



Volume 63, Issue 6
December, 2011

Recent Accruals

- **Upcoming Meetings**
 - Dec 6—Holiday Social
 - Jan 17—Annual Tax Update
 - Feb 21—Long-Term Care Insurance
 - Mar 20—Social Media—Using LinkedIn and Facebook Efficiently in Business
- Other Monthly ASWA Events**
- Dec 1—Sole Practitioners
 - Dec 14—Investment Club
 - January 30—Board Meeting



ASWA Denver Chapter is wishing you a most delightful Holiday Season, full of friends and family!

This month's gathering is the HOLIDAY SOCIAL. Reservations have closed.

Holiday Social

Denver's only Casino Night Murder Mystery Dinner!

December 6, 2011 @ 6 pm

Location: Lumber Baron Inn

2555 W. 37th Ave.

Denver, CO 80211



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We are collecting art supplies and board games for Denver Children's Home at the Holiday Social. See page 3 for further details. If you're not able to attend, donations at www.denverchildrenshome.org or gifts may be dropped off at Weishaupl and Assoc, LLC, 12000 E. 47th Ave, Suite 116, Denver, CO.



We will return to our regular meeting schedule on January 17, 2012, with our Annual Tax Update which offers 3 hours of CPE. Our speakers will be Victoria Marschner CPA who will provide an update on individual returns; Mira Fine' CPA who will cover corporate updates; and Sandra Kemper CPA who will discuss updates on Colorado taxes.



ASWA Board Corner

My life has been an adventure full of odd opportunities where you say to yourself, “Me? This is my life?” I have traveled and landed in unusual places. I have explored learning and food. I have met people throughout the world I can call friends.

*“Enjoy your
journey!”*

My journey this year involved daily walks and opening my eyes. Here in Denver is a tiny lake which used to be a bird sanctuary. What a great place to walk! I started carrying a camera and learned to identify birds. After a while, I knew that I would see at least five different birds on every walk. There were some days with more than ten. One day pelicans started arriving. Within a week there were over two hundred pelicans. Pelicans soar like angels and land awkwardly with feet spread. When one spots a fish, the whole group dips under water like fans at a football team doing a wave. I saw others, even other birds, watching and taking in these special moments.



During these winter holidays, I wish for you the joy of the season filled with both exploration and stillness to appreciate your world. Enjoy your journey!

~~ Cheryl Michaels

Other Monthly Events



Denver Chapter Board of Directors Meetings:

Last Monday of every other month—January 30 at 6:00 pm
(All members are welcome to attend)

Location: Offices of Anton Collins Mitchell LLP, 303 17th St., Suite 600, Denver, CO

Contact: Heather Russ at (303) 567-7285 for directions

Sole Practitioners:

First Thursday of each month at 7:30 am

Location: David L. Marfitano, CPA, 3650 S. Yosemite St., Suite 210, Denver, CO

Contact: Bobbie Marfitano (303) 290-9460

Investment Club:

Second Wednesday of each month at 5:30 pm

Location: Ross-Cherry Creek Library, 305 Milwaukee St., Denver, CO



Denver Children's Home would like to show our appreciation of the American Society for Women Accountants for donating art supplies and board games at your December Holiday Social on December 6, 2011!

Your donations give our kids the tools they need to help them heal & grow.

Arts and Crafts Supplies

Art is used as therapy here at DCH to bring out thoughts and feelings.

We need:

- Sketch books
- Journals
- Beads
- Paints or Pastels
- Model car/plane kits
- Markers
- Colored pencils
- Colorful gel pens
- Stickers
- Scrapbooks
- Sculpey

Board Games

Games are tools we use to teach DCH kids how to play and collaborate with others. The kids love to play:

- Monopoly and Monopoly Deal
- Sorry and Uno
- Apples to Apples
- Candy Land & Shoots and Ladders
- Taboo
- Jenga
- Chess and Checkers
- Bop It
- Yatzee
- Pictionary
- Scrabble



**Denver
Children's
Home**

Since 1876

Restoring hope & health to traumatized children & families

Why There's No Such Thing as a Job Candidate Who Doesn't Deserve Attention

By Accountemps

Despite what you may have heard, it's still critical for employers to make a good impression on job candidates. Even with general unemployment levels high, competition is intense for professionals with in-demand specialized experience.

But no matter how sought-after a candidate is, companies should treat him or her courteously. In an online world, it's a simple matter for applicants who have an unpleasant experience contacting or interviewing with your firm to post negative comments about your organization.

Take care to treat all potential candidates with equal consideration and respect — even if you know instinctively after meeting a candidate that he or she is not the right fit for the job or your company culture. Here's some advice for making a positive impression on candidates you want to hire as well as those you may not:

Treat candidates like customers

If you believe the interview process is all about candidates trying to convince *you* to hire them, you should think again. In today's hiring environment where finding skilled financial talent can be a challenge, you need to work just as hard to “sell” potential employees on why your firm is the best choice for them. Whether it's an initial phone screen or an in-person interview, show you are fully engaged by listening and responding thoughtfully to applicants' comments and questions.

Don't maintain a 'cone of silence'

After the interview, let the candidate know as soon as possible where things stand with the hiring process. If you promise to make contact within a certain time frame, do so. Even if it takes longer than expected to make a hiring decision, provide updates as appropriate by email or phone. If at some point the candidate is no longer being considered for the role, make that clear immediately so he or she can focus on pursuing other opportunities.

Additionally, if you're certain after the interview that you will not be hiring a candidate, don't string him or her along. Let the applicant know the next day – by phone, preferably – that they won't be offered the position. Thank the interviewee again for his or her time, and provide brief, honest feedback about what you thought was positive about the candidate's skills and experience. This kind of follow-up effort will go a long way toward showing applicants that the firm seriously weighed their potential – even if they weren't hired.

Recommendations and referrals from potential hires can play a key role in your firm's ability to attract talent, so it's in your best interest to make the effort to show every job candidate that he or she is valued. By creating a positive experience throughout the interview process, you can reduce the chance of earning a negative reputation among job seekers – and among customers, as well, if someone is inclined to criticize your company publicly.

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Submitted by Alix Peery, Recruiting Manager at Robert Half Finance & Accounting

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 350 offices worldwide and offers online job search services at www.accountemps.com.

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Announcements



ASWA February 2012 meeting, Long term Care Planning

Presenters: Aaron Eisenach and Susan Spencers

If you had a crystal ball, would you check it out to see if a nursing home stay was in your future and plan accordingly? You probably would, but, you don't have a crystal ball. So, what is your plan if you or someone you love needs long-term care? What services will be available? How will your family be impacted physically, emotionally and financially? Having a plan for long-term care is a must, and many have turned to long-term care insurance as a means to financing the goals of such planning.

ASWA is introducing a member benefit featuring a new concept in long-term care insurance. Join LTC insurance wholesaler and instructor, Aaron Eisenach, CLTC, and ASWA member, Susan Spencers, to learn about this new "80/20" plan, who is eligible for the ASWA member discount, tax incentives for the self-employed, and more.

JOB POSTINGS: Be sure to check out our website for the most up-to-date listings or email your contact information to Maggie Rerucha at maggie.rerucha@frontrange.edu.

DATABASE/MEMBERSHIP:

Please remember to update changes in your contact information on the National ASWA website at aswa.org. It is also very helpful to me if you would also send me an email when you have a change, too. I am then alerted to check on the National website. National no longer "provides change reports" for quick access to determine changes (since March 2010) as in the past. I do check your contact information annually when you renew your membership but if it changes in between then I will not know unless you alert me. You can best reach me at sndypurdy@yahoo.com.

Also, my position needs to be filled, since I am now also the President-Elect, and definitely before I become President. Please let me know if you are interested. It takes about 3 hours per month to perform the main part of this job and then just responding to emails during the month. I can train you! You will probably do a better job than me for all you techy people out there. We use Microsoft Access to maintain the database.

Thanks, Sandy Purdy, Database/Membership Chairperson and President-Elect

BULLETIN DEADLINE:

- The deadline for submitting bulletin articles is the 20th of each month
- Articles should be submitted in electronic format
- Email as an attachment to: cheryl@global.t-bird.edu

Thanks! Cheryl Michaels

Blast from the Past...

This is just a different type of holiday picture from the recent past, taken July 2009 at our 60th Anniversary Celebration, Scholarship Fund Raiser.



Contact Us and Stay In Touch!

ASWA Denver is now on
LinkedIn and Facebook!
(<http://www.linkedin.com>)
(<http://www.facebook.com>)

Join/Friend us and stay up to
date on all of our events!

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National Website: www.aswa.org

ASWA Mission Statement: 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.