

# THE SPOKESWOMAN

## AMERICAN SOCIETY OF WOMEN ACCOUNTANTS

Volume IV, No. 2

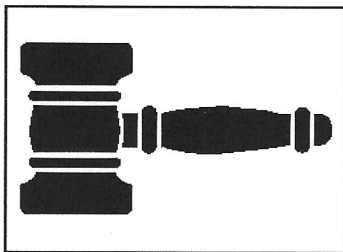
Ames Chapter No. 158

September, 1993

### PRESIDENT'S MESSAGE

This month's meeting we will be participating in SCORECARD, which will be presented to us by our Area Director Betsy Scott. I feel SCORECARD MANAGEMENT is a vital tool for our Chapter's SUCCESS. PLEASE try to attend this meeting. We need all the members' input to make this program WORK!

Focusing during the Chapter's annual planning meeting is the first step toward setting and achieving goals that further our members' skills and knowledge.



SCORECARD MANAGEMENT is the vehicle our Chapter can use to maintain focus on our mission. Declining membership and low attendance at meetings are indicators that the Chapter is not providing value to those members. SCORECARD can help us determine what need is not being met, but we must have EVERYBODY'S participation in order to see results!

Thanks to everybody who attended the program planning meeting in August. We have some FANTASTIC programs set up for this year!

**HAPPY FOOTBALL SEASON TO ALL!  
GO IOWA STATE AND BRONCOS!**

Kim Supercynski  
President

### REGULAR MEMBERSHIP MEETING

DATE:	Friday, September 10, 1993
TIME:	5:30 PM - Meeting/ 9:30 PM Program
PLACE:	Hertz Farm Management Cabin in Nevada (Meet at Hertz Farm Management Office at New Highway 30 E and carpool to cabin)
MENU:	Food trays catered with cost to be split by attendees
RESERVATIONS/ GUEST NAMES:	Sue Logan, Hospitality 294-9537 Work 292-0105 Home
DEADLINE:	4:00 PM, Thursday September 9, 1993
PROGRAM:	SCORECARD MANAGEMENT with Betsy Scott, Prairie States Area Director

### DIRECTIONS

Take New Highway 30 east to Nevada. Turn left at the flashing light intersection and take an immediate right. Hertz Farm Management is located on the northeast corner set slightly back in the woods. If you go past the flashing yellow light, you can see the Hertz office from New Highway 30.

If you cannot come for the entire meeting, feel free to come for any part of it. If you cannot come at all, give your ideas to someone who will be. As Kim said in her message, we need everyone's input to make it successful. See you there!

## MEMBER RETENTION - EVERYONE BENEFITS

To date we have received 13 renewals. For those of you who have not renewed yet, please call Kim Supercynski or any of the other members if you have any concerns regarding the organization which are affecting your decision. Each member's viewpoint is important.

To refresh your memory, here is a list of member benefits:

- \* ASWA's national newsletter, "The Coordinator," which keeps members up-to-date on national, chapter and member news;
- \* Leadership training seminars developed for ASWA that teach crucial skills in a friendly, supportive environment;
- \* Local, regional and national meetings and conferences that provide networking opportunities and continuing education at the lowest cost possible;
- \* National membership dues that have not increased since 1991 and are also substantially less than the cost of other national accounting organizations; and
- \* Availability of life, major medical, accident/hospital and term life insurance programs; loan and MasterCard programs with no first year fee and competitive interest rates; discount subscriptions to Business Week, Working Woman, Accounting Today, and Micromash review course software for the CPA, CMA and CIA exams.
- \* PLUS IT'S FUN!

Chapter benefits include:

- \* The Scorecard Management program, which helps your chapter identify strengths (and weaknesses) to better serve your members;
- \* The National Scholarship Program that awards scholarships in cooperation with the Educational Foundation of AWSCPA-ASWA;
- \* National Headquarters in Memphis, Tennessee, staffed by professionals dedicated to serving ASWA members and chapters;
- \* Centralized dues billing (and soon, dues collection) and member information tracked on ASWA's membership database, and;
- \* Access to Headquarters via telephone or FAX.

Everyone benefits from increased member retention. Higher member retention means lower costs (fewer follow-up calls), and helps chapters plan more effectively by getting members involved in chapter activities.

Involved members renew their membership promptly every year and act as mentors for the new members they've recruited. By retaining members, we are ensuring that the future of ASWA will be in good hands.

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### ATTENTION, MEMBERS!

Please note the date change of this month's meeting. The **FRIDAY** meeting **REPLACES** the **THURSDAY** meeting we normally hold the second Thursday of each month. This change is to accommodate our Area Director Betsy Scott and also because of the length of the meeting. Future meetings will be on our regular meeting night unless otherwise notified.

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### 1993/1994 COMMITTEE CHAIRS

Administrative Reporting	Kathy Strum
Bylaws	Sharon Croissant
Bulletin	(Vacant)
Chapter Development	Beverly Wandling
Education & Legislation	Cindy Sippel
Member Relations/ Hospitality	Sue Logan
Membership Program	Judy Farthing (The Board)
Public Relations	Jane Thomsen
Publicity	Jan Duffy
Student Activities	(Vacant)
Scholarship	Margaret Haubrich

If you are interested in serving as Bulletin, Program or Student Activities Chair, please call Kim Supercynski.

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*Even if you're  
on the right track,  
you'll get run over  
if you just sit there!!*

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#### PRESIDENT:

Kim Supercynski, CPA  
Iowa Benefits, Inc.  
1919 S. High Ave.  
Ames, Iowa 50010  
Home: (515) 232-6275  
Work: (515) 232-8585  
Fax: (515) 232-9147

#### MEMBERSHIP:

Judy Farthing  
Hertz Farm Management  
P.O. Box 500  
Nevada, Iowa 50201  
Home: (515) 382-2583  
Work: (515) 233-2784  
Fax: (515) 382-3762

#### BULLETIN:

Karen E. Jacobson, CPA  
107 Lafayette Avenue  
Story City, Iowa 50248  
Home: (515) 733-2660  
Work:  
Fax: (515) 733-4838

Ames Chapter No. 158  
American Society of Women Accountants  
Board of Directors Meeting  
August 12, 1993

**CALL TO ORDER:** The regular monthly meeting of the Board of Directors, Ames Chapter, was brought to order at approximately 6:41 p.m. on Thursday, August 12, 1993, at the home of Kim Supercynski, Ames, Iowa, President Kim Supercynski presiding.

**QUORUM:** A quorum was present.

**ATTENDANCE:** The following Board members were in attendance: Karen Jacobson, Kate Mulder, Nancy Campbell and Kim Supercynski.

**BUSINESS:**

**Minutes:** On motion made by Nancy Campbell, seconded by Kate Mulder, motion carried unanimously that Board minutes for the June 8 meeting be approved as presented in the Bulletin.

**Treasurer's Report:** At the end of July 1993, there was \$744.99 in the checking account and \$623.31 in the savings account. The report was placed on file for audit.

**OLD BUSINESS:** The September meeting will be held September 10th from 5:30-9:30 p.m. with Scorecard Management presented by Area Director Betsy Scott. The meeting will be at either the Hertz Farm Management office in Nevada or its cabin. Food will be catered in.

**NEW BUSINESS:** National's main goal this year is member retention. An update on Chapter renewals was made. It is anticipated that we will lose at least five members in addition to the two which either resigned or moved away last spring, but which were not forwarded to National for removal from our roster.

**ANNOUNCEMENTS:** The next Board meeting will be held on Thursday, September 9th, at noon at the Country Kitchen on South Duff in Ames. Kim announced that she had application forms for the Board of Trustees of the Educational Foundation if anyone is interested.

**ADJOURNMENT:** On motion made by Kate Mulder, seconded by Nancy Campbell, motion carried unanimously that the meeting be adjourned at 7:05 p.m.

Respectfully Submitted,

Karen E. Jacobson, Secretary

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Ames Chapter No. 158  
American Society of Women Accountants  
Membership Meeting  
August 12, 1993

**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 7:30 p.m. on August 12, 1993 at the home of Kim Supercynski, President Kim Supercynski presiding.

**QUORUM:** A quorum was not present.

**ATTENDANCE:** There were 7 members and two guests in attendance.

**BUSINESS:**

**Minutes:** Approval of the minutes for the June 10, 1993 meeting as printed in the Bulletin was delayed until the September meeting due to lack of a quorum.

**Treasurer's Report:** At the end of July there was \$744.99 in the checking account and \$623.31 in the savings account. The report will be placed on file for audit.

**Committee Reports:**

**Administrative Reporting:** The report is due to National by August 31, 1993. We will keep the same three goals

as we had last year: increase membership to 25, have 60% member attendance at meetings and increase visibility of the Chapter.

**Bulletin:** The deadline for the September Bulletin is August 26, 1993. Liz Starleaf agreed to sponsor the Bulletin as an individual.

**Bylaws:** No report.

**Hospitality:** There will be no meeting in July except for the Planning Meeting.

**Member Relations:** The next networking luncheon will be on August 26th at Hickory Park. It was requested that the list of networking dates and places for the year be included in the Bulletin.

**Membership:** No report.

**Program:** This will be discussed in detail after the business meeting is over.

**Public Relations:** Plans are continuing for the spring dinner. Meals on Wheels was also discussed.

**Publicity:** No report.

**Scholarship:** No report.

**Student Activities:** No report.

**OLD BUSINESS:** Scorecard Management will be presented by Area Director Betsy Scott at the September meeting to be held on Friday, September 10th, rather than our normal meeting night of Thursday, September 9th. Scorecard will help us to evaluate our interests and then set goals and objectives for our Chapter. Everyone's input is important so all members are asked to attend. It will be held from 5:30-9:30 p.m. at either the Hertz Farm Management office or their cabin in Nevada. Food will be ordered in from Minsky's.

**NEW BUSINESS:** National's main goal for this year is member retention. At each meeting we will profile one of the members. The member profiled at this meeting was Kate Mulder.

**ANNOUNCEMENTS:** The Joint Annual Meeting will be held in Minneapolis October 28-30. Early registration is due by September 15th. A number of members of the Chapter have indicated interest in attending. The networking luncheon for August is on the 26th at Hickory Park. The President announced she had applications for the Board of Trustees of the Educational Foundation if anyone was interested. A job posting in Indiana was announced.

**ADJOURNMENT:** The meeting ended after a survey of program topics was taken.

Respectfully Submitted,

Karen E. Jacobson, Secretary

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### ATTENTION, NON-MEMBERS!

In order to keep costs down so that Bulletin sponsors can more easily be found, it has been decided that non-members may receive two Bulletins before being dropped from the mailing list. If you would like to continue to receive The Spokeswoman, but are not interested in membership at this time, please send \$5 to the Bulletin Chair to cover costs. Non-members who are actively pursuing membership will be retained on the mailing list for a reasonable length of time.

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### BULLETIN SPONSORS NEEDED

Sponsors are still needed for four months. The estimated cost is less than \$20. Sign up for your company or as individuals. Thank you.

### 2ND ANNUAL GARAGE SALE

September 25, 1993  
8:00 a.m. - 1:00 p.m.  
Jan Duffy's Home  
2935 Eisenhower, Ames

Please preprice your items and drop them off between 4:00-7:00 p.m. Friday, September 24.

We need two volunteers to help at the sale. Please call Jan if you are interested or let her know at the September 10th meeting. Any items not sold will be taken to the Salvation Army unless you reclaim them by 5:00 p.m. on Saturday.

Remember this is being held to raise money for our Scholarship Fund. PLEASE DONATE!

## MEMBER NEWS

KATE MULDER and JOAN ROST passed the CPA exam. Congratulations, Kate and Joan!

KAREN JACOBSON is no longer working at Brenton Savings Bank. She can be reached at 733-2660 or through husband Paul (733-2995).

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## PROFESSIONAL DEVELOPMENT SYMPOSIUM

The Des Moines Chapter of ASWA, along with several other groups, is hosting its 4th Annual Professional Development Symposium on Wednesday, October 13, 1993 at the Crystal Inn and Conference Center. The fee is \$75 for the full day and \$50 for a half day. Four to eight hours of CPE can be earned for attending. The morning session topics are "Implementing the Deming Management Philosophy" or "Employment Issues: Legal Aspects of Hiring & Firing and Future Human Resource Management Trends" and the afternoon sessions are "1993 Tax Update, Micro Computer Update, and 401K/Pension Update" or "Effective Communication Skills (verbal, written, gender, ethnic)."

Profits are split between the groups depending on the number of attendees from each group. The Des Moines Chapter uses this as a fundraiser for their scholarships. Brochures with registration forms will be available at the September meeting if you are interested. If you have any questions, please call Denise Baldwin at 288-3279.

(Editor's Note: Several of us have attended this symposium in the past and it was very beneficial.)

## MEALS ON WHEELS VOLUNTEERS

9/11/93	Joan Rost, Judy Farthing
10/9/93	Jane Thomsen
11/13/93	Margaret Haubrich
12/11/93	Kate Mulder

If there is a month which has only one volunteer and you would like to help, please contact Jane Thomsen. Also, if you can't help on the Saturday you signed up for, it is YOUR responsibility to find a substitute.

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## DELEGATES NEEDED

If you are attending the JAM in Minneapolis and would like to serve as a delegate to the Annual Meeting, please let Kim know. Election of delegates MUST take place at the September meeting. Our Chapter has two delegates and the President is automatically one of the two if she is attending.

(Editor's Note: This is quite an experience and unless they change the order, we get to sit in the front row!)

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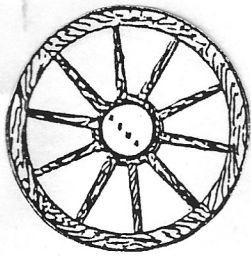
## PROGRAMS FOR 1993-1994

Discussions from the last meeting have led to the selection of programs for the year. Topics will include information on starting your own business, time management, resumes, emerging economic development within the Eastern Block and the hiring and firing of employees. A complete list of dates, programs and locations will be found in next month's Bulletin.

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## NETWORKING LUNCHEONS

September 23, 1993	Country Kitchen, S.Duff
October 28, 1993	Wallaby's



## THE SPOKESWOMAN

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AMERICAN SOCIETY OF WOMEN ACCOUNTANTS - AMES CHAPTER NO. 158

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### CALENDAR OF EVENTS

<u>DATE</u>	<u>EVENT</u>
September 9, 1993	Board Meeting
September 10, 1993	SCORECARD Meeting
September 23, 1993	Networking Luncheon
October 14, 1993	Joint Meeting with Des Moines Chapter
October 23, 1993	Networking Luncheon
October 28-30, 1993	AWSCPA-ASWA Annual Meeting Minneapolis, MN

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**DEADLINE FOR THE OCTOBER BULLETIN IS SEPTEMBER 24, 1993**