

# The Spokeswoman

AMERICAN SOCIETY OF  
WOMEN ACCOUNTANTS

Volume VIII, No. 7

Ames Chapter No. 158

April 1998

## President's Message April 1998



Each month as I search for something new to write, I realize how quickly time flies. It is now April and the end of our year is in sight. I usually have two calendars at work - a monthly calendar that hangs on the wall and then a daily calendar near my computer which I can look at often.

This year I picked an inspirational theme. Both calendars are filled with positive and encouraging statements and pictures. I have come across some great phrases in the past few months. Here is a sample:

“A ship in harbor is safe, but that is not what ships are built for.” - William Shedd

“Great things are not done by impulse, but by a series of small things brought together.” - Vincent Van Gogh

“Keep company with those who make you better”  
(like ASWA)

One other thing that is fast approaching is the area conference. Many thanks go to all who have contributed to the planning and work. I think we have an excellent schedule of sessions and speakers lined up due to the hard work of Kathy, Kate and Jan. I am very excited about it since this will be my first area conference as well as the first one our chapter is sponsoring. We might not be a very large chapter but I know we will have a great conference.

Hope to see all of you in April!  
Cindy

**April Meeting**

**Date:** Wednesday, April 22, networking 5:30, dinner 6:00, program 7:00

**Location:** Elwell's Chef's Inn

**Reservations:** Brenda O'Neill Smith,  
Email: [oneall@isupress.edu](mailto:oneall@isupress.edu)  
Phone: Home 597-3176; Work 292-0140 ext 627

**Deadline:** Tuesday, April 21, 5:00.

### About our Speaker and Program

Jim Kurtenbach, CPA, PhD from Iowa State University will be our speaker. Jim's subject will be GASB vs FASB and also the professional licensing study.

Jim is an associate professor of accounting at Iowa State University. His teaching interests focus on financial statement analysis and corporate financial reporting. He conducts research on public policy, with a primary focus on government and nonprofit finance. He holds his Ph.D. from University of Missouri.

Jim's corporate background includes ownership of a utility construction firm, CFO for a multi-state construction firm and director of flight operations and chief pilot for two corporate flight departments. He also serves on numerous committees and boards including Iowa State University Press's board of directors and finance committees.

Ames Chapter No. 158  
American Society of Women Accountants  
Regular Meeting

March 18, 1998

**CALL TO ORDER:** The regular monthly membership meeting of the Ames Chapter No. 158 of the American Society of Women Accountants was brought to order by President Cindy Sippel at approximately 6:10 p.m. at Elwell's Chefs Inn, Ames, Iowa.

**QUORUM:** A quorum was present.

**ATTENDANCE:** The following members were in attendance: Kathy Strum, Nancy Campbell, Kate Mulder, Margaret Munson, and Cindy Sippel.

**BUSINESS:**

Minutes: Kathy Strum moved, with a second from Nancy Campbell, that the minutes from the November 1997 meeting and the February 1998 meeting be approved. The minutes were approved unanimously.

Treasurer's Report: No report.

**COMMITTEE REPORTS:**

Bulletin: The deadline for the April bulletin is April 5, 1998. No sponsors are needed at this time. Remember the deadlines.

Membership: No report. We had one guest, Mary Mosiman, at this meeting.

Program: Brenda O'Neill-Smith has arranged a speaker for the April meeting. Cindy Sippel will talk with Brenda, since our regular meeting date is April 15.

Scholarship: The scholarship application deadline is March 20, 1998.

**OLD BUSINESS:**

Prairie State Conference update: Preparations are continuing. The first mailing is expected to go out in early April. Members are asked to watch their email for notice of a work night to prepare the mailing. The programs should be firmed up by the end of the month, for inclusion in the brochure.

**NEW BUSINESS:**

The members discussed options for the 1998-1999 year. More information will be forthcoming in April's bulletin, and our plans for a nominating committee will be discussed at the April meeting.

**ANNOUNCEMENTS:**

No announcements.

**ADJOURNMENT:** Kate Mulder moved, with a second by Nancy Campbell, that the meeting

adjourn. The motion carried unanimously. The meeting was adjourned at 6:50 p.m.

Respectfully submitted,  
Margaret Munson, Secretary

**1998-1999 Plans**

by Cindy Sippel

It's time to think about our plans for next year. Rather than try to find a nominating committee to propose a slate of officers for next year, we will be discussing our plans at the April meeting. WE need to have your input in the decisions that need to be made. Please plan to attend. We need to send the names of the President and Treasurer to National by May 1. **Be there so your voice can be heard.**

**Networking Luncheon**

March's networking luncheon was a great success. We had 7 or 8 members present, and had a great time. Let's try again this month.

Next Luncheon: Friday, May 1, 11:45 at Red Lobster. We'll check by email to see who is coming.

**Prairie States Conferencs**

The brochure for the Prairie States conference follows. Make plans to attend!!

**New Email Addresses**

Cindy Sippel: [Ricksippel@aol.com](mailto:Ricksippel@aol.com)

Kathy Strum: [kstrum@nev.hfmgt.com](mailto:kstrum@nev.hfmgt.com)

Kate Mulder: [kmulder@nev.hfmgt.com](mailto:kmulder@nev.hfmgt.com)

Karen Jacobson: no email

Please update on your addresses, and let me know if you would like to receive the bulletin and correspondence at home, work or both.

*Join the Ames Chapter #158 of the American Society of Women Accountants for a fun-filled, educational 2 or 3 days on beautiful Iowa State University Campus.*

*Room Accommodations and classes will be in the Memorial Union right on campus with fabulous views of the Campanile and Lake Laverne. This location is just a short walk from Campustown which offers unique shopping and night spots for evening entertainment. Come see why we're proud of our Iowa State University campus and the excellent educational expertise this community provides.*

**LODGING AT MEMORIAL UNION ON THE ISU CAMPUS**

**Call 1-515-292-1111 for Reservations**

Limited No. of Rooms available for:      \$50 for double occupancy  
   \$40 for single occupancy

***Casual is Cool - We're on campus - and casual attire is the mode for the conference!!***

*For lowest prices on travel call  
Adventure Travel at 1-800-733-3552*

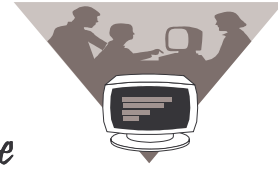
**~ Shuttle service from Des Moines Airport available - Call Cindy Sippel at 515-248-8086 (w) or 515 232-6939 (h) by June 5, 1998 for arrangements~**

**DIRECTIONS:**

The Iowa State Memorial Union is accessible from U.S. Interstate 35 via Highway 30 West and Elwood Drive exits, located at Lincoln Way and Ash Avenue on the Iowa State University campus.

Both local and regional transportation is available, and a shuttle connection exists between the Memorial Union and the Des Moines International Airport which is 45 miles south of Ames.

# American Society of Women Accountants



## Prairie States Conference

# WOMEN ON THE MOVE

## FROM THE CLASSROOM TO THE BOARDROOM

June 12-14, 1998 in Ames, IA

Sponsored by Ames Chapter #158

### Friday, June 12, 1998

- 1:00 pm Best Ball Fun Golf - 18 holes with cart and lunch - Ames Golf & Country Club  
OR Story City Shopping Spree - Outlet Mall, Antique Carousel, Norwegian Specialty Shops and lunch
- 5:00 pm Hospitality Suite opens - Join us for a light meal.

### Saturday, June 13, 1998

- 7:00-7:50 am Cyclone Starter Breakfast Bar and Registration
- 7:50-8:00 am Welcome
- 8:00-9:45 am Opening Session **Marketing Yourself as a Professional** by Mary Beukema Harms  
(2 hrs CPE)
- 9:45-10:00 am Break
- 10:00-11:45 am **Protecting your Assets** by L. Joy Tegels, CPCU  
(2 hrs CPE) OR **The Balanced Scorecard** by Timothy D. West, Ph.D., CPA
- 11:45-12:45 pm Luncheon
- 1:00-2:45 pm **Understanding Our Leadership Style & Others**  
by Heidi S. Hoffman, ISU Community Leadership
- Specialist **Tax Update** by Nancy Campbell, CMA  
(2 hrs CPE) OR
- 2:45-3:00 pm Break
- 3:00-4:45 pm **The Interview & Employment Trends** by Greg Clouse  
(2 hrs CPE) OR **Finance Your Future** by Carolyn Flynn
- 4:45-6:00 pm Free time
- 6:00-7:00 pm Cocktail Hour
- 7:00-9:00 pm Dinner followed with Dessert Bar and Entertainment

### Sunday, June 14, 1998

- 8:00-9:45 am Breakfast Buffet followed by **Chapter Exchange** facilitated by Laura Farney, Prairie States Area Director

**For further information or Registration Forms contact: Kathleen M. Strum, CPA**

**Write to:** c/o Hertz Farm Management, Inc., PO Box 500, Nevada, IA

**Call:** 515-382-6596 or 515-382-6590 Ext 236

**E-mail:** kstrum@nev.hfmgt.com

## THE PROGRAMS

**Marketing Yourself as a Professional** Find out what you can do to market yourself as a Professional on the job each day. Even if you're not contemplating a job change, this could open new doors and opportunities to you in your present job and community. Attention to the daily image you present can make a difference!

**Protecting your Assets** Are you adequately insured? Or are you just pouring extra money into the insurance companies pockets? This session will give you practical, everyday advice that you can take back to your business and home and apply today! Joy is a dynamic speaker who takes learning about insurance to a new level.

**The Balanced Scorecard** Does your performance evaluation use a variety of performance measures? The Balanced Scorecard presentation will show the importance of using a variety of performance measures. Attend this session for practical application uses presented by an entertaining speaker who will keep you on the edge of your chair.

**Understanding Our Leadership Style & Others** One of the important aspects of leadership is the ability to understand and relate to others. We all know of persons with whom we work with easily, and of others with whom we seem unable to establish rapport, or who just "drive us crazy". What we may not know and understand is that they may approach leadership from a totally different perspective in their thinking and personality styles. This session will help participants to better understand their leadership styles as well as others, with the emphasis on how to maximize the strengths, abilities, and potential contributions of all.

**Tax Update** Tax laws have changed. For a timely update on these changes and how they affect your business and personal life, attend this session. Load up on this information and you will be one step ahead in your tax planning for 1998!

**The Interview & Employment Trends** How to conduct yourself in the interview - from the employee and employer sides. Both views give you a better understanding of what each party is looking for. What are the trends today? Who are the most sought after employees? How can you find them (or be one of them)? Attend this session for the scope of these developing trends!

**Finance Your Future** Carolyn Flynn gives her insights as to where she believes the market is headed in the next ten to twenty years and what investment vehicles you should be contemplating in order to reach your goals.

## THE SPEAKERS

**Mary Beukema Harms** Mary is currently an Adjunct Instructor at Iowa State University in Ames, IA. Mary uses her background in vertically integrating a company with her late husband and conceptualizing and developing four retail gift shops to teach various Marketing Classes. Her Marketing internship program has grown from 5 to 25-30 students with her guidance since 1988.

Honors and Accomplishments include: President, Iowa State University Alumni Association's Board of Directors, 1997; Meggie's (her gift shops) voted "Most Unique Gift Boutique" for Story County, 1993-1997 Outstanding Teacher Award, Business Council, College of Business, 1990, 1993; Up and Comer Distinction, Des Moines Register, 1993; Woman of the Year Award, Ames Chamber of Commerce, 1992.

**L. Joy Tegels, CPCU** Joy received her CPCU designation in 1980. CPCU is the equivalent to an undergraduate degree in insurance. She has also taught several insurance classes for the Independent Insurance Agents of Iowa, as well as continuing education classes on insurance. In 1983, Joy started Agri-Business Insurance Agency in Nevada, IA, an Independent Insurance Agency specializing in Agriculture Insurance and the only employee. In working with farm clients, she found a real need for risk management assistance in making wise decisions on how to handle risk, both insurable and uninsurable risks. In 1990, Agri-Business Insurance changed their name to Midwest Insurance Consultants, Ltd. which now employees 16 full-time personnel specializing in all lines of insurance, representing 12 major regional and national companies.

**Timothy D. West, Ph.D., CPA** Tim is an Assistant Professor of Accounting at Iowa State University where he teaches cost/managerial accounting. His research has focused on the accounting choices made by decision makers in health care and manufacturing settings. He has published with various co-authors in journals such as "Advances in Management Accounting, Journal of the American Medical Association, Accounting Education: A Journal of Theory, Practice and Research, and Journal of Health Care Finance. The Institute of Management Accountants awarded Professor West the 1996 Lybrand Silver Medal for his Management Accounting article, "Applying ABC to Healthcare".

**Heidi S. Hoffman** Heidi is associated with Iowa State University in the Department of Sociology with ISU Extension to Communities. This department provides support across the state in the areas of Leadership and Community Development. She earned her BS in Education from Iowa State University in 1988 and a MS in Education from Drake University in 1995. Heidi has been in the education field for the past 10 years as a teacher, administrator, and program developer.

**Nancy Campbell, CMA** Nancy graduated from Drake University with a Bachelors in Accounting and a Masters in Taxation. Nancy has served on the Internal Revenue Liaison Board and is currently the Tax Compliance Accountant for Sauer-Sunstrand Company, Sauer, Inc. and Control Concepts, a world wide corporation with sales over 450 million. In addition, Nancy is an Adjunct Instructor for Buena Vista University, Marshalltown campus.

**Greg Clouse** Greg graduated from the University of Northern Iowa in 1985 with a degree in Accounting. In 1994 Greg joined Robert Half International as a Recruiting Manager in the Permanent Placement Division and after 2 years he transferred to the Accountemps Division. In September 1997, he was named Division Director for the newest division of Robert Half, Management Resources. Robert Half International, Inc. is the world's first and largest staffing service specializing in accounting, finance, information technology and banking.

**Carolyn Flynn** *Carolyn has served the investment needs of individuals and small businesses since 1987. She became licensed in the securities in 1987 - 3 months before the crash of 1987! She is currently employed by Piper Jaffray in Ames, IA. Carolyn believes in conservative growth and that "implementing asset allocation applications is extremely important when putting a financial program together to limit your exposure to market risk".*



## ENTERTAINMENT



Relax after dinner with dessert and enjoy some entertainment Las Vegas style

*Registration for Prairie States Area Conference  
American Society of Women Accountants  
June 12-14, 1998*

Name \_\_\_\_\_ Office Phone (\_\_\_\_) \_\_\_\_\_

Address \_\_\_\_\_ Home Phone (\_\_\_\_) \_\_\_\_\_

\_\_\_\_\_ Chapter Name \_\_\_\_\_

Email address \_\_\_\_\_ ASWA Member? Yes \_\_\_\_\_ No \_\_\_\_\_

Guest Names \_\_\_\_\_

**REGISTRATION:**

**COMPLETE REGISTRATION:** *Includes Saturday morning and afternoon technical sessions; Saturday morning breakfast bar, luncheon and banquet plus Sunday morning breakfast bar* \_\_\_\_\_ @ \$150.00= \_\_\_\_\_

**If postmarked by May 10, 1998 Deduct:** \_\_\_\_\_ @ \$ 25.00= \_\_\_\_\_

**FUN EVENTS REGISTRATION:**  
 Best Ball Fun Golf: *Includes Green fees, cart rental and lunch* \_\_\_\_\_ @ \$ 45.00= \_\_\_\_\_  
 Story City Shopping: *Includes Outlet Mall, Antique Carousel, Norwegian specialty shops and lunch* \_\_\_\_\_ @ \$ 8.50= \_\_\_\_\_

**PARTIAL REGISTRATION & GUEST REGISTRATION:**

Technical Sessions	Morning 8 a.m. - 12 p.m.	_____ @ \$ 65.00= _____
	Afternoon 1 p.m. - 5 p.m.	_____ @ \$ 65.00= _____
Saturday Luncheon		_____ @ \$ 15.00= _____
Saturday Night Banquet and Entertainment		_____ @ \$ 25.00= _____
Sunday Morning Breakfast Bar		_____ @ \$ 15.00= _____

**TOTAL AMOUNT ENCLOSED** \$ \_\_\_\_\_

*Make checks payable to: ASWA - Ames Chapter  
Mail to: Kate Mulder c/o Hertz Farm Management, Inc., PO Box 500, Nevada, IA 50201*

**Please indicate preference for sessions - #1 or #2 in order of your preference.**

		<i>Member</i>	<i>Guest</i>	<i>Guest</i>	<i>Guest</i>
<u>Morning Session</u> 10:00 am - 11:45 am					
Protecting your Assets	_____	_____	_____	_____	
The Balanced Scorecard	_____	_____	_____	_____	
<u>Afternoon Session</u> 1:00 pm - 2:45 pm					
Understanding Our Leadership Style & Others	_____	_____	_____	_____	
Tax Update	_____	_____	_____	_____	
<u>Afternoon Session</u> 3:00 pm - 4:45 pm					
The Interview & Employment Trends	_____	_____	_____	_____	
Finance Your Future	_____	_____	_____	_____	

**Please indicate if you are willing to help as a \_\_\_\_\_ Room Monitor or \_\_\_\_\_ Introduce Speakers**

# THE SPOKESWOMAN

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AMERICAN SOCIETY OF WOMEN ACCOUNTANTS - AMES CHAPTER NO. 158

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Jan M. Duffy, CPA  
2935 Eisenhower Avenue  
Ames, Iowa 50010

## CALENDAR OF EVENTS

<u>DATE</u>	<u>EVENT</u>
April 15, 1998	Regular Meeting, Elwell's
May 1, 1998	Networking Luncheon, Red Lobster, 11:45
May 13, 1998	Regular Meeting
June 12 -13	Prairie States Conference, Ames

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**DEADLINE FOR THE MAY BULLETIN IS MAY 1, 1998**

**Printing and Postage Courtesy of Kathy Strum**