

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

## AMERICAN SOCIETY OF WOMEN ACCOUNTANTS

Volume II, No. 9

Ames Chapter No. 158

May, 1992

### PRESIDENT'S MESSAGE

Just think - there are only two more meetings during this fiscal year. The new officers and directors for next year were elected by unanimous consent at the last membership meeting. Our new president, Kathy Strum, has been busy lining up her committee chairs, and I know she still has some openings. If you have not been contacted already and are interested in serving on a specific committee next year, be sure to give her a call at Hertz Farm Management in Nevada (382-6596).

Soon we will be receiving registration forms for the area conference being held in Kansas City June 26-28. This is a tremendous opportunity to meet other women accountants and network. Some or all of the technical programs qualify for CPE and there are other opportunities for fun and entertainment. For those of you who like to shop, Kansas City has some great stores. Plan ahead now to treat yourself to something special. The Prairie States Area Conference is going to be just that.

See you all at the new membership meeting on May 14th.

Karen Jacobson  
President

### REGULAR MEMBERSHIP MEETING

DATE: Thursday, May 14, 1992

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

PLACE: Lucullan's Restaurant  
400 Main  
Ames, Iowa

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

RESERVATIONS: Kim Supercynski  
232-8585  
NO standing reservations!

DEADLINE: Noon, Wednesday  
May 13, 1992

SPEAKER:  
David Stockman  
Employee Benefits  
Director  
Fisher  
International



TOPIC: Accounting for Post  
Retirement Benefits

## NETWORKING LUNCHEONS

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.

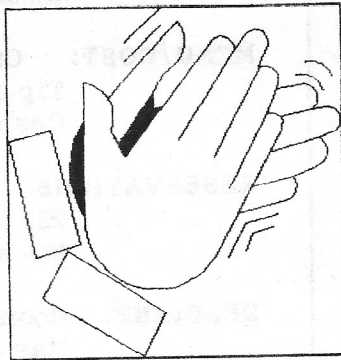
## MEMBER NEWS

Student member Gretchen Langwith received a summer accounting internship with Deer & Co. for summer 1992. It will last 12 weeks and she will spend half the time at the Waterloo Foundry working in the Accounting Department and half the time at the Moline Administrative Center as part of an audit team. Good luck, Gretchen!

Members - If you have something to share with your fellow members, just let the Bulletin chair know. We always like to hear about our members.

## CONGRATULATIONS, PARTNER !!!

Betty Ekebrecht, CPA, was made partner of Dougherty & Co., P.C., Ames, effective January 10, 1992. The firm's sole partner, prior to Betty, was Gene Dougherty, who has been in business for 18 years. Betty had been with the firm for 10 years prior to becoming a partner. The firm provides a complete line of audit, tax and consulting services.



## IRS RAISES OPTIONAL MILEAGE RATE

The optional standard mileage rate used by the IRS for deducting business expenses was raised from 27.5 cents to 28 cents effective January 1, 1992. In addition to the optional mileage rate, taxpayers can still deduct parking fees and tolls. There are no changes in the 12 cents per mile deduction for charitable travel or the 9 cents per mile deduction for moving and medical expenses.

## YAK, YAK, YAK.

Could Computerized Teamwork by the Answer?

For busy people, there is nothing worse than a dull business meeting that just goes on and on, never accomplishing anything. The only thing it seems to be good for is to provide a forum for those who love to hear themselves talk - to expound; those who daydream - to dream; and those who doodle - well, to do that.

Cheer up. There is growing evidence that computers may be just the ticket to a more productive meeting. According to a recent article in The Wall Street Journal, a few companies and universities are building meeting rooms equipped with a dozen or more connected personal computers. Instead of yakking at each other, attendees type their ideas on keyboards. Supporters of this new trend say the results are quieter, less stressful, more productive meetings. Not everyone will go for it, however, because attendees remain anonymous - not much chance to show off. Remember, the key word here is "teamwork".

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## "THE FEMALE ADVANTAGE"

I recently read a book by Sally Helgesen entitled "The Female Advantage - Women's Ways of Leadership." Helgesen spent an entire day each with four very successful leaders researching their strategies and organization theories, creating "diaries" about them. The four women were Frances Hesselbein, National Executive Director of the Girl Scouts; Barbara Grogan, President of Western Industrial Contractors (Denver, Colorado); Nancy Badore, Director of Ford Motor Company's Executive Development Center; and Dorothy Brunson, President of Brunson Communications.

The studies showed that women have different methods of leadership. The women studied seemed to be in the center of things, as in a circle or web looking out, rather than at the top, looking down. In 1968 a study was done on five successful male leaders by the management scientist Henry Mintzberg. Helgesen found the following similarities and differences between the men and women studied in the two groups: (1) The women scheduled small breaks throughout the day while continuing to work at a steady pace. The men did not schedule in such breaks, but worked at an unrelenting pace. (2) The women did not view unscheduled encounters and tasks as interruptions, while the men looked at anything that wasn't on their schedule as an interruption and thus their days were very fragmented. (3) While the men spared very little time for activities not directly related to work, the women made time for such activities. (4) Although both the men and women preferred live action encounters, the men looked on answering the mail as relatively unimportant whereas the women scheduled time to answer it. (5) Both the men and women maintained a complex network of relationships outside their business. (6) The men were involved in the day-to-day running of their companies, with no time for reflection, while the women tended to focus on the long range. (7) The women saw themselves as complex and multifaceted individuals while the men identified themselves with their jobs. (8) The men had difficulty sharing information while the women actually scheduled in time for such sharing.

The jacket on the book cover indicated that Helgesen shows in her studies, "how workplaces run by women tend to be 'webs of inclusion' - communities where sharing information is key, where the rules of the hierarchy come undone in unexpected points of contact. And while male leaders tend to champion the value of vision, women leaders concentrate on developing a voice." The feminine principles noted in the book appear to be the management style of the 90's. And according to our speaker at the April meeting, the old (i.e., men's) method of management is on its way out and the women's way is coming in. This is a very interesting book and I would highly recommend it. Not only is it thought provoking, but entertaining as well.

Karen Jacobson

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MARK YOUR CALENDAR NOW!

WEDNESDAY, MAY 20, 1992

CPE CREDIT AVAILABLE FOR CPAs & CMAs

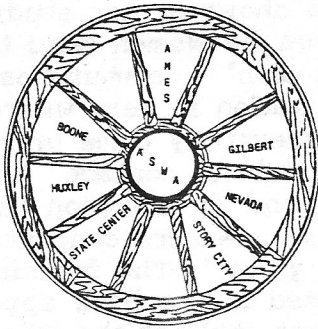
The Omaha Chapter of ASWA presents thier Annual Spring Seminar and Public Relations Dinner at the Omaha Club, 2002 Douglas Street. The Seminar is from 9:30 am to 5:00 pm, with dinner following.

### Seminar Topics:

- Income and Property Tax Update
- Developing a Business Plan
- Employee Benefit Plans, 401(k) Plans, Cafeteria Plans
- Fraud Examination and Prevention
- Case Studies on Fraud
- Ethics and Perception of Gender
- The Behavioral Magic Show
- IRS Activities to Identify and Prosecute Income Tax Fraud
- How Do You Punctuate Your Life's Sentence

### Public Relations Dinner:

Please join the Chapter for cocktails and dinner at the Omaha Club. Major John O'Donnell, Major Henry Gant and Major David Gibbs will present "New Directions", a profile of recent changes in the military structure at Offutt Air Force Base. Scholarships will also be presented. Registration forms with times and fees are available from Tina LaFave, Deloitte & Touche, 402-444-1813.



# THE SPOKESWOMAN

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## CALENDAR OF EVENTS

<u>DATE</u>	<u>EVENT</u>
May 14, 1992	Regular Membership Meeting
May 21, 1992	Bulletin Deadline
May 28, 1992	Networking Luncheon

DEADLINE FOR THE JUNE BULLETIN IS MAY 28, 1992