

THE SPOKESWOMAN

AMERICAN SOCIETY OF WOMEN ACCOUNTANTS

Volume IV, No. 3

Ames Chapter No. 158

October, 1993

PRESIDENT'S MESSAGE

In this month's ASWA COMMUNIQUE, Courtney Cowgill, National President, had an interesting message called "Run Your Chapter Like a Business." There were a lot of good points that I would like to share with you.

Your chapter really is a small business. The mission of this business has been defined: To help our members achieve their personal, professional and economic potential. Scorecard Management can help you define the "products" that your chapter produces to achieve this mission. "Products" from some chapters include education, networking, jobs, managerial skills and social interaction. Our customers are our members. Our assets are their donations of time and their membership dues. Other assets come from money earned by seminars, sales of gift items, employer support and other fundraisers. The liabilities are the needs of our members, defined or undefined - met or unmet. Equity is our membership base, defined as strong, committed long-term members. These members realize the benefits of active participation in ASWA and recognize the responsibilities of helping other women.

The goal plans that the chapter board of directors prepare are really business and marketing plans. The components are the same, only the terms are different. Each individual goal from a committee is similar to department goals. All committee or department goals should tie to the main goal established by the President and Board. Design your chapter's goals this year so they are obtainable and can be monitored and evaluated continually during the year.

Now you can see what I mean - your chapter really is like a small business. Treat it as such and learn from this valuable opportunity. This is a perfect chance to develop and practice those skills that are necessary to survive and succeed in today's business world. (Written by Courtney Cowgill, National President)

I feel that each one of us who is committed to the Ames Chapter of ASWA should start treating our Chapter as if it were their own business. We are always in need of new ideas in helping our Chapter (business) grow. Let's make this year a profitable (by increased membership - sales) and a successful one!

Kim Supercynski
President

REGULAR MEMBERSHIP MEETING

DATE:	Thursday, October 14, 1993	
TIME:	6:00 PM	Networking
	6:30 PM	Dinner
	7:15 PM	Program
	8:15 PM	Business Meeting
PLACE:	Best Western Starlight Village I-35 and E-1 exit, Ankeny	
MENU:	10 oz. Top Sirloin	\$12.00
	Chicken Cordon Blue	\$10.50
	Everything included	
RESERVATIONS/ GUEST NAMES:	Kim Supercynski 232-8585 Work 232-6275 Home	
DEADLINE:	12:00 Noon October 11, 1993	
PROGRAM:	A National Guard Perspective on Flood '93 Robert L. Anderson	

ABOUT OUR SPEAKER

Robert L. Anderson currently works for Hertz Farm Management in Nevada. His prior work experience includes Norwest Bank Trust Division and WHO Radio. He is a graduate of Agricultural Journalism from ISU and a graduate of Defense Information School from Fort Harrison, Indiana. Bob is a member of the National Guard and was active in serving with his unit during Flood '93.

ATTENTION, MEMBERS!!

We are carpooling to Ankeny on Thursday, October 14th. We will be meeting at the HAPPY CHEF off of New Highway 30 and Dayton Road and will leave promptly at 5:15 P.M.

BUDGET FOR FY 1993-1994

Cash Carryover from FY 1992-1993 \$ 547.19

Revenue:

Dues - National S (5 X \$12)
 R (25 X \$54) \$1,410.00
Dues - Local S (5 X \$5)
 R (25 X \$20.50) 537.50
Miscellaneous Income 100.00
Scholarship Fund Raising 300.00

Total Projected Revenue \$2,347.50

Expenses:

National Dues \$1,410.00
Program and Speaker 75.00
Bulletin 50.00
Public Relations 350.00
Yearbook 20.00
Postage 75.00
Membership 20.00
Scholarship Award 300.00
Office Supplies & Miscellaneous 100.00

Total Projected Expenses \$2,400.00

Projected Cash Excess \$ 494.69

MEMBER NEWS

New member BRENDA O'NEALL-SMITH passed the CPA exam. Congratulations and welcome, Brenda!

KATHY STRUM has started working on her MBA at Iowa State on Saturdays. Good luck, Kathy!

**Achieve
Success
With
ASWA**

PRESIDENT:

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BULLETIN:

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MEALS ON WHEELS VOLUNTEERS

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.

NETWORKING LUNCHEONS

October 28, 1993 Wallaby's
November 25, 1993 Mandarin
December 23, 1993 People's - Campustown
January 27, 1994 Applebee's
February 24, 1994 Lucullan's
March 24, 1994 Hickory Park
April 28, 1994 Mandarin
May 26, 1994 People's - Campustown
June 23, 1994 Applebee's

All networking luncheons start at noon. Plan now to attend one or more of these luncheons. It's a great way to get to know your sister members.

PROFESSIONAL DEVELOPMENT SYMPOSIUM

Don't forget October 13, 1993! The Des Moines Chapter of ASWA is co-hosting its 4th Annual Professional Development Symposium. Cost is \$75 for 8 hours of CPE and \$50 for 4 hours of CPE. Morning topics are "Implementing the Deming Management Philosophy" or "Employment Issues: Legal Aspects of Hiring & Firing and Future Human Resource Management Trends" and afternoon topics 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. Karen Jacobson has extra registration forms if you are interested. If you have any questions, please call Denise Baldwin at 288-3279.

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Ames Chapter No. 158
American Society of Women Accountants
Board of Directors Meeting
September 9, 1993

CALL TO ORDER: The regular monthly meeting of the Board of Directors, Ames Chapter, was brought to order at approximately 12:15 p.m. on Thursday, September 9, 1993, at Country Kitchen, Ames, Iowa, President Kim Supercynski presiding.

QUORUM: A quorum was present.

ATTENDANCE: The following Board members were in attendance: Kathy Strum, Kate Mulder, Judy Farthing and Kim Supercynski.

BUSINESS:

Minutes: On motion made by Kathy Strum, seconded by Kate Mulder, motion carried unanimously that Board minutes for the August 12 meeting be approved as presented in the Bulletin.

Treasurer's Report: At the end of August 1993, there was \$490.44 in the checking account and \$653.31 in the savings account. The report was placed on file for audit. The 1993-1994 Budget was presented by Treasurer Kate Mulder. Projected cash excess was \$494.69. On motion made by Judy Farthing and seconded by Kathy Strum, motion carried unanimously to approve the FY93-94 Budget.

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 held at the Hertz Farm Management cabin. Food will be catered in.

NEW BUSINESS: As President, Kim Supercynski will automatically serve as one of our two delegates at the Annual Meeting in Minneapolis. It was recommended that Kate Mulder serve as the second and Judy Farthing serve as an alternate. These names will be submitted to the membership at the next meeting.

The garage sale (proceeds to be donated to the Scholarship Fund) will be held September 25, 1993 from 8:00 a.m. - 1:00 p.m. at Jan Duffy's home.

The members that will be attending JAM will take some T-shirts with them to sell at the conference. A table will be set up and we will sell them on the honor system.

Membership: A motion was made by Kate Mulder and seconded by Kathy Strum to approve the application of Brenda O'Neill-Smith for regular membership subject to approval by National. The motion carried unanimously.

ANNOUNCEMENTS: The next Board meeting will be held on Thursday, October 14th, at noon at the Country Kitchen on South Duff in Ames.

ADJOURNMENT: On motion made by Kate Mulder, seconded by Kathy Strum, motion carried unanimously that the meeting be adjourned at 1:00 p.m.

Respectfully Submitted,

Kim Supercynski, Acting Secretary

Ames Chapter No. 158
American Society of Women Accountants
Membership Meeting
September 10, 1993

CALL TO ORDER: The September meeting of the Ames Chapter No. 158 of the American Society of Women Accountants was called to order at approximately 6:35 p.m. on September 10, 1993 at the Hertz Farm Management cabin in Nevada, President Kim Supercynski presiding.

QUORUM: A quorum was present.

ATTENDANCE: There were 9 members and Area Director Betsy Scott in attendance.

BUSINESS:

Minutes: On motion made by Kate Mulder, seconded by Jan Duffy, motion carried unanimously that the minutes for

the August 12, 1993 meeting be approved as printed in the Bulletin.

Treasurer's Report: At the end of August there was \$490.44 in the checking account and \$653.31 in the savings account. Thirteen members have renewed and there are four pending renewals. The report will be placed on file for audit. The first half of the Scholarship Award (\$150) will be paid immediately. The proposed budget was presented by Treasurer Kate Mulder. On motion made by Kathy Strum, seconded by Judy Farthing, motion carried unanimously that the budget be approved as presented.

Committee Reports:

Administrative Reporting: The report was filed with National by August 31st as required.

Bulletin: The deadline for the October Bulletin is September 24, 1993.

Bylaws: No report.

Education and Legislation: Karen Jacobson reported that she had made contact with the President of one of the Ames chapters of ABWA regarding a joint sponsorship of an educational program next spring. The information will be passed on to the appropriate committee chair.

Hospitality and Member Relations: The next meeting will be on October 14th with the Des Moines Chapter of ASWA. The meeting will be held in Ankeny.

Membership: The Board approved the application of Brenda O'Neill-Smith as a regular member subject to approval by National.

Program: The speaker for the October meeting will be Bob Anderson from Hertz Farm Management, who served with his National Guard unit during the flood. He will speak on a "National Guard Perspective on Flood '93."

Public Relations: The meeting will be held in May at the Holiday Inn, Gateway Center.

Publicity: No report.

Scholarship: No report.

Student Activities: No report.

OLD BUSINESS: None.

NEW BUSINESS: Six members are planning on attending the Joint Annual Meeting in Minneapolis in October. On motion made by Kathy Strum, seconded by Karen Jacobson, motion carried unanimously that Kim Supercynski and Kate Mulder be elected delegates to the annual meeting, with Judy Farthing and Jan Duffy to serve as alternates. After discussion, on motion made by Karen Jacobson, seconded by Kathy Strum, motion carried unanimously that the delegates go uninstructed on the issues so that they may vote according to the information presented at the meeting and the discussions previously held with members.

The garage sale (proceeds from which are being given to the Scholarship Fund) will be held on Saturday, September 25th at Jan Duffy's home from 8:00 a.m. to 1:00 p.m. Delivery of items is to be Friday afternoon from 4:00 - 7:00 p.m.

ANNOUNCEMENTS: The Joint Annual Meeting will be held in Minneapolis October 28-30. Early registration is due by September 15th. The next networking luncheon is to be held at Country Kitchen on September 23rd.

ADJOURNMENT: On motion made by Karen Jacobson, seconded by Jan Duffy, motion carried unanimously that the meeting be adjourned at 7:02 p.m.

Respectfully Submitted,

Karen E. Jacobson, Secretary

ATTENTION, NON-MEMBERS!

To keep costs down on the Bulletin, 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.

BULLETIN SPONSORS NEEDED

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

ScoreCard #4



Membership Building Activities	Importance (10,5,1,0)	Rating (4,3,1,0)	Weighted Score
NEW MEMBER PROGRAM			
Appropriate Chairperson G-1	10	1	10
Active, Motivated Committee G-2	10	0	0
Well-planned Campaign G-3	10	1	10
Properly Budgeted G-4	5	1	5
Prospective Members Invited/Welcomed G-5	10	1	10
Sponsor Program G-6	5	1	5
Special Incentives to Join G-7	0	0	0
Member Incentives to Promote G-8	1	0	0
Presentation Materials G-9	5	4	20
Follow-up Efforts G-10	10	1	10
New Member Orientation G-11	10	1	10
New Member Involvement G-12	10	3	30
TOTALS	86		110
FUNCTIONS/EVENTS			
Appropriate Chairperson H-1	10	3	30
Member Support H-2	10	2	20
Enthusiastic, Motivated Committee H-3	10	4	40
Well-planned H-4	10	4	40
Receptive and Friendly Members H-5	10	4	40
Prospective Members Invited H-6	10	1	10
TOTALS	60		180

ScoreCard #5



Membership Building Activities	Importance (10,5,1,0)	Rating (4,3,1,0)	Weighted Score
PRINTED ITEMS			
Membership Roster I-1	10	3	30
Brochures I-2	5	4	20
Internal Newsletters I-3	10	4	40
Flyers I-4	0		
Post Cards I-5	0		
Stationery I-6	5	4	20
Business Cards I-7	0	4	0
Note Cards I-8	0		
Application Forms I-9	10	4	40
TOTALS	40		150
PUBLIC RELATIONS			
Newspaper Announcements I-1	5	1	5
Newspaper Articles I-2	5	1	5
Reprints of Publicity I-3	0		
Community Service Projects I-4	1	4	4
Charity Programs I-5	5	3	15
External Newsletters I-6	0		
Drawings/Contests I-7	0		
TV/Radio Talk Shows I-8	0		
TV/Radio Community Service Announcements I-9	1	1	1
Magazine Articles I-10	0		
TOTALS	17		30

ScoreCard #6



Membership Building Activities	Importance (10,5,1,0)	Rating (4,3,1,0)	Weighted Score
CLOTHING AND ACCESSORIES			
T-Shirts, Sportswear, Hats, etc. K-1	1	4	4
Jewelry K-2	1	4	4
TOTALS	2		8
ADVERTISING			
Directories L-1	0		
Direct Mail Campaign L-2	1	1	1
Trade Magazine Advertising L-3	0		
Newspaper Advertising L-4	0		
Phone Calls (Telemarketing) L-5	5	1	5
TOTALS	6		6
CONVENTIONS/TRADE SHOWS (Booths)			
Displays - Signs & Banners M-1	1	0	0
Handouts - Brochures, etc. M-2	1	0	0
Members Working the Booth M-3	1	0	0
TOTALS	3		0
SIGNS			
Permanent Outdoor Signs N-1	0	1	
Permanent Indoor Signs N-2	0	1	
Signs/Banners for Functions N-3	1	0	0
TOTALS	1		0

Summary Sheet



Ames Chapter - ASWA Organization 9/10/93 Date

CARD NUMBER	CATEGORY	(a) IMPORTANCE TOTALS	(b) MAXIMUM POSSIBLE RATING	(c) WEIGHTED SCORE TOTALS	(d) SCORECARD INDEX (PERCENT)
1.	Purposes	50	200	156	78%
1.	Image	28	112	97	87%
2.	Policies	32	128	93	73%
2.	Meeting Facility	49	196	178	91%
3.	Meetings	78	312	244	78%
3.	Name Tags	20	80	80	100%
4.	New Member Program	86	344	110	32%
4.	Functions/Events	60	240	180	75%
5.	Printed Items	40	160	150	94%
5.	Public Relations	17	68	30	44%
6.	Clothing/Accessories	2	8	8	100%
6.	Advertising	3	12	0	0%
6.	Trade Show Booth	3	12	0	0%
6.	Signs	1	4	0	0%
7.	Other				
GRAND TOTALS (TSI)			1876	1326	71%

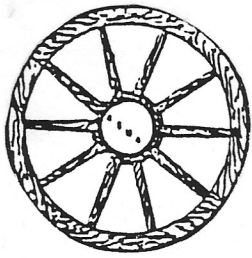
Instructions:

- 1) Transfer totals of IMPORTANCE column from each ScoreCard to column "a".
- 2) Multiply by 4 to get MAXIMUM POSSIBLE RATING and place in column "b".
- 3) Transfer totals of WEIGHTED SCORE column from each ScoreCard to column "c".
- 4) Divide WEIGHTED SCORES (column "c") by MAXIMUM SCORES (column "b") to get an INDEX (percent) rating for each category.
- 5) Divide the total of column "c" by the total of column "b" to get your TOTAL SCORECARD INDEX (TSI).

**AMES CHAPTER NO. 158
AMERICAN SOCIETY OF WOMEN ACCOUNTANTS
1993-1994 Program**

<u>Date</u>	<u>Program</u>	<u>Location</u>
August 12, 1993	Chapter Goals and Objectives	Kim Supercynski's Home
September 10, 1993	Scorecard Management Betsy Scott, Area Director	Hertz Farm Management Cabin
October 14, 1993	Joint Meeting/Des Moines Chapter National Guard Perspective on Flood '93 Robert L. Anderson	Best Western Starlight Village of Ankeny
November 11, 1993	Nuts and Bolts About Starting Your Own Business Roberta Chambers, Attorney/CPA	Aunt Maude's
December 9, 1993	Holiday Get Together	To Be Announced
January 13, 1994	Video on Time Management Kim Supercynski	Applebee's (Dinner Only) Iowa Benefits (Meeting Only)
February 10, 1994	Joint Meeting with ISU Accounting Club Career Building Miles Morrow	Carver Hall, ISU
March 10, 1994	Emerging Economic Development Within the Eastern Block Speaker To Be Announced	Country Kitchen
April 14, 1994	Hiring and Firing Employees Society of Human Resource Management Member	Nancy Campbell's Home
May 12, 1994	Public Relations Dinner Scholarship Award Presentation Speaker To Be Announced	Holiday Inn, Gateway Center
June 9, 1994	Installation of Officers	To Be Announced
July 14, 1994	Planning Meeting Potluck	To Be Announced

Please save this calendar of meeting information for the entire year. Plan now to join us for an ASWA experience during 1993-1994.



THE SPOKESWOMAN

AMERICAN SOCIETY OF WOMEN ACCOUNTANTS - AMES CHAPTER NO. 158

Karen E. Jacobson, CPA
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Graphics, postage, and printing courtesy of Iowa Benefits, Inc.

CALENDAR OF EVENTS

<u>DATE</u>	<u>EVENT</u>
October 13, 1993	4th Annual Professional Development Symposium
October 14, 1993	Board Meeting Joint Meeting with Des Moines Chapter of ASWA
October 23, 1993	Networking Luncheon
October 28-30, 1993	AWSCPA-ASWA Annual Meeting Minneapolis, MN
November 11, 1993	Membership Meeting

DEADLINE FOR THE NOVEMBER BULLETIN IS OCTOBER 22, 1993