



Volume 63, Issue 5  
 November, 2011

# Recent Accruals

## Reservation for May Meeting

- Due November 10, 2011

## Upcoming Meetings

- Dec 6—Holiday Social
- Jan 17—Annual Tax Update
- Feb 21—Long-Term Care Insurance

## Other Monthly ASWA Events

- Nov 3—Sole Practitioners
- Nov 9—Investment Club
- Nov 28—Board Meeting

## ETHICS—COLORADO RULES AND REGULATIONS

Date	Tuesday, November 15, 2011		
Location	Denver Athletic Club 1325 Glenarm St., Denver, CO 80204 (Parking is \$5 in DAC lot at 14th & Welton)	Time	5:00 Check-in & Networking
Speaker	Courtney Cowgill, CPA, CIA, CMA, CFE	6:00	Dinner
Objectives	-Familiarize professionals with CR&R -Application of CR&R to practical everyday experience -Review significant changes in Board rules and policies -Review and analyze cases -Understand ramification of Board processes	7:00-8:40	Program
		Cost	Members, \$40 Guests \$75 Students \$25
Menu	Butternut Squash Soup, Grilled Chicken Salad with mixed greens, dried cranberries, candied walnuts, goat cheese with a raspberry vinaigrette dressing	Guests—Bring your dual-signed RMAC CPE certificate and receive a \$20 rebate.	
Vegetarian	Butternut Squash Soup, Entrée Salad with mixed greens, dried cranberries, candied walnuts, goat cheese with a raspberry vinaigrette dressing		
Dessert	Assorted pumpkin pie and pecan tartlets		

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## About the Speaker

**Courtney Cowgill** has over 25 years of business experience, including three years in an international accounting firm, two years in Internal Audit and almost nine years in a financial role for a variety of companies. Additional work experience includes processing operations for a credit card company and an agency of the Federal government, controller and CFO for residential and commercial construction companies, Operational Director of an architecture firm and Field Accounting Officer for the Resolution Trust Company. She has served as the Executive Director of Program Management for AT&T Broadband Advanced Engineering Group, was the Program Manager for the Interactive Television Project and the Digital Television national launch and was one of the first CFO's in the United States to file financial statements with the SEC using XBRL.

Courtney is a past President of the Colorado Board of Accountancy. She has served as National President of the American Society of Women Accountants, Chapter President of the Colorado Centennial Chapter of the Institute of Management Accounts, Chair of the Colorado Women's Chamber of Commerce and governor-appointed CPA representative to the Colorado Lottery Commission including chairing it for two years.

## ASWA Board Corner



As I sit down to write this month's Board Corner, I'm doing laundry, dishes, need to finish cleaning my house and find time to get outside for a run. Remembering what Maggie wrote last month, I'm not doing well at single-tasking. We all have crazy busy lives and sometimes we forget to stop, take a step back and enjoy the journey.

*“Work hard! Play  
hard! Laugh  
often!”*

For many of us, our busy work seasons have passed and now is the time to enjoy the journey. Get outside and enjoy the beautiful fall weather, stop and smell the roses, jump in the pile of leaves, whatever your heart desires! When work gets busy, most of us forget that we can take a break. We don't have to work 14 hour days for months straight. Everyone needs a break now and then!

As the holidays quickly approach, find time to enjoy family and friends! Take time out of your shopping, decorating and planning to relax and enjoy!

Don't forget to go on-line and register for our Holiday Social today! Go to [www.aswadenver.org](http://www.aswadenver.org) and under the Meetings and Events tab you'll see where you can register for both the November Ethics meeting and the Holiday Social. It's going to be a fun relaxing night to spend with our ASWA family!

Life's short! Work hard! Play hard! Laugh often!

*~~ Joan Weishaupl, Past President*

## Other Monthly Events



### Denver Chapter Board of Directors Meetings:

Last Monday of every other month—November 28 at 6:00 pm  
(All members are welcome to attend)

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

### Sole Practitioners:

First Thursday of each month at 7:30 pm

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

Contact: Sallie Gwinn (303) 234-9199

## CPE Disclosure Information

ASWA Member Meeting, Tuesday, November 15, 2011

ASWA Chapter Name: Denver

Program Title: Ethics—Colorado Rules and Regulations

Presenter: Courtney Cowgill, CPA, CIA, CMA, CFE

Learning Objectives & Program Content:

- Familiarize professionals with CR&R
- Application of CR&R to practical everyday experience
- Review significant changes in Board rules and policies
- Review and analyze cases
- Understand ramification of Board processes

Field of Study: Ethics

Program Level: Beginner

Preparation: None

Instructional Delivery Method: Live

Recommended Amount of CPE Credit: 2 credit hour

CPE Information: 2 hour of CPE (In accordance with the Standards of the National Registry of CPE Sponsors, CPE credits are granted based on a 50-minute hour. Participants must remain in a particular session for at least 50 minutes to earn a minimum of 1 CPE credit; all attempts have been made to ensure that these classes qualify for CPE credit under the rules of the Colorado State Board of Accountancy. Attendees have the responsibility to ensure that the classes they attend conform to the CPE credit guidelines and policies of the association managing their certification or the state issuing their license.)

Name of CPE Chapter Contact: Donna Krier

CPE Contact Address: (720) 240-8885, [dmkrier@wradvisors.com](mailto:dmkrier@wradvisors.com)

Administrative Policies: **The Connection Committee will be contacting you for reservations. If you don't hear from them by November 9th please contact Carol Marsala at (303) 237-0688 or [cmarsala@denisonmines.com](mailto:cmarsala@denisonmines.com). There will be a door charge for entrants without reservations.**

All no-shows will be billed.

Official National Registry Statement

ASWA is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State Boards of accountancy have final authority on the acceptance of individual courses of CPE credit. Complaints regarding registered sponsors may be addressed to the National Registry of CPE Sponsors: 150 Fourth Avenue, Suite 700, Nashville, TN 37219-2417. Website: [www.nasba.org](http://www.nasba.org).

## Thoughts on the National Conference

In October, three members of this chapter, including myself, went to the ASWA National Conference. It was a great conference. There was so much valuable information presented in the various sessions that we will be able to immediately utilize as we continue to grow this chapter.

As we move forward this year I look forward to:

Creating a Financial Literacy Program,  
Having an in-service day along with our regular CPE speakers.

Please note that your input is valuable to this organization and if you have ideas for topics that you wish to learn more about or services that you would like to have presented, please send me an email and we will do our best to accommodate.

As this is a volunteer organization and one that encourages members to take an active role on the board and in committees, if you are interested in any of these positions, please feel free to send me an email, so I can tell you more.

I want to also take a moment to congratulate our Newsletter Editor - Cheryl Michaels. Due to Cheryl's hard work and dedication to our newsletter, we received an award at the National Conference for "Large Chapter Newsletter of the Year".

Keep on counting!



*Heather Russ, Denver Chapter President*  
[aswapresident@aswadenver.org](mailto:aswapresident@aswadenver.org)

## Activity Corner!

# Holiday Social

Denver's only **Casino Night Murder Mystery Dinner!**

**December 6, 2011 @ 6 pm**

Bring your husband, friends, or just yourself, but don't miss this fun-filled night of gambling **without losing**, dinner and murder mystery!

Cost: \$39.99 per person

Location: Lumber Baron Inn

2555 W. 37<sup>th</sup> Ave.

Denver, CO 80211



This is a prepay event due to the reservation requirements. Reserve your spot on-line at [www.aswadenver.org](http://www.aswadenver.org) or print this flier and mail it and your check to:

Sandy Kemper  
10901 W. 106<sup>th</sup> Place  
Westminster, CO 80021

**Reservations are due by November 18th, 2011 !!!!**

Questions? E-mail or call Joan Weishaupl @ [weishauplcpa@q.com](mailto:weishauplcpa@q.com) or (720) 295.1040

## Mistakes Hiring Managers Make Today

By [Accountemps](#)

What? Companies are having hiring difficulties in the current business environment? Actually, yes. More than half (59 percent) of executives interviewed for the latest [Robert Half Financial Hiring Index](#) said it's challenging to find skilled financial professionals today, up 17 points from the third quarter.

One problem is that, with so many applicants competing for each advertised position, it can take much longer for hiring managers to sift through the flood of resumes they receive. And after they complete the task, the ease of applying online means managers may receive resumes from people with none of the desired skills and attributes.

When companies *are* able to locate viable candidates, they need to move judiciously but quickly. Financial professionals with the most in-demand skills are likely to have their pick of offers and won't wait long for a particular company's answer. So if you're a hiring manager, don't make the mistake some employers do and assume you have plenty of time to pursue a candidate. Waste no time when stand-out professionals emerge.

Here are some other common mistakes you should try to steer clear of:

### **Asking 'for the moon'**

Yes, you want to hire the best talent possible. But by creating unrealistic job descriptions, you may end up convincing highly qualified candidates that they shouldn't even bother to apply. Place the strongest emphasis on "must have" requirements, such as essential certifications. And don't overlook other qualities a candidate will need to excel at your firm – for example, strong interpersonal skills.

### **Not making use of all the best resources**

Leading employment websites and social media are important tools in today's hiring process, but they don't uncover the full scope of potential candidates. Look to your professional networks and to specialized recruiters to tap into the "hidden" candidate pool. For instance, these resources can help you locate talented professionals who are not actively looking for a new job, but would be open to making a move for the right opportunity.

### **Not utilizing temporary and project placements**

The economy's slow-to-materialize recovery has prompted many employers to adopt a flexible staffing approach to avoid the problems created by under- or over-hiring. Firms engage interim professionals to tackle temporary spikes in workloads or to help address ongoing and business-critical demands while the firm searches for full-time candidates.

Many leading companies have found that working with temporary personnel provides them the opportunity to evaluate potential full-time candidates while on the job, and assess these workers' ability to team effectively with existing staff and succeed in the prevailing corporate culture. Firms also find these arrangements help them decide whether a particular role should be staffed with a full-time employee.

Even though many accounting and finance professionals are in the job market now, you may have to work harder than ever before, and pursue new strategies, to locate candidates with the right mix of skills and experience that your firm requires. They're out there, though. And when you do find them, be sure to move quickly to hire them – or another employer will.

###

*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](http://www.accountemps.com).*

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## Announcements



**UPCOMING:** We have three speakers scheduled for our [Annual Tax Update](#) which offers 3 hours of CPE. Victoria Marschner, CPA, will provide an update on individual returns. Mira Fine', CPA, will cover corporate updates. Sandra Kemper, CPA, will discuss updates on Colorado taxes. Save the date—January 17, 2012.

**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](mailto:maggie.rerucha@frontrange.edu).

### **DATABASE/MEMBERSHIP:**

Please remember to update changes in your contact information on the National ASWA website at [aswa.org](http://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](mailto: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](mailto:cheryl@global.t-bird.edu)

Thanks! Cheryl Michaels

## Blast from the Past...

*This Denver proclamation recognizes Women Accountants Day—November 18, 1989—in honor of ASWA’s 50th Anniversary*



## 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!

**Denver Chapter 26 Contacts:**

[www.aswadenver.org](http://www.aswadenver.org)

P.O. Box 2234

Denver, CO 80201-2234

Heather Russ, President

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Email: [hruss@rmcad.edu](mailto:hruss@rmcad.edu)

Maggie Rerucha, Employment Chair

[maggie.rerucha@frontrange.edu](mailto:maggie.rerucha@frontrange.edu)

National Website: [www.aswa.org](http://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.**