



NEWS

American Woman's Society of Certified Public Accountants

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FOR IMMEDIATE RELEASE

LEAD BY EXAMPLE AWARD ANNOUNCED

DAYTON, OHIO -- The American Woman's Society of Certified Public Accountants (AWSCPA) has announced that its Lead By Example Award was recently given to Esther N Phahla at the 2014 Women's Accounting and Leadership Conference in Morristown, N.J. It is given by AWSCPA to a company for innovations in women's programming and recognizing women in strong leadership positions.

Esther Naniki Phahla is the president and CEO of her self-named firm. Esther is a certified public accountant and certified tax coach. She holds a master of science in taxation from Golden Gate University and she also holds a law degree from South Africa. Having worked for major accounting firms for several years she decided to start her own business after the birth of her daughter because she wanted to pursue her career and still be available for her family.

Esther is actively involved in empowering and educating female college students about the opportunities in the accounting profession. Female college students need to realize that the accounting profession is broad. Esther emphasizes the importance of getting certified as soon as they graduate college, and believes the CPA designation makes these young females stand out. She encourages them to stay current with the new laws affecting accounting and challenges young women to acquire as much knowledge as they can early on while never being afraid of entrepreneurship.

Esther's firm works with other women owned businesses in her area by utilizing their skills and expertise and promoting entrepreneurship in the community. Esther serves on the women in business conference committee for her local Chamber of Commerce. Later this fall Esther has been invited to speak to a woman's group to share her story about running a successful business as a wife, mother and serving the community as a board member of organizations she supports. She will share the day-to-day activities that help keep her focused and growing her business and mentoring other business professionals within the accounting profession.

AWSCPA, organized in 1933, is the only national organization committed to the development and advancement of women CPAs in the accounting profession. For its members, AWSCPA provides:

- Resources and support for professional and personal development
- Opportunities for leadership participation, networking and mentoring
- Visibility and recognition for the organization and its members
- Leadership in addressing the concerns of women in the accounting profession

If you would like additional information about AWSCPA, visit the website at www.awscpa.org or contact the National Office at 800.AWSCPA1.

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