

THE SPOKESWOMAN

AMERICAN SOCIETY OF WOMEN ACCOUNTANTS

Volume II, No. 8

Ames Chapter No. 158

April, 1992

PRESIDENT'S MESSAGE

Although the March meeting was scheduled to be held jointly with the Des Moines Chapter of ASWA, the workload of March proved to be our downfall. We are planning on moving our joint meeting to the fall so that more members of both chapters can attend. We look forward to the opportunity to network at future meetings with them. Our speaker provided valuable information on the subject of continuing education which will be helpful to our Chapter in planning future meetings and our educational seminar.

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 40% of the voting members. If your schedule is extremely busy on April 9th, 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!

The busy season will be almost over by the time of our next meeting. Just a couple more weeks. Hang in there, ladies!

See you on April 9th!!!

Karen Jacobson
President

REGULAR MEMBERSHIP MEETING

DATE: Thursday, April 9, 1992

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

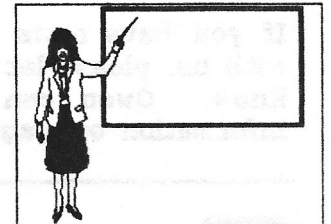
PLACE: Elwell's Chefs Inn
RR4 - West Lincolnway
(2 1/2 miles west of
Campustown), Ames, Iowa

MENU/COST: Order off the Menu
Tip included on the
Bill, Cash Bar

RESERVATIONS: Sue Logan 294-9537
NO standing
reservations!

DEADLINE: Noon, Wednesday
April 8, 1992

SPEAKER:
Dr. Dixie
Bjurstrom,
Instructor of
Business
Communications,
ISU



TOPIC:
Conducting Effective Meetings

1992 - 1993 NOMINATIONS

A slate of officers and directors for the 1992-1993 fiscal year has been selected by the Nominating Committee. These individuals and their positions are as follows:

Officers:

President	Kathy Strum
Vice President	Nancy Campbell
Secretary	Deb Bielunski
Treasurer	Kate Mulder

Directors:

Membership Chairperson	Stephanie Fox
Program Chairperson	Beverly Wandling
Member Relations Chairperson	Josie Niemand
Immediate Past President	Karen Jacobson

The Bulletin Chairperson will be Karen Jacobson.

Elections are being held at this membership meeting.

NETWORKING LUNCHEONS

April 22, 1992	Cafe Northwest 114 S. Duff, Ames
May 28, 1992	Hickory Park 121 S. 16th, Ames
June 24, 1992	Country Kitchen S. Duff, Ames

All networking luncheons start at noon. If you have a special place you would like to lunch at, contact Cindy Wilson at 232-2505.

IT'S YOUR BULLETIN

If you have news you would like to share with us, please let the Bulletin chairperson know. Gwen can be reached using the information on page 2 of the Bulletin.

PRESIDENT:

Karen E. Jacobson, CPA
Ames Savings Bank, PSB
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
Work: (515) 239-6216
FAX: (515) 239-6318

BULLETIN:

Gwenyth Y. Waalkes, CPA
1316 10th Street
Nevada, IA 50201
Home: (515) 382-5948
Work: (515) 226-3688
FAX: (515) 226-3701



NEW MEMBER PROFILES

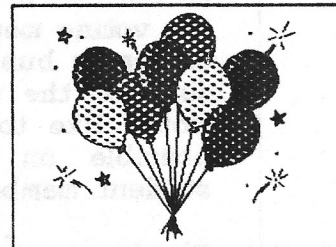
Josanne (Josie) Niemand works at Iowa State in Grant Accounting with several of our Chapter members. She has a BS in Accounting from ISU. Josie is married to Larry and has two children - Sara, who is 12, and Christopher, who is 3. The family lives in Ames. Josie's favorite hobbies are China painting, camping and related outdoor activities.

Cindy Sippel works at the Principal Financial Group in Des Moines as a staff accountant with responsibilities in financial statement preparation and state compliance filings. Cindy is a CPA and holds a BBA from ISU in Accounting. Cindy is married to Rick and has three girls - Jenny (14), Eileen (13) and Christy (12). The family lives in Ames. Cindy's favorite hobbies are quilting and reading.

Janice Griffin is a student at Iowa State University in her junior year. She is married to John and lives in Perry. Janice has a 21 year son attending the University of Northern Iowa. Her hobbies include antiquing and attending auctions.

Welcome to the Ames Chapter of ASWA all of you!!

Debbra Matney received word that she has passed the November CPA exam. Deb works for the State Auditor's Des Moines Office. Congratulations, Deb. (Just think. Now you get to take all that continuing education with us.)



ADDRESSING FOR SUCCESS

Who cares about the way your mail looks? The Post Office has new optical character readers (OCRs) and bar code sorter (BCSs) who all care about the way your mail is designed and how it's addressed. Their purpose is to increase the speed, efficiency and accuracy of processing your mail while keeping postal operating costs down.

Consistently accurate delivery, faster mail turnaround and greater profits are just some of the ways you can benefit from this state-of-the-art mail processing system.

This high-speed equipment is programmed to "read" and sort up to 36,000 pieces of mail per hour. But, if your mail is not technically compatible, these sophisticated machines will miss the thrill of processing it.

So what type of mail is considered technically compatible? First, mail that's "machinable". In other words, mail that's the right size and shape to speed with ease through the equipment. And mail that is electronically "readable." Readable mail is quickly and accurately read, coded and sorted by the equipment.

How to Get the Benefits

Size-Begin by making sure that your letter is the proper size. If it's too small, it won't even be mailable. If it's too large, it can't be processed by the OCRs or BCSs and it may be subject to a surcharge. Envelopes and cards with dimensions which fall between the minimums and maximums listed below will speed through the new machines without a hitch.

Dimensions(inches)	Min.	Max.
Height	3 1/2"	6 1/8"
Length	5"	10 1/2"
Thickness	.007"	3/16"*

*card stock should not exceed .0095"

Mail pieces smaller than the above minimums are not mailable. Letter mail larger than the maximums are still mailable but it must bypass the OCR and be processed through slower and less efficient manual or mechanized methods.

Address Location

The OCR will be happy to direct your mail to its proper destination, but first, it must be able to locate the delivery address and

read it. The eye of the OCR looks for the address with an imaginary rectangle on each mail piece called the OCR read area. If the address is located within the following boundaries on your mail, the OCR won't have any trouble finding it:

Sides of the rectangle: 1" in from the right and left edges

Bottom of the rectangle: 5/8" up from the bottom edge

Top of the rectangle: 2 3/4" up from the bottom edge

To gather information needed for the finest sort, the OCR would like to see all lines of the address within the above area. But, if that's not possible, it will help to place as many lines in the OCR read area as you can. A word of caution-Make sure no portion of the return address appears in the read area.

Lines of the Address

The OCR is always in a hurry. It doesn't have time to rearrange address information that's out of the proper sequence:

Non-Address Line	CRPS 03672
Information/Atten.	MR S ONEILL PRES
Name of Recipient	SEAN ONEILL INC
Delivery Address	4321 MAPLE ST
Post Office, State ZIP	OAK MD 12345-6789

Make sure the address is complete as possible including apartment or suite numbers and proper designations such as street, road, avenue, etc.

Non-address information, advertising copy, company logo, etc., should be positioned above the delivery line address.

Bar Code Clear Area

After reading an address, the OCR will print the appropriate bar code on the bottom of the mail piece. Then by reading the code, BCSs can quickly route the envelope and card to its destination.

Window Envelopes

If you use window envelopes, you'll want to be certain that the entire address is always visible-even during full movement of the insert.

Address Characters

The OCR will read most typewritten and other machine printed addresses for hours on end without a wink. But it closes its eye to (continued on page 4)

ADDRESSING FOR SUCCESS (from page 3)

handwriting and print styles such as script, italic, artistic and other highly stylized characters. It also has trouble deciphering dot matrix print if the dots that form each character aren't touching each other.

Spacing

Spacing between characters, words, and address lines is equally important. The OCR must see a clear vertical space between each character and each word or it won't know where one ends and the next one begins. For similar reasons, it also needs a clear horizontal space between each line of the address.

In order check the spacing, between characters, words, and address lines, draw a vertical line between a few characters in the address with a common ball point pen. Then, draw a horizontal line between two address lines. If the ink from the pen does not touch any of the characters, chances are very good the spacing is sufficient.

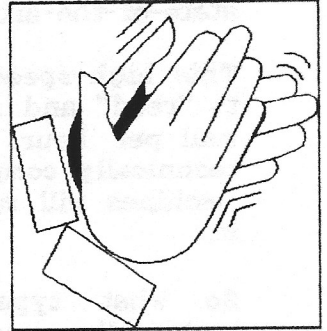
Notes

Although never specifically stated in the brochure from the Post Office, all of the address examples were in capital letters with no punctuation except for the hyphen in the nine-digit zip code.

If you need additional information, this information was from the brochure, Addressing for Success available in the post office.

MORE MEMBER NEWS

Beverly Wandling was recently named to the Octagon Center for the Arts' 1992 Executive Board of Trustees and will serve as Treasurer.



Gretchen Langwith volunteered time on several evenings to the VITA program at ISU. Karen Jacobson joined her on one evening.

Margaret M. Hall

Carol Fischer
Shirley G. Ford
David J. King

Patricia Hemminger
Jeanne Johnson
Kathy Smith
Carol

You Are Cordially Invited to Attend
the 1992 Spring Conference of the
American Society of Women Accountants

May 21-23, 1992 at the Hotel Captain Cook
5th & K, Anchorage, Alaska

RSVP By April 20: ASWA Spring Conference
Box 2121
Memphis, TN 38159
Fax: (907) 680-0505

30 Days advance notice:
Hotel Captain Cook
P.O. Box 102280
Anchorage, Ak. 99510-2280
Reservations Department
(907) 276-6000

April 1, 1992
Princess Tours
519 West Fourth Ave.
Anchorage, Ak. 99501
(800) 676-4932
Fax: (907) 276-8487

Delta Airlines Group #R0783

Jelena Edwards *Jean Bayley* *Julie Bay* *Jeanne Edwards*

The Akron/Canton Chapter of ASWA is offering a limited edition, classically styled, deluxe portfolio, as a fundraiser for our scholarship fund.

The grey suede-like cover measures 12 3/16" x 9 1/8" closed and is richly debossed with the ASWA logo. An inside pocket is embossed in gold with American Society of Women Accountants. The portfolio includes a pen loop and a green eyetint pad, for your convenience. The cost of each portfolio is \$12.00 plus shipping.

The Akron/Canton Chapter of ASWA would like to thank—you for helping us increase our scholarship fund.

A S W A
AMERICAN • SOCIETY • OF WOMEN • ACCOUNTANTS

PORTFOLIO ORDER FORM

NAME : _____

SHIPPING ADDRESS: _____

PHONE: () _____

QTY.	UNIT PRICE	TOTAL PRICE
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PORTFOLIOS _____ *\$12.00/ea _____

SHIPPING _____ *\$ 3.00/ea _____

TOTAL DUE _____

PLEASE REMIT TO:

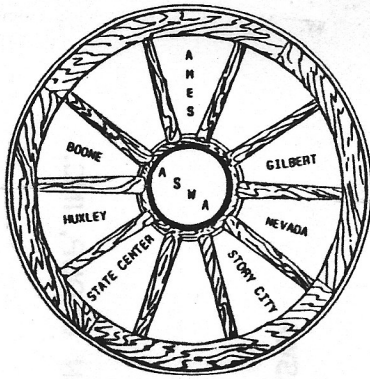
AKRON/CANTON CHAPTER ASWA

MAIL ORDER TO:

FRAN MARSINO
C/O ENVIRONMENTAL DESIGN GROUP, INC.
1533 COMMERCE DR.
STOW, OHIO 44224-1711
(216) 686-1898

ALLOW 4 WEEKS FOR DELIVERY





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AMERICAN SOCIETY OF WOMEN ACCOUNTANTS - AMES CHAPTER NO. 158

Gwenyth Y. Waalkes, CPA
1316 10th Street
Nevada, IA 50201

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

CALENDAR OF EVENTS

DATE

EVENT

April 9, 1992

Regular Membership Meeting

April 20, 1992

Bulletin Deadline

April 22, 1992

Networking Luncheon

DEADLINE FOR THE MAY BULLETIN IS APRIL 20, 1992