



American Society of Women Accountants



Volume 5, Number 29

November 2009

Ames Chapter #158

Websites

National: <http://www.aswa.org>

Local: <http://amesaswa.org>

AMES CHAPTER OFFICERS

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- Vice President: Marilyn Moehlmann
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- Secretary: Cindy Sippel
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- Scholarship: Cyndie Jeffrey, Chair
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MISSION STATEMENT

To enable women in all accounting and related fields to achieve their full personal, professional and economic potential and to contribute to the future development of their profession.

PRESIDENT'S MESSAGE

It was great to see everyone at our joint meeting with the Des Moines chapter last month. It was held at the White Oak Winery, with a catered dinner, tour of the facility and a discussion with the owners about the accounting behind grape harvesting and processing. Oh, and there was some wine consumed, as well. It is always nice to meet up with our cohorts from Des Moines, and for those of you who were not able to make the meeting, there is another networking opportunity coming up next May. Cheryl Willers, National VP of Membership, will be coming to town to meet our members and discuss some of the activities going on at the National level. The Des Moines chapter will be organizing this joint meeting and will forward specific details as we get closer to May.

The JNC in Las Vegas last month was also a great experience: our Treasurer, Renee Twedt, picked this year to attend her first National Convention; our chapter was recognized by the Foundation for reaching the Philanthropic Donor level; and lady luck smiled down on our own Karen Jacobson, who won the "top" prize of the conference, which was a \$100 money chip from the Palms hotel (it was very fitting, as Karen doesn't gamble). Besides the great CPE offered every year, one of the primary activities at the beginning of each conference is the Chapter Exchange, and this year, the attendance was fantastic. There was standing room only as we all broke into small groups and discussed new ideas for growing membership, retaining the members we have now, and making ASWA the kind of organization that we're all proud to be a part of. Those of us who attended look forward to sharing our stories with the group at our next meeting.

As we get ready for our meeting next week, I want to welcome two new members to our Chapter: Erin Handke and Kayla Christensen.



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We're very excited to have you in our group and look forward to getting to know you. I also want to mention that our current member, Kathy Strum, is currently traveling with the ASWA People to People delegation in China. She has sent word that they arrived safely and will be meeting soon with the CIPCA (the equivalent of the AICPA here in the US). Please keep Kathy and the whole group in your thoughts to have a memorable experience and safe travels.

Enjoy the warm fall weather and we'll see you next week!
-Stephanie

AGENDA

American Society of Women Accountants
Ames Chapter #158
November 18, 2009

1. Call to Order
2. Quorum
3. Approval of Minutes
4. Treasurer's Report
5. Committee Reports
 - a. Membership
 - b. Program
 - c. Bulletin
 - d. Scholarship
 - e. Outreach
 - f. Social Event
6. Old Business
 - a. Regional Conference
 - b. Standing Rules
7. New Business
 - a. TBD
8. Announcements
9. Adjournment

MEETING INFORMATION

Date: Wed., November 18th 2009

Time: 5:30 PM Social Time
6:00 PM Speaker
7:00 PM Dinner/Meeting

Topic: Converting to IFRS – a True Story

Speaker: Cindy Sippel, CPA, Principal Financial International

Location: **THE BROILER – NOTE DIFFERENT LOCATION**
6008 Lincoln Way
(west of Ames on Lincoln Way)

RSVP: All attendees please RSVP by email: programs@amesaswa.org

September 2009 MINUTES

September Minutes
American Society of Women Accountants
Ames Chapter #158
Membership Meeting
September 16, 2009

Call to Order: The September 2009 Membership Meeting of the Ames Chapter #158 was called to order by President Stephanie Roscoe in Nevada at 7:05 pm on Wednesday, September 16, 2009. Those in attendance were Margaret Munson, Kathy Strum, Soma Mitra, Carolyn Bauer, Dominique Bryant, Cheryl Carlile, Jan Duffy, Stephanie Fox, Lisa Lembke, Sue



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Jones, Cindy Sippel, Karen Jacobson, Marilyn Moehlmann, Penny Strum and Stephanie Roscoe. A quorum was present.

Approval of Minutes: Kathy Strum moved to approve the minutes with the amendments noted. Jan Duffy seconded the motion which passed.

Treasurer's Report: The August treasurer's report was presented and placed on file for review. The budget numbers will be updated. We discussed budget amounts for membership and programs. Also, the income for wrapping gifts will be removed from the budget. If any committees would like to request additional amounts to be included in the budget, please let Stephanie know as soon as possible. It was also noted that the check from John Deere for the scholarship fund has not been received yet.

Committee Reports:

Membership Committee:

- During the planning meeting we discussed setting up a "buddy system" to encourage attendance at the monthly membership meetings. Karen Jacobson will be working on matching up buddies. She requested that members make sure to update their contact information on the ASWA national website.
- The membership committee will have three types of incentives this year: door prizes at each meeting for members and guests, prizes for members who bring guests, and a prize for members who bring guests that become members.
- The membership committee will have a form to collect information from guests and give feedback.

- Current membership stands at 34.
- The membership committees will be contacting non-renewing members.

Program: The October meeting is the joint meeting with the Des Moines Chapter. The meeting will be on Wednesday, October 7 at the White Oak Winery. It will begin at 6:00 pm. The program for November will be on IFRS.

Bulletin: Please send any bulleting items to Lisa Lembke.

Scholarship: The Scholarship Committee met this summer and has updated the application documents. They will be sending the application information to Kate Mulder for the website. The applications should be mailed to Cydie Jeffrey's office address.

Outreach: Stephanie said that she has not heard from Donna Gladon. We discussed several options:

1. Butterfly House
2. Working with parole officers to see if we could help recently incarcerated women with planning budgets, etc.
3. One Heart Equestrian Therapy – this would require a 2-hour commitment each week for 6 weeks.
4. VITA volunteers for tax preparation services. The training for this is in January and also requires a commitment of a certain amount of time.

Social event – Karen Jacobson was going to look into a possible social event.



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Unfinished Business:

2011 Regional Conference: The committee will be meeting next week and will report at the October meeting.

New Business:

Delegates to the Joint National Conference: The following members will be attending the JNC in Las Vegas: Kathy Strum, Penny Strum, Karen Jacobson, Kate Mulder, Renee Twedt and Stephanie Roscoe. Karen Jacobson moved that Renee Twedt, Penny Strum and Stephanie Roscoe serve as delegates to the JNC and that Kathy Strum, Penny Strum, Karen Jacobson, Renee Twedt and Stephanie Roscoe be designated as alternates. As a National Board member, Kate Mulder can not be a delegate or alternate. Kathy Strum seconded the motion which passed.

National By-law Amendments: There are two proposals for National by-law amendments that will be presented at the JNC. Kathy Strum made a motion that was seconded by Margaret Munson that the delegates be sent informed on both amendments. The motion passed.

Donation to the Foundation: The membership discussed donating to the Education Foundation. Several motions were proposed. After much discussion, Karen Jacobson moved that the chapter donate \$500 to the Education Foundation with \$150 to be subsidized by additional contributions. Marilyn Moehlmann seconded the motion which passed. Margaret Munson then made a motion to transfer \$350 from the general fund to the scholarship fund for the purpose of donating to the Education Foundation.

This motion was seconded by Marilyn Moehlmann and also carried.

Announcements:

The Milwaukee Regional Conference (May 21-22, 2010) has issued a call for presentations. Abstracts are due September 30, 2009 if you are interested in presenting.

Next meeting: Wednesday, October 7 at White Oak Winery at 6:00 pm. This will be the joint meeting with the Des Moines Chapter. Cost for dinner will be \$25.00.

Networking Lunch: September 25 at Olde Main Brewing.

Lincoln Way Energy has an opening for a staff accountant. If interested, contact Penny Strum.

Best Wishes to Lisa Lembke on her engagement!

Door Prizes: Stephanie Fox \$5

Stephanie Roscoe \$10

Stephanie Roscoe \$25 gift certificate – She was the only person last year who brought a guest who became a member.

Adjournment: Meeting adjourned at 7:58 pm.

Respectfully submitted,

Cindy Sippel, Secretary



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UPCOMING MEETINGS

- 12/16/09 Holiday Potluck Party
Time & Place TBA
- 01/20/10 Tax Update, Kristy Maitre, IRS
The Broiler

THE JOINT NATIONAL CONFERENCE

The Joint National Conference in Las Vegas, Perspective as a National Board Member, What happens outside of the Continuing Educational Sessions

By Kate Mulder

As expected, the Joint National Conference (JNC) in Las Vegas was another great conference packed full of educational and fun activities!

Being on the Executive Committee for the ASWA National Board, we began work early with media training Saturday afternoon. What a humbling experience! After hearing all the ins and outs of what to do and not do as well as examples of press releases, we each got to present an elevator speech either about our work or ASWA. Needless to say, I was a little nervous (so were others). I thought I did okay, but that was just the warm up session. The real test was an opportunity to be interviewed on camera and asked a number of questions by someone portraying a not so nice reporter. After being put on the spot with no idea, we, as a group, viewed each of our videos and received a critique. I'll just say, we all requested that the tape be destroyed as each of us had little quirks we did on camera. So, now we know the appropriate questions to ask before an interview to be prepared as well as what we need to practice in front of a mirror before going on camera again! It

was a great learning experience from what to wear as well as being aware of posture, gestures, and facial expressions on camera. Actually I'm looking forward to trying it again to see myself improve!

Sunday was filled with board meetings and lively discussions on how to pursue initiatives in our strategic plan. The National Board is truly a dynamic, creative, and knowledgeable group of ladies! So be prepared to see more opportunities as we make this organization the home for women in accounting and finance. I'd love for you to ask me about these initiatives and discussions and hear your perspective.

For those ASWA members involved in leadership roles, the JNC began Monday morning with training sessions for regional directors and chapter leaders then moved into a chapter exchange. The chapter exchange was a mix up of sharing information with members and having round table discussions based on prepared questions of interest to chapters' vitality and growth. The solutions members provided as well as chapter success stories will be posted on the new ASWA website soon.

Our Annual Business meeting provided the usual formal ceremony expected of such an event. Both of the by-law amendments presented passed and we elected two members from the membership to serve on next year's Nominating Committee. Serving on the Nominating Committee is a true reflection on a member's dedication as the work begins weeks prior to the JNC preparing and doing phone interviews. Then they spend essentially all the time at the JNC interviewing and selecting next year's board slate to present to the membership.

In addition to the excellent educational sessions, the JNC provided fun while doing fund raising. The Educational Foundation's fundraising was quite successful. Wednesday's lunch brought a frenzy of bidding and strategic moves by bidders on silent auction items prior to the auction closing



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and winners being announced. Cynthia Coleman Kessler provided an unusual and fun evening in lieu of a walk to raise funds for the Leukemia and Lymphoma Society. Members had fun exercising and line dancing to upbeat music, then Elvis sang to us – you might even find some pictures of ASWA members with Elvis online!

I could go on and on about the excellent continuing education, great exhibitors, and fun evenings with friends, but please ask our other chapter members who attended about the highlights of the JNC for them. Then begin planning now to join us at the JNC in Nashville, TN Sept. 27-29, 2010!

Articles and submissions to the newsletter are welcome. Please contact Lisa at bulletin@amesaswa.org

ANNOUNCEMENTS

The Des Moines Chapter of the Association of Government Accountants is holding a seminar on May 19, 2010. Early registration ends February 28, 2010. Here are a couple links – to the chapter site and the event flyer, if you'd like to include something in the newsletter.

<http://www.agadsm.org/>

<http://www.agadsm.org/Events/SpringSeminarFlyer.mht>

QUOTE OF THE MONTH

“Courage is resistance to fear, mastery of fear - not absence of fear.”

- Mark Twain