

# THE SPOKESWOMAN

AMERICAN SOCIETY OF  
WOMEN ACCOUNTANTS

Volume III, No. 1

Ames Chapter No. 158

August, 1992

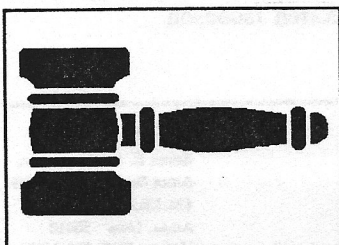
## PRESIDENT'S MESSAGE

As your new President, I wish to welcome you to Fiscal Year 1993. We had a very successful planning meeting on July 9, 1992 and are all looking forward to a great year. Betsy Scott, District Director for the Prairie States area, attended the planning meeting. It was very beneficial to have her input and experience. Thank you, Betsy, for taking the time and effort to help.

We set three goals for the upcoming year. They are to increase attendance, membership, and visibility. You will be hearing more about these goals at our next meeting. We have a lot of exciting new ideas to make our year productive and fun.

Five of our members attended the Prairie States Conference in Kansas City. One of them, myself, was not able to stay for the whole conference. If you have any doubts whether the time was worth the effort, just ask Judy Farthing, Karen Jacobson, Kate Mulder, or Deb Gould. They all came back excited and motivated about ASWA.

Again, I would like to welcome you to the new year. Thanks in advance for all of your help and cooperation. I appreciate any input you may have to make ours a more viable organization.



Kathy Strum  
President

## REGULAR MEMBERSHIP MEETING

DATE:	Thursday, August 13, 1992	
TIME:	5:00 PM	Board Meeting
	5:30 PM	Networking
	6:00 PM	Business Meeting
	6:15 PM	Dinner
	7:00 PM	Program
PLACE:	Country Kitchen South Duff, Ames	
MENU/COST:	Swiss Steak or Stuffed Pork \$9.00	
RESERVATIONS:	Judy Farthing Ames 233-2784 Nevada 382-6596	
DEADLINE:	5:00 PM, Friday August 7, 1992	
PROGRAM:	Scholarship Development Group Think Tank	

### ATTENTION MEMBERS!!!

We need YOU!!! . . . and your ideas! It is time to create and fund a local scholarship program. Bring your ideas for fund raising to the August Membership Meeting. Let's do this as a group. We need each one of you to be there. Plan now and award in May is our goal. Be a woman accountant who will stand up and be counted!

Scholarship Development

## ASWA SPRING CONFERENCE Anchorage, Alaska

(Editor's Note: The following is contributed by Beverly Wandling, sole attendee from the Ames Chapter to the last scheduled Spring Conference of ASWA.)

Fun in the sun and there was a lot of it in this last frontier - from 4:00 in the morning until 11:30 at night in May. The sun shone everyday for the five days I was in Anchorage and the temperature hovered around 70 degrees. I took a suitcase full of cold weather clothes.

The state is huge, so I saw only a tiny part. Traveled inland by bus to Valdez (of oil spill fame) and across the glacier ice fields in a nine-hour boat trip. Rented a car and drove to the port of Seward where the cruise ships dock and depart. Visited a musk ox farm where their wool is harvested for scarves and hats woven by Alaskan natives only. Visited a tiny Russian Orthodox Church and burial ground with colorful "burial houses" built above the grave sites to be inhabited by the departed souls. Rushed through a really wonderful historical exhibit at the Anchorage Museum. I'll return again to spend more time there. I had dinner at Alaska's only five star restaurant, "The Double Muskey Inn," located on a dirt road 35 miles outside of Anchorage. Wonderful food in an Old West atmosphere.

As an after thought, I earned 16 hours of CPE by attending such diverse sessions as "Gaining the Ethics Edge," "Executive Compensation," "Planning Transition in Family-Owned Businesses," and "Office Politics." The absolute best was the young woman whose topic was "Personal Growth through Wilderness Experience." She proved that age or lack of an athlete's body are not barriers to outdoor experiences in a non-threatening group situation. Our speakers, with only an occasional exception, were entertaining and knowledgeable. Missed Fun Night because of the flu, but still had opportunities to meet people and made a new friend, Susan, from California.

And, by the way, I actually saw a moose walking down 7th Avenue in Anchorage. It might even have been the same one that strolls the streets in "Northern Exposure"!

These conferences - the Joint Annual Meeting of AWSCPA-ASWA or "JAM" and ASWA Spring Conference, are special opportunities to see new places, make new friends, earn CPE credits, and grow professionally. Make plans to go ASAP.

## MEMBER NEWS

Ellen Rasmussen and Stephanie Fox will comprise half of the newly formed Accounting Management Team at Iowa State University. Ellen will serve as Manager of Budget and Systems Development and Stephanie will be Manager of Accounting Services. Congratulations, Ellen and Stephanie!!

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## PUBLIC SERVICE OPPORTUNITY

Would you be interested in volunteering your skills as a consultant for the Small Business Development Center? Sherry Shafer, Branch Manager (who spoke to our Chapter last fall), has indicated they are in need of persons to perform cash flow projections for fledgling businesses. Call Stephanie Fox at 294-2556 if you are interested.

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## WANTED - BULLETIN SPONSORS

For the past several years, our Chapter has been fortunate to have various companies sponsor our Bulletin. Please discuss the possibility of your company sponsoring the Bulletin for one month. Be sure to show your boss a copy of The Spokeswoman and indicate that your company's name will be included in the Bulletin. The cost is approximately \$30 with copying and postage. A signup sheet will be passed out at the August membership meeting, so please plan now to sign up.

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## FROM THE EDITOR

The Spokeswoman is your newsletter. I would like to include contributions from the members on a regular basis. Perhaps you would like to be a contributor. If you read an article (or see a cartoon) which you believe would be of interest to our membership, please send me a copy, along with the title of the publication so that proper credit may be given. Original writings are also appreciated. My address and fax numbers can be found directly below this notice. (Don't be surprised if I ask you to write something for us. Beverly, Kate, Judy and Deb already know the feeling.) Karen Jacobson

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### PRESIDENT:

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**AMES CHAPTER NO. 158  
AMERICAN SOCIETY OF WOMEN ACCOUNTANTS  
1992-1993 Program**

<u>Date</u>	<u>Program</u>	<u>Location</u>
August 13, 1992	Scholarship Development T-Shirt Evaluations Fund Raising Ideas	Country Kitchen
September 15, 1992	Ames/Des Moines Joint Meeting	To Be Announced
October 8, 1992	Accessorizing for Business Lori Dunn	Aunt Maude's
November 12, 1992	Public Relations Dinner Joan Johanson "Feelin' Good"	Holiday Inn, Gateway
December 10, 1992	White Elephant Exchange Hors D'Oeuvres	Beverly Wandling's 2523 Pierce, Ames
January 14, 1993	Fun Night Country Dancing and Dance Instruction	Hunky Dory's Catering by Hickory Park
February 11, 1993	Joint Meeting with ISU Accounting Club IRS Speaker on Tax Fraud	Carver Hall Pizza from Da Vinci's
March 11, 1993	Non-Profit Accounting for Volunteers Ames Chapter Resource Person	Country Kitchen
April 8, 1993	Domestic Violence Ann Greenfield, ACCESS	Lucullan's
May 13, 1993	Scholarship Award Dinner Speaker: To Be Announced "Women as Movers and Shakers"	The Broiler
June 10, 1993	Installation of Officers Jill Bryant, National Education and Legislation Chair "ASWA: Opportunity for Leadership"	Holiday Inn, Gateway
July 8, 1993	Picnic Potluck Planning Meeting	Brookside Park

Please save this calendar of meeting information for the entire year. Plan now to join us for an ASWA experience during 1992-1993.

## OFFICERS AND COMMITTEE CHAIRS

Name	Position/Committee	Business Telephone
Kathleen M. Strum, CPA	President	382-6596
Nancy Campbell, CMA	Vice President	239-6436
Deborah J. Gould	Secretary	382-6596
Catherine A. Mulder	Treasurer	382-6596
Debra A. Matney, CPA	Administrative Reporting	(Home) 292-8054
Karen E. Jacobson, CPA	Immediate Past President and Bulletin	232-2714
Joan Rost	Bylaws	232-2160
Sue Logan, CPA	Chapter Development	294-9537
Sharon L. Croissant	Education & Legislation	239-6216
	Job Bank	
Judy Farthing	Hospitality	382-6596
Josanne M. Niemand	Member Relations	294-5214
Stephanie Fox, CPA	Membership	294-2556
Beverly Wandling, CPA	Program	232-0158
Kim M. Supercynski, CPA	Public Relations	232-8585
Cindy Sippel, CPA	Publicity	248-8086
Jan Duffy, CPA	Scholarship	294-1481/294-8106
Janice M. Griffin	Student Activities	465-4207

### AWSCPA-ASWA 52nd Annual Meeting

Today's Choices / Tomorrow's Successes

The Joint Annual Meeting (JAM) will be held October 15-17, 1992 at the Newport Beach Marriott Hotel in Newport Beach, California.

Twenty hours of CPE will be offered along with social events and networking opportunities. The Education Foundation Seminar is optional and will be on "Personal Computer Networking for Accountants."

ASWA Meetings include the Chapter Exchange and the Business Meeting.

For registration information, please refer to the mailing received from National. Pre-registration deadline is September 1, 1992. If you need a copy of the National mailing, please contact Karen Jacobson at 232-1714.

### NETWORKING LUNCHEON

August 25, 1992      Mandarin, 415 Lincoln  
Way, Ames

The networking luncheon starts at noon. If you have a special place you would like to lunch at, contact Josie Niemand at 294-5214.

### COMMUNICATION TIP

If you want to succeed, be as ready to fall in love with someone else's ideas as you are with your own.

*Source:* Judith Rich, Ketchum Public Relations, Chicago, writing in *The Communicator*, Public Relations Society of America.



## PRAIRIE STATES AREA CONFERENCE

(Editor's Note: Judy Farthing, Deb Gould, Kate Mulder and Kathy Strum attended their first area conference at Kansas City in June. Below are some thoughts on this unique experience from Judy, Deb and Kate.)

Judy Farthing - I enjoyed attending this conference and from this experience I have developed more enthusiasm for further development of our Chapter. This is a very professional organization and I respect the very active members who contribute so much of their time for the success of this national organization. Our Chapter is very new and has many challenges, but we are off to a good start under Karen Jacobson's leadership. Now those members attending this conference can truly recognize her reasons for such enthusiasm and will encourage other members to attend conferences or Joint Annual Meetings. We need to set short-term and long-term goals for our local Chapter. I am very confident that a long-term goal will be to host an area conference. I enjoyed all the extra efforts put forth by the Kansas City Chapter. They had some very educational workshops which will be beneficial for my own career. I especially enjoyed the Chapter Exchange held Sunday morning which gave us the opportunity to obtain new ideas as well as gain more friends in our profession.

Deb Gould - The Prairie States Area Conference recently held in Kansas City was very exciting. The Kansas City Chapter did an excellent job of planning and hosting this conference. Every one was so friendly and helpful and excited about being there. The seminars were interesting and were given by very informative and knowledgeable individuals. The most beneficial seminar to me was the one on living trusts. Information received will be most helpful to my personal life. Elizabeth Haas was a dynamic speaker who offered great tips on professional etiquette. I have already used some of her techniques for introductions and hand shaking. The hotel selected for our comfort was charming and within walking distance of great shopping. The social time was well planned and the riverboat moonlight cruise was a highlight for me. The best part of the whole conference was meeting other ASWA members and exchanging ideas about our organization, careers and goals. The atmosphere of excitement was exhilarating. Great Conference! Everyone should attend one.

Kate Mulder - The Prairie States Area Conference was a first for me in two ways: it was my first regional ASWA conference and my first chance to network with ASWA members from other Chapters. I met members from eight other ASWA Chapters. The boat excursion Friday evening was a fun experience and we met several National and Regional Officers. It was fun to put faces and

personalities with the names we see in the Coordinator. Saturday's meetings were all very interesting and beneficial to my development - in ASWA, in business, and in my personal life. Each speaker in the sessions I attended was interesting and gave dramatic and humorous examples for points they made, in addition to written outlines or handbooks which could be used for future reference. The Sunday morning brunch and exchange of chapter ideas climaxed the whole conference for me. In it I really was able to see what the other chapters had done and some challenges they had during the past year. Each chapter shared something that was a success for them in the last year and a challenge or concern they had. Ideas were exchanged freely and we were given an overall view of the types of activities other chapters participated in and different ways chapters approached them. The Kansas City conference made me feel good about being an ASWA member and I left fired up with many ideas and notes for things we could do to improve our Chapter in the coming year. I would strongly urge anyone who can to attend the next area conference in Springfield in June 1993.

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## BUSINESS PLANNING MEETING July 9, 1992

The Business Planning Meeting was held in Brookside Park and members attending shared a picnic potluck. The group set the following goals and objectives for the Chapter:

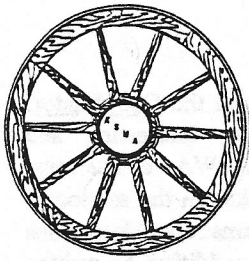
- Goals -
- (1) To increase attendance to more than 60% of membership
  - (2) To increase membership to 30 regular and 5 student
  - (3) To increase visibility

Objectives -

- Bulletin: Mail Bulletins 1 - 1 1/2 weeks before meeting
- Hospitality: Greeting members, table questions, numbered seating, meeting place
- Member Relations: Followup with guests and new members, mentor program
- Membership: Fliers at ISU, membership drive, followup
- Program: Variety, Business Meeting first
- Publicity: Ames Business Times feature, Meals on Wheels, telethon volunteers

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"The mind is a wonderful thing. It starts working the minute you're born and never stops until you get up to speak in public." Source: Toastmasters International



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Graphics, postage, and printing courtesy of Ames Savings Bank, FSB

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### CALENDAR OF EVENTS

<u>DATE</u>	<u>EVENT</u>
August 13, 1992	Board and Regular Membership Meetings
August 25, 1992	Networking Luncheon
September 15, 1992	Joint Meeting with Des Moines Chapter
October 8, 1992	Board and Regular Membership Meetings
October 15-17, 1992	Joint Annual Meeting, Newport Beach, California

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**DEADLINE FOR THE SEPTEMBER BULLETIN IS AUGUST 21, 1992**