

THE S P O K E S W O M A N

AMERICAN SOCIETY OF
WOMEN ACCOUNTANTS

Volume I, No. 5

Ames Chapter No. 158

April, 1991

PRESIDENT'S MESSAGE

The March meeting held jointly with the Des Moines Chapter of ASWA was great! Those in attendance really got a chance to network with the members from Des Moines. We are looking forward to future meetings with them. The speaker was delightful and I think all of us learned something from what she had to say.

Our April meeting will be the election of officers and directors. Please plan to attend as we cannot conduct any business without a quorum. A quorum as defined in the bylaws is over 50% of the voting members. We did not have a quorum at the March meeting and therefore could not even approve the minutes. If your schedule is extremely busy on April 11th, please come just for the meeting and program. We would like to see as many of you as possible on that date. Remember, student members, you can vote too!

One of the items we would like to discuss at the membership meeting is whether to hold an August meeting instead of a December meeting since December is such a busy time. Let us know your thoughts.

At the March Board meeting we approved two student memberships subject to approval by National. Welcome, Gretchen Langwith and Valerie Burkhart! We are also currently holding one regular application for approval at the April Board meeting. Thanks, everyone, for helping to spread the word about ASWA. On a sadder note, we did, however, approve the transfer of Marta Joy to the East Mesa Chapter of ASWA. We are sorry to lose her, but are happy to see her join another ASWA chapter and wish her the best of luck.



See you on April 11th!!

Karen Jacobson
President

REGULAR MEMBERSHIP MEETING

DATE: April 11, 1991

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

PLACE: Country Kitchen
South Duff, Ames

MENU: Mesquite Chicken (Grilled)
Roast Beef

COST: \$8.00

RESERVATIONS:

Norma Seifert will be out of town from April 3-10. Please call Brenda Downs, 294-0459 or leave a message with the purchasing department receptionist, Carla Harris, 294-4860. **NO standing reservations!**

DEADLINE: 12:00 p.m., April 8, 1991

SPEAKER: Sharon Drake
Director of Training and
Development, Iowa State
University

TOPIC: Controlling Burnout

MEMBER PROFILE: JEANNE L. BEIDLER, CPA

Jeanne is currently employed as a staff accountant at Northup, Haines & Associates, P.C. in West Des Moines. Her work primarily involves bookkeeping, auditing, and tax preparation. She has been with the firm since January, 1991. Prior to this position, Jeanne was a staff accountant at Peterson & Houston, P.C. in Boone. She was employed there from January, 1988 to November, 1990.

Jeanne earned her Bachelor's degree in Accounting at Buena Vista College in Storm Lake and graduated in May, 1987. She passed the CPA exam in November, 1988.

Jeanne's husband, Jeff, is presently employed with IBP, Inc. in Perry as a Quality Control Meat Inspector. They've been married almost two years.

Jeanne's outside interests include sewing, crafts, bowling, tennis, and reading. Jeanne & Jeff just bought their first house so cleaning, painting, and unpacking is keeping them pretty busy at this time. Jeanne is also a member of the Iowa Society of CPA's. She is presently involved in ASWA as the Bulletin Committee Chairperson.

1991-1992 NOMINATIONS

A slate of officers and directors for the 1991-1992 fiscal year has been selected by the Nominating Committee. These individuals and their positions are as follows:

OFFICERS:

President	Karen E. Jacobson
Vice-President	Sue Logan
Secretary	Kathy Strum
Treasurer	Kim Supersynski

DIRECTORS:

Membership Chairperson	Sharon Croissant
Bulletin Chairperson	Gwen Waalkes
Program Chairperson	Stephanie Fox

Elections will be held this month at the regular membership meeting on April 11th. Please plan to attend.

MEMBER NEWS

Marta M. Joy recently accepted a position at Arizona State University in the Comptroller's Office. She will be transferring her membership from the Ames Chapter to the East Mesa Chapter of ASWA. Updated information is as follows:

Address: Marta M. Joy
2121 South Pennington, #6
Mesa, AZ 85202

Telephone: (602) 831-7654

* * * * *

Jeanne L. Beidler and her husband, Jeff, just purchased their first home. They bought an acreage near Perry, Iowa and moved April 24th. Please take special note of her new address if you plan on sending any information for future issues of "The Spokeswoman" to her home. Updated information is as follows:

Address: Jeanne L. Beidler, CPA
1615 M Avenue
Bouton, IA 50039-8710

Telephone: (515) 677-2466

LETTER FROM THE EDITOR

I apologize for the delay in getting the bulletin to each of you, but I have been very busy. As mentioned above, I just recently moved and information for the bulletin had to be forwarded which caused some delay. I am also busy at work as the April 15th tax deadline draws nearer. I apologize for any inconvenience this may have caused you. Thank you.

Jeanne

Jeanne L. Beidler



PRESIDENT:

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

Home: (515) 733-2660
Work: (515) 232-2714
FAX: (515) 232-3318

MEMBERSHIP:

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

Home: (515) 382-5948
Work: (515) 232-2714
FAX: (515) 232-3318

BULLETIN:

Jeanne L. Beidler, CPA
Northup, Haines & Associates, P.C.
1025 Ashworth Road, Suite 500
West Des Moines, IA 50265

Home: (515) 432-5363
Work: (515) 223-0221
FAX: (515) 223-1030

MARCH BOARD MEETING MINUTES

Ames Chapter No. 158
March 11, 1991

CALL TO ORDER: The March Board meeting of the Ames Chapter No. 158 of the American Society of Women Accountants was called to order at approximately 5:49 p.m. on the 11th day of March, 1991, at the Ames Savings Bank, the President, Karen Jacobson, presiding.

QUORUM: A quorum was present.

ATTENDANCE: The following Board members were in attendance: Jeanne Beidler, Stephanie Fox, Karen Jacobson, Sue Logan, Ellen Rasmussen, and Gwen Waalkes.

BUSINESS: Gwen Waalkes made a motion to approve the January and February board meeting minutes as printed in "*The Spokeswoman*". Stephanie Fox seconded the motion. The motion carried.

TREASURER'S REPORT: Ellen Rasmussen reported that the balance in the Chapter bank account is presently \$268.51. It was requested that a written treasurer's report be submitted monthly and made available to all members. Also, the board discussed who the chapter should have to audit the treasurer's books, but no final decision was made.

COMMITTEE REPORTS:

ADMINISTRATIVE REPORTING: Karen Jacobson reported for Beverly Wandling that our Chapter's committee goals had been sent to National.

BULLETIN: Jeanne Beidler stated that the deadline to submit material for the April bulletin is March 22nd. Jeanne also reported that she would like a committee roster including chairpersons and members. The Board also discussed additional places to send the bulletin, such as, the local public libraries, DMACC accounting department at the Boone campus, and the Ames Chamber of Commerce.

BYLAWS: Speaking for Liz Starleaf, Karen Jacobson reported that Liz will read the changes in the National bylaws at our March membership meeting. The changes will also be published in our "*The Spokeswoman*" in April. These changes will then automatically become part of the chapter bylaws.

EDUCATION & LEGISLATION COMMITTEE: Speaking for Mary Pfantz, President Karen Jacobson reported that Mary will have the date and topic for the educational seminar by the April Board meeting. Mary wishes to have this seminar by the end of this fiscal year.

HOSPITALITY: Karen Jacobson stated that if anyone can drive to the March meeting in Ankeny to let her know.

MEMBER RELATIONS: Speaking for Cindy Wilson, Karen Jacobson reported that there were seven members at the February networking luncheon at the Mandarin. The next networking luncheon will be at Valentino's Restaurant on Tuesday, March 26th at noon.

MEMBERSHIP: Gwen Waalkes reported that we have received two membership application. Gretchen Langwith, a sophomore at ISU, worked for Cox Cable as a cash control clerk last summer. Karen Jacobson is Gretchen's mentor in the ISCPA's Accounting Ties program. Valerie Burkhart is also an ISU student and will be graduating in 1 1/2 years. Ellen Rasmussen made a motion to approve the two students as members subject to approval by National. Stephanie Fox seconded the motion and the motion carried.

PROGRAM: Sharon Croissant is on vacation. The March meeting will be at Elwell's Restaurant in Ankeny with the Des Moines Chapter. The speaker is Sharon Ward, who will be speaking about strategies for being successful in the

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1990's. Since this is a joint meeting with the Des Moines Chapter, the two chapters will split up so each chapter can conduct a separate business meeting. Stephanie Fox reported that the speaker for the April meeting is Sharon Drake, Director of Training and Development at ISU. Ms. Drake will speak on controlling burnout. A location has not been set yet. Also, Stephanie reported that she has received only ten out of the thirty membership surveys.

PUBLIC RELATIONS: Karen Jacobson reported for Joan Rost that the Ames Tribune has agreed to donate the equipment and material for our chapter brochure. This contribution will be noted at the bottom of the brochure.

PUBLICITY: No report was submitted.

STUDENT ACTIVITIES: Speaking for Jan Duffy, Karen Jacobson reported that Jan had received positive feedback from our February joint meeting with the ISU Accounting Club. Jan had also received a written thank you from them. Also, nine people signed up to be on our chapter bulletin mailing list.

OLD BUSINESS: None.

NEW BUSINESS: The nominations for the slate of officers and directors for the 1991-1992 fiscal year is as follows:

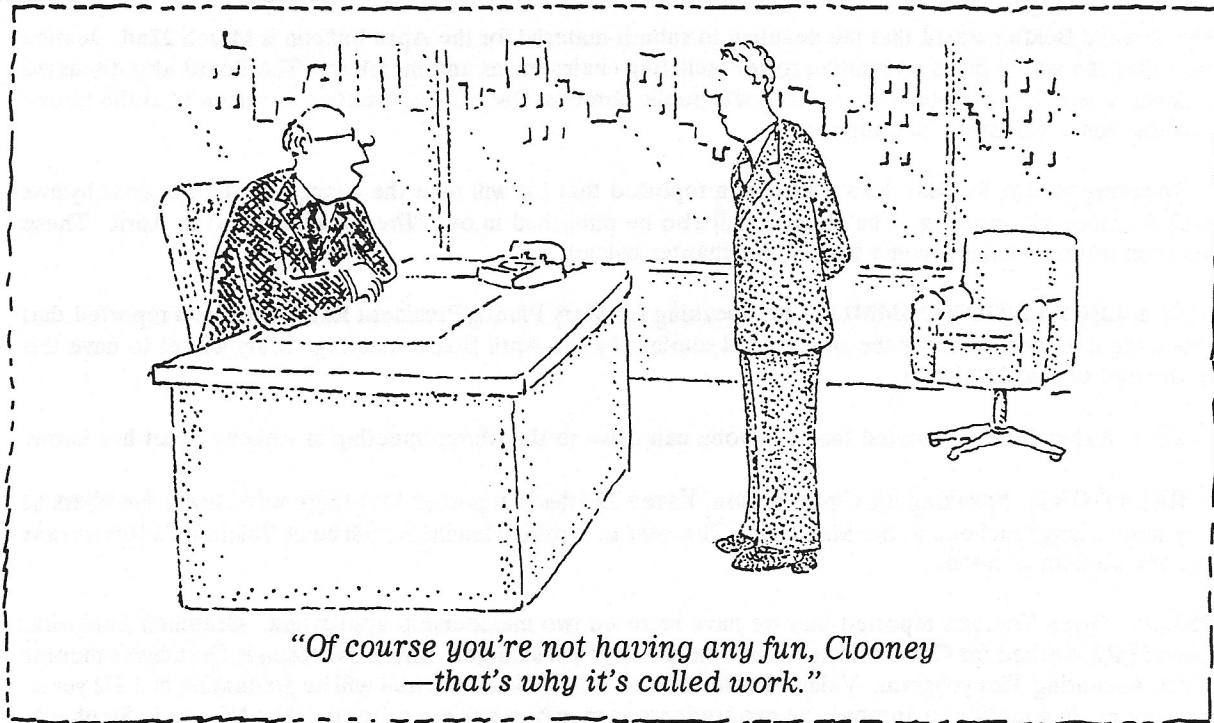
President	Karen Jacobson	Membership Chairperson	Sharon Croissant
Vice President . .	Sue Logan	Bulletin Chairperson	Gwen Waalkes
Secretary	Kathy Strum	Program Chairperson	Stephanie Fox
Treasurer	Kim Supercynski		

The membership will vote at the April membership meeting.

ANNOUNCEMENTS: The next Board meeting will be Monday, April 1st, 1991 at 5:30 p.m. in the Board room at Ames Savings Bank, FSB.

Stephanie Fox made a motion to adjourn and Gwen Waalkes seconded the motion. The meeting was adjourned at 6:20 p.m.

Sue Logan, Secretary



Drawing by Robert Mankoff; reprinted by permission, United Features Syndicate, Inc.

MARCH MEMBERSHIP MEETING MINUTES

Ames Chapter No. 158

March 19, 1991

CALL TO ORDER: The March meeting of the Ames Chapter No. 158 of the American Society of Women Accountants was called to order at approximately 8:30 p.m. on the 19th day of March, 1991, at Elwell's Restaurant and Lounge, 309 N. Ankeny Boulevard in Ankeny, President Karen Jacobson presiding. The meeting was a joint meeting with the Des Moines chapter of ASWA.

QUORUM: A quorum was present.

ATTENDANCE: There were 10 members and 2 guests in attendance.

PROGRAM: Denise Baldwin of the Des Moines chapter introduced the speaker, Sharon Ward, Human Resource Manager at Holmes, Murphy and Associates, Inc. in Des Moines. Sharon's talk was entitled "Ropes to Skip and Ropes to Jump, Strategies for Being Successful in the 1990's".

BUSINESS: Since a quorum is not present at this meeting, the approval of the January minutes will be postponed until the April meeting. There were no minutes for the February meeting because we did not conduct a business meeting.

TREASURER'S REPORT: The Treasurer's report will be postponed until the April meeting.

Deb Matney of the Nominating Committee reported the nominated slate of officers and directors. The election will be held at the April meeting, providing that we have a quorum in attendance. Karen Jacobson stated that additional nominations can be made and announced at the April meeting, but notify the nominee first.

COMMITTEE REPORTS:

BULLETIN: Speaking for Jeanne Beidler, Karen Jacobson reported that the deadline to submit items for the April bulletin is March 22nd.

BYLAWS: Liz Starleaf reported that the National bylaws changes become effective immediately upon publication and receipt by the members. To incorporate those changes into our chapter bylaws, we must have a 2/3 majority vote. According to our chapter bylaws, we must have at least ten membership meetings per fiscal year. The issue of what two months not to have our membership meetings will be presented to our membership for a vote. Currently the months of December and July appeared to be the favorites.

HOSPITALITY: Norma Seifert reported that the location for the April membership meeting will be published in the April bulletin. Call her to make reservations.

MEMBER RELATIONS: Speaking for Cindy Wilson, Karen Jacobson reported that the next networking luncheon will be at Valentino's Restaurant at the North Grand Mall in Ames at noon on Tuesday, March 26th.

MEMBERSHIP: Gwen Waalkes reported that she has received membership applications for two student members and one regular member. The transfer of Marta Joy's membership to the East Mesa Chapter was approved by the board at the March board meeting.

PROGRAM: Sharon Croissant reported that the program for the April meeting has not been finalized yet.

PUBLIC RELATIONS: Joan Rost reported that the Ames Tribune has agreed to provide the materials and equipment to produce our chapter brochure.

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PUBLICITY: No report was submitted.

STUDENT ACTIVITIES: Speaking for Jan Duffy, Karen Jacobson reported that we will work with the ISU Accounting Club to schedule another joint meeting with them for the next fiscal year.

ANNOUNCEMENTS: The next membership meeting is Thursday, April 11th. The next board meeting is Monday, April 1st and everyone is welcome to attend.

The meeting was adjourned at approximately 8:50 p.m.

Sue Logan, Secretary

Get moving -- and be a better manager. The Exercise Edge

By: Mary E. King

(Summarized from Working Woman, March, 1991)

In a workplace where a dizzying blend of change and challenge is the only constant, physical fitness can provide you with a competitive edge by helping you attain the level of physical and emotional well-being needed to perform at your best. Here's what the latest research shows.

BUILDING STAMINA

"I'm convinced that any woman who is going to advance has to put in extra time on the job," says Carol Cone, the 40-year-old founder and president of Cone Communications. Cone considers a 60-plus-hour-a-week schedule to be standard for success for high-level professionals. Exercise is one way you can develop the energy to meet that kind of schedule. If, like so many busy women, you think you're too tired to exercise, think again. The reason you're tired may well be your lack of exercise.

Aerobic exercise, for example, is an energy enhancer because it boosts the level of oxygen in the bloodstream. "Increasing the amount of oxygen in your system is the key to increasing your energy."

PROTECTION AGAINST STRESS

"The ability to handle stress is as important as native managerial ability in rising to the top and functioning effectively once there."

Experts believe that exercise is effective against stress because it produces beta-endorphins, the powerful, morphinelike substances that are linked to feelings of well-being. But its value is not limited to what many people experience as the postworkout "high". Being fit can help in situations where exercise is impossible. Conditioned bodies adapt more efficiently than others to stress, pumping out less adrenaline and thereby limiting the degree to which the heartbeat increases. Moreover, when you're in good shape, your body will release endomorphins at stressful times - just when you need them most.

CREATIVITY BOOSTING

Being able to assess situations and come up with unique strategies can make you a standout. Exercise may be able to help you get an edge in this area. When a group of

young adults was tested on creative problem solving before and after 20 minutes of aerobic exercise, it was discovered that their creativity increased significantly after the 20-minute session. "When you exercise, the beta waves in your brain give way to the alpha waves which helps you go from analytic, left-brain thinking to intuitive, right-brain thinking. The beta-endorphins and the adrenalines you release during exercise help you concentrate more clearly. All of these changes will not turn someone who isn't inherently creative into a Mozart, but they will help you make the most of what you possess.

THE CONFIDENCE CONNECTION

"Exercise affects your self-concept - it gives people a different mindset about their limitations and raises their sense of self-efficacy and self-esteem."

TIME MANAGEMENT

A hidden benefit of working out is that it forces people to become better time managers. "You have to set certain priorities and organize your time accordingly. You have to use management skills to schedule regular workouts, and you have to identify obstacles to those workouts and plan how to overcome them."

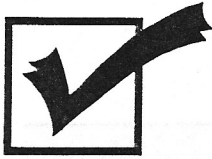
WORKING OUT A ROUTINE

How much and what kinds of exercise are necessary to enjoy these benefits? The minimum amount of exercise for moderate fitness involves walking two miles in less than 30 minutes at least three days a week, or two miles in 30-40 minutes five to six days a week. For high levels of fitness, the minimum amount is walking two miles in less than 30 minutes five or six days a week or running two miles in 20-24 minutes four days a week.

Any activity is fine as long as you get your heart rate up consistently for 20-60 minutes. "In practice, the best aerobic exercises use large muscle groups for at least 20-30 minutes. These exercises include jogging, walking, swimming, cycling (stationary or bicycle), rowing, cross-country skiing and aerobic dance." While sports that require continuous running are good, the stopping and standing around that occur in tennis decrease aerobic benefits.

"Pick what's most fun for you. People pick punishing things, overdo it and then wonder why they hate exercise. Devise a program that you enjoy, feel comfortable with and are likely to stay with throughout your life."

IT'S TIME FOR TULSA!



MARK YOUR CALENDARS

PRAIRIE STATES AREA CONFERENCE

JUNE 21 - 23, 1991

TULSA, OKLAHOMA

ASWA Tulsa Chapter #38

- | | | |
|-------------------|---|---|
| Friday, June 21 | - | Western Theme Dinner
Discoveryland's Production of "Oklahoma"
(See picture on other side) |
| Saturday, June 22 | - | Continental Breakfast with Homemade Goodies
Six Hours of CPE
Lunch and Fashion Show
Chapter Exchange Workshop
Super Surprise Saturday Evening |
| Sunday, June 23 | - | Continental Breakfast
Farewell |

Make your plans now to attend all or part of the events.
The Hospitality Suite will be open through the conference.

WE'LL SEE YOU THERE!

AICPA IS REVISING THE UNIFORM CPA EXAMINATION

Condensed from ISCPA's "Tickmark", Volume 40, No.1, Spring, 1991)

The AICPA's Examinations Division is revising the uniform CPA examination in response to calls from accounting educators that the exam better reflect academic and professional requirements.

In addition to changes in the exam itself, the AICPA recently revised its education policy to require that students complete their education before applying to take the exam. If adopted in each state, this requirement would mean that those students graduating in the spring would have to take the exam in November. Many students currently take the exam in May during their last year. The change is designed to eliminate a distraction to students in their last semester.

The new, shorter examination will be used for the first time in May, 1994.

Currently, the exam is 19 1/2 hours in length. It will be 15 1/2 hours long and consist of four separately scored sections, focusing on the following:

1. **Auditing** (Wednesday; 4 1/2 hours) will test candidates' knowledge of generally accepted auditing standards and procedures and related topics.
2. **Business Law & Professional Responsibility** (Wednesday; 3 hours) will test candidates' knowledge of the legal implications of business transactions, related particularly to accounting and auditing, and knowledge of the CPA's responsibilities to the public and the profession.

3. **Accounting & Reporting** (Thursday; 3 1/2 hours), including taxation, managerial, and governmental and not-for-profit organizations, will test candidates' knowledge of federal taxation, managerial accounting, and accounting for government and not-for-profit organizations.

4. **Financial Accounting & Reporting - Business Enterprises** (Thursday; 4 1/2 hours) will test candidates' knowledge of generally accepted accounting principles for businesses. For the first time, candidates will be allowed to use hand-held calculators for this section.

In addition, writing skills will be assessed in parts of the exam.

TO GET AHEAD, GET DRESSED

By Janet Siroto

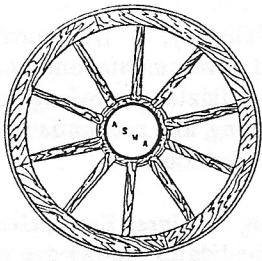
(Reprinted from Working Woman, February, 1991)

As our notions of what constitutes "career dressing" evolve, the dress is gaining momentum. But not just any dress. Designers are not creating the kind of sleek, polished versions that convey authority in the office. Fashion trends aside, one very harried lawyer and new mother makes a further case for sidestepping the suit. Wearing a dress, she says, means you spend less time *getting* dressed.

So far the leader of the pack appears to be the coatdress. Structured but not severe, it's smartly finished with suitlike details, such as double-breasted buttons, peaked lapels and a shawl collar.

Are there any times when you *shouldn't* slip into something a little more comfortable than a suit? Yes, say image experts: If you don a dress for a job interview or your first meeting with an important client, you may not be presenting your most professional self.





THE SPOKESWOMAN



AMERICAN SOCIETY OF WOMEN ACCOUNTANTS - AMES CHAPTER NO. 158

Jeanne L. Beidler, CPA
Northup, Haines & Associates, PC
1025 Ashworth Road, Suite 500
West Des Moines, IA 50265

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

Graphics, postage, and printing courtesy of Northup, Haines & Associates, PC

CALENDAR OF EVENTS

<u>DATE</u>	<u>EVENT</u>
April 11, 1991	Regular Membership Meeting Country Kitchen
April 29, 1991	Board of Directors Meeting Ames Savings Bank, FSB
May 9, 1991	Regular Membership Meeting
May 29 - June 2, 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

DEADLINE FOR THE MAY BULLETIN IS APRIL 19, 1991.