

THE SPOKESWOMAN

AMERICAN SOCIETY OF WOMEN ACCOUNTANTS

Volume II, No. 2

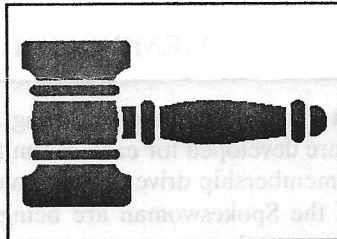
Ames Chapter No. 158

September, 1991

PRESIDENT'S MESSAGE

Our first meeting of the new year was lots of fun. I really enjoyed getting an in-depth view of each of the members and guests present. What a wealth of talent and personality our Chapter has.

The September meeting will be on the third Thursday due to the AWSCPA-ASWA Joint Annual Meeting, but I hope we will have a full house anyway. Our Chapter has set as one of its



goals to reach and maintain 30 regular members. Due to various circumstances and job changes, I know of several charter members who will not be renewing. In order to meet our Chapter goal, we will need to attract new members. Our Membership Drive at the September meeting is a great opportunity to show off our Chapter and recruit these new members. Let's see who can bring the most guests.

Committees are still being staffed, so if you are interested, please let a member of the Board know. Being involved in the organization is the best way to get the most out of your dues.

I will be attending the Joint Annual Meeting in Chicago in September and look forward to reporting back to you on the many good ideas I will hear about there.

See you at the meeting September 19th.

Karen Jacobson

REGULAR MEMBERSHIP MEETING

DATE: September 19, 1991

TIME: 5:30 PM Networking
6:00 PM Dinner
7:00 PM Program & Meeting

PLACE: Country Kitchen, South Duff

MENU & COST: Stuffed Pork Chop \$ 8.00
Twice Baked Potatoes
Broccoli Normandy
Tossed Salad
Coffee, Tea or Soda
Ice Cream

RESERVATIONS: Call Michele Maldonado at
(515) 232-1505. NO standing
reservations.

DEADLINE: 4:30 PM Tuesday, September 17, 1991

PROGRAM: Our speaker will be Sherry Shafer presenting "Mirror Mirror on the Wall, Who's the Best in Business After All?". She is the Branch Manager of the Ames Small Business Development Center and has been honored in "Who's Who in Emerging Leaders in the U.S." and "Who's Who in American Women". Shafer is a writer, teacher, researcher, and former business owner.

Join us for an enlightening program as she addresses, "the mind is like an iceberg--only 1/7th floats above water. Business image is only 1/7th of what it takes. Explore below the surface to find additional depths to help in these changing times."

AUGUST MEMBERSHIP MEETING

The first membership meeting of the year was held August 8th at Lucullan's. The program consisted of each member giving a brief talk about their job, background, family, and hobbies.

We learned much about this diverse field of accounting while being entertained with personal glimpses. While most members spoke glowingly of their families, Beverly Wandling confessed that the most important thing in life was her cleaning lady. Sue Logan became the hands-down (or glasses up) choice for our unofficial social chair. And in the category of vocabulary building, Loretta Danforth discussed the derivation of the word "peon".

JOB BANK COMMITTEE

One of the new committees our Chapter has this year is the Job Bank Committee. Betty Eckebrecht has agreed to be the chairperson. At the planning meeting, we set a goal for this committee "to be a resource for members in the area of job opportunities." This committee will receive information regarding job opportunities and make it available to members. If you have a job to fill or are looking for one, please contact Betty at Dougherty & Co. (232-5665) with the necessary information. This committee is only a collecting point and is not expected to match jobs with people. With your help this committee will be another service to our members.



AUTUMN IN ACCOUNTING

Drawing by Leo Cullum. © 1984, The New Yorker Magazine, Inc.

SERVICE PROJECT SELECTED

Based on input at the planning meeting, the Board has selected the Meals on Wheels program at Mary Greeley as a public service project for this next year. Thanks to those of you who signed up at the August meeting. Two volunteers are still needed for the second Saturday of March, April, June and July 1992. It only takes about an hour. This project fulfills one of the action plans of the Public Relations Committee. I will remind each member who has signed up when it is her turn. However, please note that it is YOUR responsibility to find a replacement if you cannot deliver meals that day. The people receiving meals are counting on us.

Joan Rost

BYLAWS CHANGE

Remember, we are considering changing the requirements for a quorum. If a current quorum of more than 50% of the members is present at the meeting, we will vote on the proposed change. See last month's bulletin for the proposed change.

MEMBERSHIP DRIVE

At the July planning meeting goals and action plans were developed for each committee. We agreed to have a membership drive at the September meeting. Copies of the Spokeswoman are being sent out, with a cover letter, to those names on our prospective members list. We would also like current members to invite new prospects to join us at this meeting.

Remember that every member who brings a guest will have her name placed in a drawing with the winner getting a free dinner at the next ASWA meeting she attends. Your name will be entered once for each guest you bring.

If you are interested in serving on the membership committee, please let me know. Our Chapter has a lot to offer and this first full year as an ASWA chapter is a perfect time to get involved in the organization and to help to broaden our membership.

Sharon Croissant

PRESIDENT:

Karen E. Jacobson, CPA
Ames Savings Bank, FSB
424 Main Street
Ames, Iowa 50010
Home: (515) 733-2660
Work: (515) 232-2714
FAX: (515) 232-3318

MEMBERSHIP:

Sharon L. Croissant
c/o Sauer-Sundstrand
2800 E. 13th Street
Ames, Iowa 50010
Home: (515) 292-0286
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Gwenyth Y. Waalkes, CPA
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Home: (515) 382-5948
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Ames Chapter No. 158
American Society of Women Accountants
Board of Directors Meeting
August 5, 1991

CALL TO ORDER: The second regular monthly meeting of the board of directors, Ames Chapter, was brought to order at approximately 5:40 p.m. on Monday, August 5, 1991, at Ames Savings Bank, Ames, Iowa, President Karen Jacobson presiding.

QUORUM: A quorum was present.

ATTENDANCE: The following board members were in attendance: Karen Jacobson, Kim Supercynski, Kathy Strum, Stephanie Fox, Sharon Croissant, Sue Logan, and Gwen Waalkes.

BUSINESS: Sue Logan made a motion to approve the June board minutes as printed in the July bulletin and to approve the July board minutes as read. Stephanie Fox seconded the motion and the motion carried.

Treasurer's Report: Ellen Rasmussen will be contacting the auditors, Vroman, McGowen, Hurst, Clark & Smith PC of Des Moines, to check on the status of the year end audit/review.

Committee Reports:

Administrative Reporting: No report.

Bulletin: Deadline for September bulletin is August 21, 1991. Would like to have a sign up sheet at the next regular meeting for sponsors for the bulletin.

Bylaws: Bylaw changes have been printed in the bulletin. Will be able to vote on change at September meeting.

Education & Legislation: No report.

Hospitality: No report.

Member Relations: Next networking luncheon will be August 22, 1991 at Hickory Park.

Membership: Invitations will be mailed to names on our prospect list for the September membership meeting. The list will be available at the August membership meeting.

Program: No report.

Public Relations: The Public Relations Dinner will be held in November. Community service projects were discussed. Kim Supercynski made the motion to adopt the Meals on Wheels program as a public service project and that we request to serve on the second Saturday of each month for one year. Stephanie Fox seconded the motion and the motion carried. A sign-up sheet will be made available at the next membership meeting.

Publicity: No report.

Student Activities: No report.

OLD BUSINESS: None.

NEW BUSINESS: Karen Jacobson reported that we will need to elect two delegates at the next membership meeting for the National meeting in Chicago. We will also need to give our delegates guidance on how to vote on the National Bylaw Changes.

ANNOUNCEMENTS: The next board meeting will be on September 16, 1991 at the Ames Savings Bank.

ADJOURNMENT: There being no other business brought before the Board of Directors, Stephanie Fox made a motion to adjourn the meeting. Gwen Waalkes seconded the motion and the motion carried. The meeting adjourned at approximately 6:42 p. m.

Kathleen Strum, Secretary

Ames Chapter No. 158
American Society of Women Accountants
August Membership Meeting
August 8, 1991

CALL TO ORDER: The August meeting of the Ames Chapter No. 158 of the American Society of Women Accountants was called to order at approximately 8:20 p.m. on August 8, 1991, at Lucullan's Restaurant, President Karen Jacobson presiding.

QUORUM: A quorum was present.

ATTENDANCE: There were 18 members and 3 guests in attendance.

PROGRAM: Stephanie Fox presented a program entitled "Food for Thought". Each person in attendance gave a short description of their present employment and a brief biography.

BUSINESS: Michele Maldonado made the motion to approve the June membership meeting minutes as printed in the bulletin. Cindy Wilson seconded the motion and the motion carried.

Committee Reports:

A sign-up sheet for committees was distributed.

Bylaws: A quorum will be needed at the September membership meeting in order to vote on changing the definition of a quorum from over 50% of the voting members to 40% of the voting members in the Chapter Bylaws.

Membership: Sharon Croissant reported that a bulletin will be sent to names of potential members on our prospect list along with an invitation to our September meeting.

Program: Stephanie Fox reported that Sherri Shafer from the Small Business Center will give a program at the September meeting.

Public Relations: A sign-up sheet for the Meals on Wheels program was circulated. The program will begin on September 14.

OLD BUSINESS: Deb Matney would like all committee chairs to turn in their action plans and goals by August 15.

NEW BUSINESS: Stephanie Fox made a motion to send our delegate(s) to the National Convention uninstructed. Kim Supercynski seconded the motion, Pat Eich called the question, and the motion carried. Jan Duffy made a motion to elect Karen Jacobson as our delegate to the National Convention carrying two votes and in the event that she cannot attend the meeting to send our proxy votes with the Omaha Chapter. Stephanie Fox seconded the motion and the motion carried.

ANNOUNCEMENTS: A sign-up sheet for sponsors for the bulletin will be distributed at the September meeting. The deadline for the September bulletin is August 21, 1991. The next networking luncheon will be held on August 22, 1991, at Hickory Park. The next board meeting will be September 16, 1991, at the Ames Savings Bank. The next membership meeting will be September 19, 1991. Margaret Haubrich expressed the desire to have a networking luncheon in Des Moines.

ADJOURNMENT: Stephanie Fox made a motion to adjourn the meeting. Cindy Wilson seconded the motion and the motion carried.

Respectfully Submitted,

Kathleen Strum, Secretary

GOALS AND ACTION PLANS FOR THE YEAR

Bulletin: Goal - Increase the visibility of the Ames Chapter of ASWA. Action plans - (1) Continue utilizing the current bulletin format. (2) Seek alternative bulletin financing through sponsorships. (3) Distribute the bulletin to interested parties. (4) Coordinate efforts with other committees.

Chapter Development: Goal - Increase member involvement in the chapter planning meeting. Action plans - (1) Organize an informal planning meeting in July. (2) Obtain commitments to attend the annual planning meeting from as many committees as possible.

Education & Legislation: Goal - Offer technical, qualifying continuing professional education to the membership and inform members about legislative matters. Action plans - (1) Hold one two-hour seminar during the year. (2) Keep members abreast of current legislative actions and developments.

Hospitality: Goal - Provide a welcoming atmosphere which encourages members to enjoy interacting during meetings. Action plans - (1) Name tags for each member. (2) Random table settings to facilitate mixing. (3) Mentor to new members.

Job Bank: Goal - To be a resource for members in the area of job opportunities. Action plan - Receive information regarding job opportunities and make it available to members.

Membership: Goal - Reach and maintain at least thirty regular members during the year. Action plans - (1) Ask current members to supply the names of two to three prospective members, check those names against the list of previous contacts, and invite those new prospects to join us at an upcoming event. (2) Contact individuals from existing lists regarding special meetings, seminars, and special events. (3) Utilize "guest sheets" at meetings and special events to develop contacts with the potential new members. (4) Hold a membership drive.

Member Relations: Goal - Increase attendance and active participation. Action plans - (1) Contact members who have missed two monthly meetings. (2) Coordinate and encourage additional networking opportunities for the members such as informal breakfast and luncheon meetings. (3) Have one meeting where each member gives a brief presentation of themselves. (4) Conduct periodic surveys to determine the needs of members.

Program: Goal - Present a variety of topics enhancing professional as well as personal development with as many qualifying for CPE credit as possible. Action plans - (1) Use the survey taken in FY91 in order to present speakers of the greatest interest to members. (2) Hold a joint meeting with the Des Moines chapter. (3) Maintain the "idea folder" of topics and speakers. (4) Provide a speaker from the Iowa Society of CPAs to outline CPE requirements.

Public Relations: Goal - Acquaint members and the public with ASWA and its purpose. Action plans - (1) Plan and coordinate a public relations dinner. (2) Participate in community service by having members volunteer for "Meals on Wheels" once each month. (3) Distribute the Chapter brochure to interested outside parties, as well as members.

Publicity: Goal - Get information regarding ASWA activities to our target areas. Action plans - (1) Utilize local members as contact persons within each target area. (2) Develop contacts with local media in our target areas. (3) Seek opportunities to publicize ASWA activities in our target areas. (4) Record the Chapter history and member activities.

Scholarship Fundraising: Goal - Begin raising money for scholarships. Action plan - Select a project to raise money.

Student Activities: Goal - Maintain an active student membership. Action plans - (1) Recruit five student members. (2) Hold a joint meeting with the Iowa State University Accounting Club.

Ames Chapter No. 158
American Society of Women Accountants
Board of Directors Meeting
July 18, 1991

CALL TO ORDER: The first regular monthly meeting of the board of directors, Ames Chapter, was brought to order at approximately 8:23 p.m. on Thursday, July 18, 1991, at Brookside Park, Ames, Iowa, President Karen Jacobson presiding.

QUORUM: A quorum was present.

ATTENDANCE: The following board members were in attendance: Karen Jacobson, Kim Supercynski, Kathy Strum, Stephanie Fox, and Gwen Waalkes. Also attending was Liz Starleaf, Bylaws Chairperson.

NEW BUSINESS: Kathy Strum made a motion that the Ames Savings Bank be retained as the Depository and that the President and Treasurer be approved as signatories. Stephanie Fox seconded the motion and the motion carried.

Liz Starleaf explained the current definition of a quorum and the method for changing the Bylaws if the membership should so desire. After much discussion a motion was made by Kathy Strum that the definition of a quorum be changed to 40%. Stephanie Fox seconded the motion and the motion carried.

OTHER BUSINESS: Under other business it was suggested that we shorten the regular business meetings by eliminating the committee reports unless the committee chair requests an audience. Also, discussed was the Treasurer's report. This year the Treasurer will prepare a report on a quarterly basis.

ANNOUNCEMENTS: The next Board meeting will be August 5, 1991 at 5:30 p.m. at the Ames Savings Bank.

ADJOURNMENT: There being no other business brought before the Board of Directors, Stephanie Fox made a motion adjourn the meeting. Gwen Waalkes seconded the motion. The motion carried and the meeting was adjourned at approximately 8:55 p.m..

Kathleen Strum, Secretary

OFFICERS AND COMMITTEE CHAIRS

Name	Position/Committee	Business Telephone
Karen E. Jacobson, CPA	President	232-2714
Sue Logan, CPA	Vice President	294-8282
Kathleen M. Strum, CPA	Secretary	382-6596
Kim M. Supercynski, CPA	Treasurer	232-8585
Debbra A. Matney	Administrative Reporting	281-8620
Gwenyth Y. Waalkes, CPA	Bulletin	226-3688
Elizabeth Starleaf, CPA	Bylaws	294-8083
	Chapter Development	
Patricia Eich, CPA	Education & Legislation	294-4626
Michele Maldonado	Hospitality	232-1505
Betty M. Eckebrecht, CPA	Job Bank	232-5665
Cynthia K. Wilson	Member Relations	232-2505
Sharon L. Croissant	Membership	239-6216
Stephanie Fox, CPA	Program	294-5331
Joan Rost	Public Relations	232-2160
Judy K. Farthing	Publicity	382-6596
Beverly M. Wandling, CPA	Scholarship	232-0158
Jan Duffy, CPA	Student Activities	294-1481

AICPA Moves to End Bias Against Smaller Companies
(Reprinted from The Thrift Accountant, August 23, 1991)

The American Institute of Certified Public Accountants is seeking to bar discrimination against smaller accounting firms. In a policy statement, the trade group said no AICPA members should be arbitrarily eliminated for consideration from engagement strictly on the basis of size. The trade group said the statement is directed to credit grantors, underwriters, federal regulatory agencies, lawyers, bonding companies and others who may be accepting accounting services only from the six largest or "nationally recognized" firms.

"The AICPA believes that this practice is not in the best interests of either the accounting profession or the public it serves," according to the AICPA policy. "Such actions clearly discriminate against many accounting firms that are capable of providing quality services," said AICPA President Philip B. Chenok.

According to a spokesman retained by a group of small accounting firms, the policy statement represents the second attempt by the trade group to deal with alleged discrimination against smaller accounting firms. The smaller firms are concerned because their clients, such as thrifts and banks, leave them when they find they need public financing, the official said. "The existing CPA firm, even though small or local, may be superbly qualified to do their work, but bankers believe a larger firm is needed," the spokesman for the small firms said. The effort by the AICPA is the second to deal with the feelings of discrimination voiced by the smaller CPA firms.

According to a spokesman for the smaller firms, whose group is called the Private Companies Practice Section, the AICPA sought to deal with the issue in the early 1980s with a policy statement. But apparently, the effort didn't work, resulting in the latest effort, which the smaller firms believe is stronger.

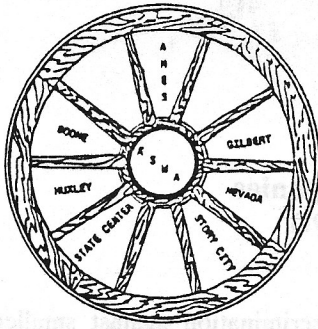
One factor making the latest statement stronger is that the accounting industry requires all firms to meet uniform quality control standards, as exemplified by industry requirements for a peer review. The statement said that the AICPA "deplores all instances of credit grantors, underwriters, federal regulatory agencies and others requiring that firms from whom they will accept professional accounting services be limited to one of the "Bid Six" or "nationally recognized" firms. The AICPA believes that this practice is not in the best interest of either the accounting profession or the public it serves."

The policy said that "members of the AICPA are specifically qualified to meet the needs of those seeking professional accounting services, and the size of the firms in which they practice is not important unless, for example, the size of the engagement would require more personnel than a firm could provide. "However, such a circumstance is a factor that should be determined in negotiations following a request for proposal, not in an arbitrary policy decision limiting performance of the engagement exclusively to "Big Six" or "nationally recognized" firms," the statement said. "Exclusion of firms by use of such terms provides no assurance that management has appropriately discharged its responsibility to select an accounting firm that will offer quality services at a reasonable price," the statement added.

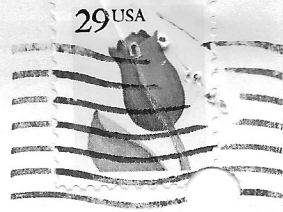
The policy statement asked that all administrative policies, legal instruments or other documents providing that only accounting services of a "Big Six" or "nationally recognized" firm are accepted by modified to provide that the needed accounting service will be performed by an accounting firm whose members "are also members of the AICPA and mutually acceptable to the parties.

"This change will provide assurance that no firm is arbitrarily excluded on the basis of its size while affording clients the opportunity of broad selection among all firms competing in the marketplace and willing to comply with the AICPA membership guidelines and requirements," the policy said.

The spokesmen for the group of small CPA firms, which has 6,500 member firms, said the message of the policy statement "to the business community is that small firms are competitive and offer quality service; a CPA is a CPA."



THE SPOKESWOMAN



AMERICAN SOCIETY OF WOMEN ACCOUNTANTS - AMES CHAPTER NO. 158

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CALENDAR OF EVENTS

<u>DATE</u>	<u>EVENT</u>
September 16, 1991	Board of Director's Meeting Ames Savings Bank, FSB
September 11-14, 1991	Joint Annual Meeting of AWSCPA-ASWA, Chicago, IL
September 19, 1991	Regular Membership Meeting
September 23, 1991	Bulletin Deadline
September 25, 1991	Networking Breakfast, 7 AM Country Kitchen, South Duff
September 30, 1991	Board of Director's Meeting Ames Savings Bank, FSB
October 10, 1991	Regular Monthly Meeting Country Kitchen, South Duff
October 21, 1991	Bulletin Deadline
October 24, 1991	Networking Luncheon Mandarin Chinese Restaurant

DEADLINE FOR THE OCTOBER BULLETIN IS SEPTEMBER 23, 1991