

THE SPOKESWOMAN

Volume I, No. 1

Ames Chapter No. 158

December, 1990

AMERICAN SOCIETY OF WOMEN ACCOUNTANTS

REGULAR MONTHLY MEETING

DATE: December 13, 1990

TIME: 5:30 p.m. Networking
6:00 p.m. Dinner
7:00 p.m. Program

PLACE: Palma's Dining Excellence
217 S. Duff Avenue

COST: \$10.00

MENU: Ham Steak or Broiled Chicken

RESERVATIONS: Norma Seifert
(515) 294-8911

DEADLINE: 5:30 p.m., December 10, 1990

SPEAKER: Linda Stocks, Manager of the Iowa Accountemps Division of Robert Half

TOPIC: CAREER STRATEGIES FOR WOMEN ACCOUNTANTS IN THE 1990'S

Linda Stocks joined Iowa Accountemps in 1985. Accountemps specializes in placing senior level consulting talent in accounting and data processing. Accountemps is also a high profile professional accounting and data processing temporary service. Ms. Stocks also functions as a permanent placement consultant for Robert Half of Iowa. Ms. Stocks, a graduate of Idaho State University, has seasoned experience in corporate management, corporate public relations, and public speaking.

Linda will discuss career growth and development trends and strategies. Also, riding the crest of the changing corporate political environment for women and related issues will be presented.

PRESIDENT'S MESSAGE

What a night to remember! Thank you everyone for your part in making our Chartering Banquet such a success. A special thanks to Norma Seifert and Judy Farthing for the arrangements, Liz Starleaf for the decorations, and Joan Rost's husband, Jim, for the photography.

Being a member of ASWA is special and the support we receive from other members makes it even better. Just look at all the support we got with our visitors from five states, as well as Des Moines. It made the Chartering Banquet even more exciting. Perhaps we'll have a chance to show similar support in the future for another new chapter.

As mentioned that night, we have held our chapter planning meeting. The various committee chairs and Board members came up with many good ideas for activities for the rest of the year. There are numerous opportunities for involvement. Choose several activities to participate in this year and you will enjoy membership in ASWA even more.

Involvement - that's the key for success of the Ames Chapter and for getting the most out of your membership.

Have a happy holiday season and see you at the December meeting.

Karen Jacobson
President

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CHARTERING BANQUET

The American Society of Women Accountants officially welcomed its 134th chapter on November 10, 1990 at the chartering banquet honoring the Ames Chapter No. 158. Twenty-six members and twenty-nine guests attended including spouses, employers, national members, and members from other area chapters such as Des Moines, Minneapolis/St. Paul, and Omaha.

Gayle Powelson, the National ASWA President, conducted the ceremony. The program began with a speech by Gayle about the purpose of ASWA and the advantages of being a member. Afterwards, she presented the official charter to Karen Jacobson, President of the Ames Chapter.

Jill Bryant, Prairie States Area Director, briefly discussed upcoming events including the National ASWA Spring Conference, and the Joint Annual Meeting of ASWA and AWS CPA.

Philippa Bennett, the Great Lakes Area Director, and Jill Bryant presented membership certificates. Gayle Powelson then installed the 1990-1991 officers and directors.

Angela Reed, President of the Des Moines Chapter, presented Karen Jacobson with a gavel and plaque which is the customary gift given by the sponsoring chapter.

Karen Jacobson concluded the evening with an enthusiastic discussion of the Ames Chapter's general plans and goals for the remainder of the year. Our chapter has thirty members already! If we all have half of Karen's energy and excitement, we can expect great things from this chapter.

A special thanks to Norma Seifert for planning such a successful event and to Liz Starleaf for making the centerpieces. Who would have dreamed that an acorn squash could be such an attractive table decoration? Keep putting forth those creative efforts!!

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1990-1991 OFFICERS & DIRECTORS

OFFICERS:

President	Karen E. Jacobson
Vice-President	Stephanie Fox
Secretary	Sue Logan
Treasurer	Ellen Rasmussen

DIRECTORS:

Jeanne L. Beidler
Sharon L. Croissant
Gwenyth Y. Waalkes

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COMMITTEE CHAIRPERSONS

<u>Committee</u>	<u>Chairperson</u>
Administrative Reporting	Beverly Wandling
Bulletin	Jeanne Beidler
Bylaws	Elizabeth Starleaf
Chapter Development	Unstaffed
Education & Legislation	Mary Pfantz
Finance	Ellen Rasmussen
Hospitality	Norma Seifert
Membership	Gwen Waalkes
Member Relations	Cindy Wilson
Program	Sharon Croissant
Publicity	Kathy Strum
Public Relations	Joan Rost
Student Activities	Jan Duffy

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NEW MISSION STATEMENT

The mission of the American Society of Women Accountants is to enable women in all fields of accounting to achieve their personal, professional, and economic potential and to contribute to future development of the profession.

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PRESIDENT:

Karen E. Jacobson, CPA
Ames Savings Bank, FSB
424 Main Street
Ames, IA 50010

Home: (515) 733-2660
Work: (515) 232-2714

MEMBERSHIP:

Gwenyth Y. Waalkes, CPA
Ames Savings Bank, FSB
424 Main Street
Ames, IA 50010

Home: (515) 382-5948
Work: (515) 232-2714

BULLETIN:

Jeanne L. Beidler
815 W. 5th Street
Boone, IA 50036

Home: (515) 432-5363

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NOVEMBER BOARD MEETING MINUTES

Ames Chapter No. 158
November 7, 1990

CALL TO ORDER: The November board meeting of the Ames Chapter No. 158 of the American Society of Women Accountants was called to order at approximately 6:30 p.m. on the 7th of November, 1990, at the Ames Savings Bank, the President, Karen Jacobson presiding.

QUORUM: A quorum was present.

ATTENDANCE: The following board members and chairpersons were in attendance: Jeanne Beidler, Sharon Croissant, Stephanie Fox, Karen Jacobson, Sue Logan, Mary Pfantz, Ellen Rasmussen, Joan Rost, Norma Seifert, Beverly Wandling, Gwen Waalkes and Cindy Wilson. The following members of the Des Moines chapter were also present: Angela Reed, President, Kathy Koenig and Dawn Schulz.

OLD BUSINESS: The October board meeting minutes were read by Sue Logan, Secretary. Ellen Rasmussen made a motion to amend the minutes to read that the token gift for guest speakers at our monthly meetings be \$8.50 rather than \$5.00. Cindy Wilson seconded the motion. The amended minutes were approved.

TREASURER'S REPORT: Ellen Rasmussen reported that the balance in the chapter bank account is presently \$487.25. Ellen also presented the chapter budget for the remaining months of the year, November, 1990 through June, 1991. Stephanie Fox made a motion to approve the budget as reported and Sharon Croissant seconded the motion. The budget was approved as reported.

BUDGET FOR FISCAL YEAR 1990-1991:

RECEIPTS:

Dues - National	\$ 1,535
Dues - Local	635
Other Receipts	<u>0</u>

TOTAL RECEIPTS \$ 2,170
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EXPENDITURES:

National Dues	\$ 1,535
Program & Speaker	120
Stationery & Office Supplies	100
Bulletin	175
Postage	100
Miscellaneous	<u>140</u>

TOTAL EXPENDITURES \$ 2,170
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BUDGET ASSUMPTIONS FOR FISCAL YEAR 1990-1991 BUDGET:

RECEIPT ASSUMPTIONS:

1. Will gain two additional full members to bring total to 31 members. Student membership will remain at one student - will gain no additional student members this year.
2. No significant additional receipts will be generated this year. The use of any additional receipts will be specifically identified as the receipts are generated.

EXPENDITURE ASSUMPTIONS:

1. The budget will balance. Expenditures may not exceed receipts.
2. Program/speaker expenditures at \$15 per meeting for eight months.
3. Bulletin expenditures at \$25 per month for seven months.
4. Postage at 40 pieces per month for eight months (plus an additional "pad").

(continued on next page)

COMMITTEE REPORTS:

MEMBERSHIP: Gwen Waalkes reported that we obtained our 30th member.

HOSPITALITY: Norma Seifert reported that 48 reservations have been received to date for our chartering banquet on November 10th.

PROGRAM: Sharon Croissant reported that Linda Stocks from Robert Half will be the guest speaker at our December 13th meeting. Linda will speak on "Career Strategies for Women Accountants in the 1990's". The meeting will be at Palma's Restaurant in Ames.

NEW BUSINESS:

It was discussed that in order to build our treasury, \$1.00 will be added to the cost of each meal at our monthly meetings for both members and guests.

The topic of an informal get-together for Christmas was discussed. We will set the time and place at our next board meeting.

BUSINESS PLANNING SESSION:

The Overall Goal of the Ames Chapter of ASWA: To offer our members opportunities for professional development and personal networking.

COMMITTEE: Student Activities

COMMITTEE CHAIRPERSON: Jan Duffy

GOAL: To develop an active student membership program.

ACTION PLAN:

1. To recruit at least 5 student members by June 30, 1991.
2. To have a joint meeting with the ISU Accounting Club by June, 1991.

COMMITTEE: Program

COMMITTEE CHAIRPERSON: Sharon Croissant

GOAL: To have a variety of technical and non-technical topics at our monthly meetings, with as many qualifying for CPE credits as possible.

ACTION PLAN:

1. To survey the membership for their preferences and ideas on meeting topics.
2. To have a joint meeting with the Des Moines chapter.
3. To have some of our own members be the speakers at our meetings.
4. To start an idea folder for program topics, maintained by the program chairperson.

COMMITTEE: Finance

COMMITTEE CHAIRPERSON: Ellen Rasmussen

GOAL: To monitor the budget.

ACTION PLAN:

1. To get the chapter finances set up on computer.
2. To facilitate the revenue increases (fundraising).

COMMITTEE: Administrative Reporting

COMMITTEE CHAIRPERSON: Beverly Wandling

GOAL: To comply with the national reporting requirements.

COMMITTEE: Member Relations

COMMITTEE CHAIRPERSON: Cindy Wilson

GOAL: To increase and maintain the membership attendance and participation.

ACTION PLAN:

1. To contact members who have missed two monthly meetings.
2. To coordinate and encourage additional networking opportunities for the members, such as informal breakfast and luncheon meetings.
3. To assist in publishing membership profiles in the chapter bulletin.

COMMITTEE: Bulletin

COMMITTEE CHAIRPERSON: Jeanne Beidler

GOAL: To increase the visibility of the Ames ASWA Chapter.

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ACTION PLAN:

1. To develop the bulletin format.
2. To distribute the bulletin to interested parties, such as potential members, National, students, professors, etc.
3. To coordinate efforts with committees.
4. To obtain alternative financing for our bulletin through sponsorship.

COMMITTEE: Bylaws

COMMITTEE CHAIRPERSON: Liz Starleaf

GOAL: To make sure that chapter bylaws are in compliance with National bylaws.

ACTION PLAN:

1. To monitor changes made by National and make necessary amendments to our chapter bylaws.

COMMITTEE: Education & Legislation

COMMITTEE CHAIRPERSON: Mary Pfantz

GOAL: To provide our chapter with technical education.

ACTION PLAN:

1. To provide our members with two hours of qualifying CPE credits.
2. To inform members about current legislation changes and actions.

COMMITTEE: Hospitality

COMMITTEE CHAIRPERSON: Norma Seifert

GOAL: To provide a welcoming atmosphere which encourages members to enjoy networking.

ACTION PLAN:

1. To provide a varied atmosphere for our monthly meetings.
2. To provide name tags to members and guests.
3. To assign guests with mentors at their first attendance of one of our monthly meetings.
4. To gather information with the guest sign-up sheet.

COMMITTEE: Membership

COMMITTEE CHAIRPERSON: Gwen Waalkes

GOAL: To reach and maintain at least 30 regular members through the year.

ACTION PLAN:

1. To obtain prospective members from our current members.
2. To contact prospective members who were previously approached.
3. To invite guests to join our chapter.

COMMITTEE: Public Relations

COMMITTEE CHAIRPERSON: Joan Rost

GOAL: To acquaint the members and the public with ASWA and it's purposes.

ACTION PLAN:

1. To develop a chapter brochure.

COMMITTEE: Publicity

COMMITTEE CHAIRPERSON: Kathy Strum

GOAL: To get information regarding ASWA activities to targeted areas.

ACTION PLAN:

1. To utilize local member contact persons within the target areas.
2. To develop contacts with the local media.
3. To continue publicity efforts in the targeted areas.

Sue Logan made a motion to adjourn the meeting and Jeanne Beidler seconded the motion. The meeting was adjourned at 9:45 p.m.

Sue Logan
Secretary

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CURRENT MEMBERSHIP ROSTER

Members	Home	Work
Beidler, Jeanne	432-5363	223-0221
Campbell, Nancy	232-1173	239-6436
Croissant, Sharon	292-0286	239-6216
Duffy, Jan	232-2213	294-1481 / 294-8106
Eckebrecht, Betty	232-5604	232-5665
Eich, Pat	292-7685	294-4626
Farthing, Judy	382-2583	382-6596
Fox, Stephanie	232-2235	294-5331
Haubrich, Margaret	232-9950	281-7716
Jacobson, Karen	733-2660	232-2714
Joy, Marta	232-7592	294-2700
Logan, Sue	292-0105	294-8282
Martin, Ann	233-4546	242-3396 245-7170
Matney, Debbra	292-8054	281-8620
Mulder, Kate (Student)	382-3262	-
Musselman, Becky	233-1983	294-6117
Olinger, Pat	382-6830	382-6561
Pfantz, Mary	483-2152	754-5126
Rasmussen, Ellen	292-3521	294-0831
Rost, Joan	233-1943	232-2160
Seifert, Norma	292-0115	294-8911
Starleaf, Liz	232-5606	294-8083
Strah, Pat	597-2037	294-3244
Strum, Kathy	382-4583	382-6596
Supercynski, Kim	232-6275	232-8585
Waalke, Gwen	382-5948	232-2714
Wandling, Beverly	232-4403	232-0158
Williams, Cheryl	432-4100	239-1683
Wilson, Cindy	232-6189	232-2505
Wilson, Fran	232-4109	225-4638

NOTE: Complete mailing lists will be available at a later date.

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The Bulletin Committee welcomes contributions from ASWA members for publication in the monthly bulletin. These items may include such things as the following:

- * editorials
- * articles
- * cartoons
- * quotes
- * member accomplishments (scholarships, awards, promotions, technical exams passed, etc.)
- * announcements (births, deaths, etc.)
- * upcoming events (conferences, chapter activities, committee meetings, etc.)

DEADLINE FOR THE JANUARY BULLETIN IS DECEMBER 21, 1990.

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ATTENTION MEMBERS:

As many of you know, National used the wrong list to prepare the membership certificates. The majority of names used were shortened names rather than formal names from the applications themselves. National has offered to redo any certificates necessary. If you would like your certificate redone, please let me know the correct name and any certification (e.g., Karen E. Jacobson, CPA).

The deadline for this will be our December 13th meeting. Please return your certificate to me at the meeting if you are having yours redone. Thanks.

Karen Jacobson

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MEMBER PROFILE INFORMATION

NAME: _____

BIRTHDAY: _____

JOB DESCRIPTION/TITLE: _____

EDUCATIONAL BACKGROUND: _____

CAREER/EMPLOYMENT HISTORY: _____

ACCOMPLISHMENTS: _____

FAMILY INFORMATION: _____

OUTSIDE INTERESTS/HOBBIES: _____

ASWA INVOLVEMENT: _____

OTHER INFORMATION: _____

The Bulletin Committee requests your cooperation in completing the above profile sheet for future bulletin articles. Please return as soon as possible to our Member Relations chairman: Cindy Wilson

2221 Clark
Ames, IA 50010

Thank You!

The deadline for this will be on December 15th. Please return your certification to me at the address below. Thank you for your attention.

Thank you,

Donna J. Wilson

MEMBER PROFILE INFORMATION

NAME: _____
NICKNAME: _____
JOB DESCRIPTION/TITLE: _____

EDUCATIONAL BACKGROUND: _____

CAREER/EMPLOYMENT HISTORY: _____

HOBBIES/INTERESTS: _____

FAMILY INFORMATION: _____

OUTSIDE INTERESTS/HOBBIES: _____

ADDITIONAL INFORMATION: _____

OTHER INFORMATION: _____

The Bulletin Committee requests your cooperation in completing the above profile forms for future bulletin production. Please return as soon as possible to our Member Relations Chairman: Cindy Wilson

3031 Clark
Amen, IA 50010

Thank you!

MEMBER PROFILE: KAREN E. JACOBSON, CPA

Karen E. Jacobson is Secretary/Treasurer of Ames Savings Bank, FSB, and its holding company, Ames Financial Corporation. Her responsibilities include all internal and external financial reporting.

Karen received her bachelor's degree in accounting from Augustana College in Rock Island, Illinois, and has an MBA in accounting from the University of Wisconsin at Madison. She is a CPA and a Chartered Bank Auditor.

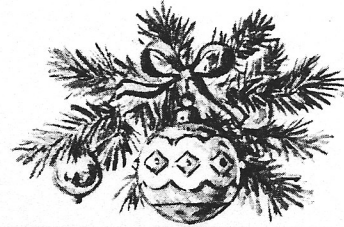
Karen's work experience includes Ernst & Ernst (now Ernst & Young) in Chicago, Continental Bank, a local CPA firm in suburban Chicago, and a construction company prior to joining Ames Savings in 1982.

Karen and her husband Paul (a CPA she met at Ernst & Ernst) have one son, Brian (age 6 1/2), and live in Story City. Paul runs Jacobson's Gun Center in Story City. Karen is active in her community having recently finished a 3-year term as Treasurer of the local chamber of commerce and a 3-year term on the school board advisory committee. She is currently serving a 3-year term on the Story City Community United Fund, being Treasurer this year.

Karen's favorite hobby is reading and she enjoys traveling and taking cruises every few years. She is scheduled for a week-long cruise in the southern Caribbean in late February.

Karen has been a member of ASWA since the early seventies, having joined the Chicago Chapter shortly after graduation. She has served in various capacities in the Chicago Chapter, including President, prior to moving to this area in 1979. She was a member of the Organizational Committee for the Ames Chapter and currently serves as President.

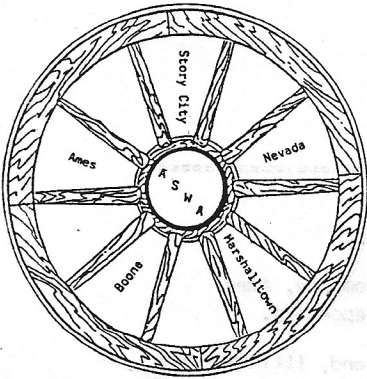
**** STRESS RELIEVERS ****



Wishing you
the happiest of Holidays
and the brightest
New Year.



"The best cure for insomnia
is a Monday morning."
--Sandy Cooley



Jeanne L. Beidler
 815 W. 5th Street
 Boone, IA 50036

American Society of Women Accountants - Ames Chapter No. 158

Karen E. Jacobson, CPA
 Ames Savings Bank, FSB
 P.O. Box 628
 Ames, Iowa 50010

CALENDAR OF EVENTS

<u>Date</u>	<u>Event</u>
December 10, 1990	Board of Directors Meeting Ames Savings Bank, FSB
December 13, 1990	Regular Membership Meeting Palma's Dining Excellence
January 10, 1991	Regular Membership Meeting
February 14, 1991	Regular Membership Meeting
March 14, 1991	Regular Membership Meeting
April 11, 1991	Regular Membership Meeting
May 29 - June 1, 1991	National ASWA Spring Conference New Orleans, LA
June 21 - 22, 1991	Prairie States Area Conference Tulsa, OK
September 11 - 14, 1991	Joint Annual Meeting of ASWA/AWSCPA Chicago, IL