask them to pass last year's records or notebooks to you and to give you guidance about your new position.

Committee chairs and members, we welcome you to attend the meeting, and encourage you to come for at least the period where we talk about your committee functions.

What to bring if you have a position as an officer, board member or chair:

- Your personal laptop or iPad
- Pen & paper or notebook
- Your Calendar
- Your enthusiasm & leadership knowledge
- Your job descriptions and a clear understanding of them
- An open mind and new ideas
- A goal that you want to accomplish in your positions next year and a list of 3 to 5 critical success factors that will need to happen in order to accomplish your goal.
- A blazer for pictures

Please remember to meet with your predecessors before this meeting. It is crucial that you understand your new position and how you can succeed on the 2014-2015 AFWA Orange County Board of Directors!

A continental breakfast and lunch will be provided. We will go out for lunch to a nearby restaurant. You're welcome to bring other goodies to share!

Please RSVP by Friday, 7/11/2014 to aswa.culpepper@aol.com or call (714) 402-5535 with any pre-meeting questions or comments.

See you Saturday at the Planning Meeting,
Millie Culpepper
President, AFWA Orange County Chapter

AFWA Installation Dinner Recap - June 18th

Aleigh Dornbach

Thank you to everyone who joined us last week for our YEAR END event!

A special thanks goes out to our sponsor Wright Ford Young & Co. CPAs. It was a great evening, and it gives us such pleasure to be a part of AFWA-OC where women really do strive to Connect, Advance, and Lead.

We were able to celebrate the Installation of the AFWA-OC Board of Directors for our 2014-2015 year. We started the evening by thanking our prior year board of directors for their hard work and dedication. Plus we welcomed all of our new 2014-2015 board and committee members. We celebrated the Anniversaries of two of our members, Gail Campbell and Ann Marie Broderick, CPA.

We were very excited to honor Millie Culpepper as our chapter's Member of the Year. This is a prestigious award for someone who consistently demonstrates a commitment to our local chapter and to the goals of professional women in accounting and finance, inspires us to be our best, and makes a difference in people's lives.

Later, we heard from our guest speaker, Scharrell Talley-Jackson of Squar Milner on her perspective on implementing new software within an organization. She provided the audience with some great tips and tricks when researching, selecting and implementing new software for your company.

Check out some of the moments we captured on camera below.

The following is a tribute to Millie Culpepper written by Kristina Diaz:
On behalf of the Board of Directors, I would like to congratulate **Millie Culpepper** for being voted **AFWA Member of the Year for 2014**.

Millie Culpepper

Member of the Orange County chapter of AFWA since 2004, in 2007 became active as Hotel Liaison for two years, holding several different board positions as VP of Special Events, VP of Membership. In January 2012 became President and will continue serving as next year's President. In addition to her local chapter responsibilities, Millie serves as AFWA Regional Director to Los Angeles, Santa Barbara, San Diego, San Francisco and Jackson, Mississippi. Thank you for all that you do!!



Millie Culpepper Member of the Year Winner, Congrats Millie!!



Honoring and Thanking AFWA outgoing Committee Chairs.



Honoring and Thanking AFWA incoming Board of Directors.



**Congrats to Gail Campbell AFWA member anniversary 20 years
& Ann Marie Broderick member anniversary 30 years!!!**

Opportunity Drawing Donations Needed

Sandra Maldonado

Congratulations to the June Opportunity Drawing Winners!

Mayumi Bower won two tickets to Bowers Museum valued at \$26 and **Cindy Taylor** won a \$50 gift card to Crate & Barrel.

Yan Lu won a Free Ticket to our next AFWA Dinner, donated by our chapter.

100% of the proceeds from our monthly Opportunity Drawings go toward funding our annual scholarship awards. AFWA Orange County Chapter's Scholarship Fund is a 501(c) (3) charity which directly supports accounting students in Orange County.

DONATIONS NEEDED!

We are in need of donations to continue our monthly Opportunity Drawing which funds our scholarships. Many companies which have donated in the past are no longer able to make a donation. Please consider donating a gift card, or whatever you'd like to see in the Opportunity Drawing! If you have something you'd like to donate, please contact Sandra Maldonado at opportunity.drawings@afwaoc.org or visit AFWA-OC website at www.afwaoc.org.

Scholarship Fund donations are 100% deductible, here are three ways to contribute:

- 1) By mail in support of our **AFWA-OC scholarship fund** (Mail to 3857 Birch Street, PMB 169, Newport Beach, CA 92660)
- 2) By PayPal visit our website at <http://afwaoc.org/scholarship-donation/>.
- 3) At our events.

Membership Corner

Lily Gidcumg and Alison Aldrich

Please welcome AFWA newest members:

Natalia Tioujlkova

Krystal Wang

Happy AFWA New Year! July 1 is the start of the AFWA New Year, and for many of us, June 30th was the expiration date of our annual membership. For those of you that may have missed it, there was a glitch with National and we were not able to renew online last month. You should have received an invoice from National to be mailed in with your renewal. I do not know if the online issue has been resolved, and I believe if you did not receive an invoice you can contact National at www.afwa.org.

Renewing members that expired on June 30th please call 1-800-326-2163 and ask for Member Services to process your renewal. National apologizes for the inconvenience. Thank you for your patience as they update their online system.

Here's why you should join!

1. Leadership opportunities in supportive arena
2. Local contacts for networking and professional information
3. Subscription to *Accountability* e-newsletter

National Benefits of Membership

The following is a list of current benefits enjoyed by members:

- o Prestigious status of professional affiliation

- o National contacts for networking and professional information
- o Forum for CPE
- o Scholarships
- o Leadership opportunities in supportive arena
- o National and regional conferences at a discounted rate
- o Access to Career Center
- o Access to LinkedIn group
- o National online membership directory
- o Discounted membership to the Institute for Management Accountants (IMA)
- o Discounted products and services through affiliation agreements (CPA review courses, CCH tax & accounting books and Long Term Care insurance.)

If you are interested in becoming a member of AFWA, please fill out a registration form at www.afwaoc.org

Members: Keep our records current--log in to AFWA National at www.afwa.org to update your contact information.

Join today at www.afwaoc.org/membership.php

Questions? Contact Us.

By Email: membership@afwaoc.org

By Phone: 714 726-0775

By Mail: 3857 Birch Street, PMB 169
Newport Beach, CA 926680

National website: www.afwa.org/join

AFWA National News

2014 AFWA ANNUAL CONFERENCE



Accounting & Financial Women's Alliance

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Orange County Chapter



2014 AFWA Annual Conference 9/28/14 - 10/1/14

Astor Crowne Plaza French Quarter New Orleans, LA

Registration Now Open

Don't miss this opportunity to network with other women in accounting and finance from across the country. Join AFWA in New Orleans and learn from leading experts on ways to develop a variety of your skills. The Accounting & Financial Women's Alliance Annual Conference will be loaded with opportunities for networking, leadership development, education - including CPE credit hours - and fun!

[More Information](#) | [Register Now](#)

Local Accommodations

Astor Crowne Plaza

This year's AFWA Annual Conference will be held at the Astor Crowne Plaza in the historic French Quarter in New Orleans, LA.



A block of rooms with a special rate of \$195 has been reserved for AFWA Annual Conference attendees. Don't wait to book your hotel reservations, the deadline for the discounted rate is August 27, and the block will sell out quickly.

[CLICK NOW](#) to reserve your accommodations or call the Astor Crown Plaza Reservation Center at 888.696.4806 and refer to the "AFWA Annual Conference" when booking your hotel reservation.

Student Day

Tuesday, September 30, 2014

AFWA is proud to offer a one-day program specifically designed for students of accounting and finance.

[Click for more information](#)

Robert Half Article

Kristina Diaz

Companies Are Hiring Project Professionals for These 4 Types of Consulting Jobs

The days of viewing [temporary employees](#) as low-skilled workers are long gone. Consultants are [increasingly important](#) to companies that value project-based professionals for the expertise, flexibility and cost savings they deliver.

A Robert Half [survey](#) found that the majority of interviewed CEOs whose companies work with financial consultants said they will seek them again for future finance and accounting projects, and nearly half plan to hire consultants for business systems and process improvement initiatives.

Here are four in-demand consulting jobs, with advice on when to hire each type of project professional:

- **1. Business strategist** Seeing the big picture and formulating strategies can be difficult for employees who are too close to the process. Consultants, on the other hand, have strong knowledge of the entire industry and your company's direct competitors, and this allows them to approach strategy development within a broader context. Hiring a consultant with an outsider's perspective and experience might be an appropriate next step for an organization that is at an impasse with its strategic objectives.
- **2. Efficiency consultant** Organizations regularly rely on consultants to streamline processes, assess operations and evaluate the organizational chart and reporting structure. [Small businesses](#) in particular often don't have the staffing, expertise or financial resources to accurately assess their overall performance. Generally, the best time to bring in a project professional for process improvement is at the beginning of the fiscal year or the inception of a big project or new business initiative. This is so the consultant can make recommendations before a launch or strategy implementation - and not in midstream.
- **3. Tax professional** Tax work and financial reporting are perfect consulting jobs, since these tasks are often cyclical. You can use consultants to assess your financial records, do paperwork and even offer support in the event of an audit. Given the importance of compliance and proper tax filing, hiring a tax consultant - quarterly, semiannually or annually - can offer very good return on investment.
- **4. Technology consultant** From increasing the power of your network storage to migrating data to the cloud, continually upgrading your technology is a must in today's fast-moving business world. Project consultants keep up with technology trends in a way many managers don't have the time for. These consultants can analyze your business and give recommendations as to how certain tech solutions, such as mobile apps or cloud software, can save money and boost productivity. Holding on to outdated technology can let your company fall behind the competition. Any time is a good time to enlist a project professional to handle tech upgrades, but it especially makes sense to recruit extra help before a major rollout or upgrade.

More and more highly qualified professionals are moving toward [consulting jobs](#) and their perks, such as career flexibility and constant challenges. This is nothing but good news for companies, and knowing how best to deploy project professionals will make a major difference in your company's performance and bottom line.

Accountemps, a [Robert Half](#) company, is the world's first and largest specialized staffing firm for temporary accounting, finance and bookkeeping professionals. The staffing firm has more than 345 locations worldwide. More resources, including online job search services and the [Accountemps blog](#), can be found at accountemps.com.