

# The Spokeswoman

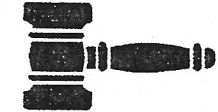
AMERICAN SOCIETY OF  
WOMEN ACCOUNTANTS

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Ames Chapter No. 158

November 1996

## PRESIDENT'S MESSAGE



We've turned another page on the calendar so I guess it's time for another president's

message. My theme this month

is **CHALLENGE!** Are you facing any challenges in your life? Without challenge, life would get pretty boring. What are you doing to meet the challenges in your life?

The past few months have been very challenging ones in my personal life. For a long time, I have been resisting the changes and trials and wondering "**WHY ME?**" Is there something in particular that I did? What could I have been done differently?

Now, I think I am getting a better perspective. While I still don't **ENJOY** the challenges, I realize that I can **LEARN** from them. I am learning a bit more patience, that change is not always a bad thing, that there are always opportunities to grow no matter what your situation. I am also learning that I can't control everything! I need to look at what I can do and let go of the things I can't control.

The same lessons can be applied to other areas of our lives. What about our ASWA chapter? What challenges do we have and how are we facing them? Is there a way that you can help our chapter grow and meet its challenges? No matter what our situation, there is always something that we can do and opportunities to learn. Let's start by getting out and inviting a friend to the November meeting. I am looking forward to a report from our attendees to the National convention. I'm sure that Kate, Karen, and

Beverly will have some exciting news from Chattanooga. A thank you to all who attended the joint meeting in Ankeny. We had a good turnout. It is always interesting to get together with the Des Moines chapter and meet some new people. See you at the November meeting!

Cindy Sippel, President

## November Meeting

**Program:** "Legislative Update",  
presented by Kathy Strum, CPA

**Date:** Thursday, November 14

**Time:** 5:30 Networking

6:00 Meeting

6:30 Dinner

7:15 Program

**Place:** Madeline's Tea Room

**Menu:** Beef Burgundy or Chicken Enchilada

**Cost:** \$10.00, includes beverage, tax, tip and dessert. Bring your own wine or beer if desired.

**Reservations/Guest Names:**

Judy Farthing

Home (515) 382-2583

Work (515) 233-2784

**Deadline:** Tuesday, November 12

## December Social

Beverly Wandling has graciously agreed to hostess a December social at her newly remodeled home. Each person needs to bring an hors-d'oeuvre or a sweet to share. Beverages will be provided. We will have it on our regular meeting night, **December 12, at 6:00**. Please bring your swim suit if you want to dip in the hot tub. RSVP to Jan Duffy (232-2213) or Beverly Wandling (232-0158) by December 1. If we do not have a minimum of eight people attending, we will cancel. Mark your calendars now.

## Kerry Arends Leaving

Kerry Arends has left us to go to Brainard, Minnesota where her husband has obtained employment. We will miss her!!

## Membership Contest

Karen Jacobson reports that the drawing for last year's membership prizes will be held this month. Final point totals are as follows:

Jan	60 points
Beverly	35 points
Kathy	30 points
Brenda	10 points
Kate	10 points

There will actually be a main prize, and two smaller prizes, so everyone has a pretty good chance of winning. Thanks to Karen for all her hard work.

## Surgery for Beverly Wandling

Beverly will be having knee replacement surgery on November 11 at Mary Greeley Medical Center. Best wishes for a speedy recovery.

## Upcoming Programs

According to Judy Farthing's records, the following people are scheduled to plan programs for the rest of the year.

January	Kim Supersynski
February	Brenda O'Neall-Smith
March	Jeannie Beidler
April	Margaret Munson
May	Dawn Tank
June	Kate Mulder

If you are listed, and are not planning on doing a program, please contact Judy ASAP.

## Bulletin Sponsors

The following is a list of bulletin sponsors. We still have several months open.

November	Cindy Sippel
January	Jan Duffy
February	Sherri Martin
March	OPEN
April	OPEN
May	DancElisa
June	OPEN

## Volunteering

National has asked to include the attached article on volunteering, and I thought it worthwhile. I hope you all enjoy it.

## National Meeting

Kate Mulder, Beverly Wandling, and Karen Jacobson attended the annual meeting in October.

## Bulletin Items

Please let us know if you have any news for the bulletin. Promotions, job openings, job changes, and family and personal items are welcome.

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# Nonprofit Training for Profitable Careers

Corporations interested in accelerating the education of their most promising managers would do well not to look at the nation's business schools but at what seem like an unlikely place: America's nonprofit organizations.

Carefully selected volunteer experience is a new fast track for high-potential managers. It can be both a training ground and a proving ground for a company's best people. Three to five years of volunteer work can provide management experience most corporations couldn't provide over 20 years, if it came at all.

Nonprofit organizations, whether involved with health, social service, or education, are facing a productivity squeeze. They have to produce more for less. Nonprofits today need people real insights into budgeting and cash flow, people who understand how to utilize information systems and create human resources programs. And, yes, in today's sluggish economy they need managers who understand sales and marketing. To do all this, they need the management skills that business people bring.

On the other side of the alliance, corporations have promising young managers who don't get the chance to practice those skills because they are not yet high enough on the management hierarchy. Nonprofit organizations provide corporate volunteers a chance to put their skills to work immediately, with significant responsibility. So while the volunteers provide valuable help to the nonprofit, they are sharpening the very skills that make them valuable to their employers.

This is not theory. The value of nonprofit experience is being demonstrated right now in a number of companies, including one I worked for. When I was President of a division of Pittway Corp., I had a college-trained chemist working for me who clearly had the potential for more management responsibility. Jim was bright and hard-working, with a personal commitment to the quality of whatever he worked with. What Jim lacked was broader management experience.

In keeping with corporate policy, I urged Jim to take on the added responsibility only if he felt he believed in what the nonprofit group was doing, and felt comfortable making a major commitment. Like most capable people, Jim already had commitments. Beyond his job, Jim had a wife and several young children. But there's truth in the old cliché that says if you want something done right, give it to a busy person.

Jim took on the job of volunteering for the group, and it was the beginning of a very productive relationship for both Jim and the organization. Over the next several years he worked his way up organization's Board of Directors. Along the way, he learned things that never would have come his way in our R & D lab. He was almost immediately put into fund raising. This was far removed from anything he'd ever done, and it gave him new confidence and experience.

As a member of the Board he found himself calling on major corporations to persuade them to hire people trained by the group. The quiet chemist had become a salesperson, and a very good one.

In the more open atmosphere of the nonprofit world, Jim was able to turn his considerable intelligence to running a fundraising golf outing. He had never done that before. I don't think he even played golf. But he ran the most successful golf outing in the organization's history.

It's been five years since he began his second career as a volunteer manager. Those five years have been good for the nonprofit, and good for our company, too. They're a stronger organization and we're a more productive company. And Jim is busier than ever, but with sense of personal and professional satisfaction.

Jim's experience is typical of the "win-win" situation that's possible when business and the nonprofit sector forge a strategic alliance. Each partner in that alliance is in a position to give the other what it needs most.

By far the biggest advantage to the volunteer manager is the speed at which the experience comes.

Consider a 28-year-old middle manager with good potential, perhaps with an MBA. In the nonprofit world, that manager will very quickly find an outlet to practice the lessons learned in business school. He won't have to let those lessons fade while wait for the corporate responsibility to use them.

In the nonprofit sector, there are fewer barriers standing between a volunteer's ability and a position where that ability can be put to work. An intelligent volunteer with good time-management skills can quickly move into a policy-making role within a few years, often as a member of the group's Board.

## Manager's Journal

By Howard Isenberg

But even the fastest of the fast-track managers in the profit sector are not apt to find themselves in a position with broad operating responsibility. Companies feel, with some justification, that responsibility requires experience. The beauty of nonprofit volunteer work is that it gives operating experience relevant to corporate management, but gives it much faster.

Senior positions in business or nonprofit organizations involve setting policy, long-term strategy and keeping the organization focused on its primary goals. Whether or not a corporate manager ever becomes a senior executive or board member, the strategic experience of working for the right nonprofit will make that person a more confident, more valuable employee.

Given the critical need of business for well-seasoned, resourceful managers and equally critical need of nonprofits for business skills, this is an investment that neither side can afford to pass up.

*Mr. Isenberg is currently general manager of CCL Custom Manufacturing in Niles, IL.*

# THE SPOKESWOMAN

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AMERICAN SOCIETY OF WOMEN ACCOUNTANTS - AMES CHAPTER NO. 158

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## CALENDAR OF EVENTS

### DATE

### EVENT

November 12, 1996  
November 14, 1996  
December 1, 1996  
December 12, 1996  
January 8, 1997

Deadline for November Meeting  
Membership Meeting  
Deadline for Social RSVP  
December Social  
January Meeting

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**DEADLINE FOR THE JANUARY BULLETIN IS DECEMBER 22, 1996**

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