



American Society of Women Accountants

# THE SPOKESWOMAN

Volume 7, Number 1

September 2011

Ames Chapter #158

### Websites

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

Local: <http://amesaswa.org>

### AMES CHAPTER OFFICERS

President: Lisa Palmersheim  
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Treasurer: Penelle Strum  
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Past President: Marilyn Moehlmann  
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Newsletter: Carla Danielson  
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Scholarship: Jan Duffy  
Lin Shen  
Penelle Strum, Treasurer  
Email: [scholarship@amesaswa.org](mailto:scholarship@amesaswa.org)

### 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

President's Message  
September, 2011

Wow has the summer flown by. Hard to believe autumn is on its way. This should be an exciting year with two joint meeting opportunities this year. Our first joint meeting will be in October with the Des Moines ASWA chapter and our second with the IMA in the spring. This will provide us with a great opportunity to network with other professionals outside of our group. I look forward to hearing all about our Regional Conference in July and hope to see you all on Wednesday, September 21st at 5:30!! I look forward to the great year ahead.

Lisa Palmersheim  
President



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**AGENDA**

AGENDA – September 21, 2011

1. Call to Order
2. Quorum
3. Approval of Minutes
4. Treasurer’s Report
5. Committee Reports
  - a. Membership
  - b. Program
 Joint Meeting with Des Moines Chapter  
 Joint Meeting with IMA
- c. Bulletin
- d. Scholarship
- e. Outreach
6. Old Business
  - a. Regional Conference Recap
  - b. Financial Literacy progress report – Karen Jacobson
7. New Business
  - a. 2011 ASWA Annual Business Meeting Delegates
  - b. ASWA Membership Campaign Award
8. Announcements
9. Adjournment

**MEETING INFORMATION**

**Date:** Wed, September 21st 2011

**Time:** 6:00 PM

**Dinner:** Pazzesco Pasta and Chophouse

**Location:** 6008 W. Lincolnway  
Ames, IA

**RSVP:** An e-vite will be sent out

**JUNE 2011 MINUTES**

June Minutes  
American Society of Women Accountants  
Ames Chapter #158  
Membership Meeting  
June 15, 2011

Call to Order: The June Membership Meeting of the Ames Chapter #158 was called to order by President Marilyn Moehlmann in Ames at 7:05 pm on Wednesday, June 15, 2011. Those in attendance were members Cheryl Carlile, Jan Duffy, Karen Jacobson, Ann Kurtenbach, Haiyan Li, Soma Mitra, Marilyn Moehlmann, Margaret Munson, Brenda O’Neill-Smith, Lisa Palmersheim, Stephanie Roscoe, Lin Shen, Kathy Strum, and Penny Strum. A quorum was present.

Minutes: Karen Jacobson moved and Lisa Palmersheim seconded that the May minutes be approved as corrected. Motion carried.

Treasurer’s Report: Penny Strum presented the treasurer’s report for May. The scholarships were paid. The accounts earned \$0.44 in interest. A raffle license has been obtained for the regional conference. There have been 43 registrations so far. The treasurer’s report will be placed on file for review.

- Committee Reports
- A. Membership: No report
  - B. Program: No report



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- C. Bulletin: Watch email for the bulletin reminder.
  - D. Scholarship: Scholarships were paid. National sent a certificate for our scholarship recipient who won a scholarship from National.
- Old Business
- A. Outreach: Brenda O'Neill-Smith and Karen Jacobson are working on a financial literacy project for YSS and the Boys and Girls Club. Stephanie Roscoe reported that One Heart Equestrian Therapy is looking for new volunteers. Let Stephanie know if you are interested.
- B. Regional Conference: All committees met last week.
- Program – speakers have been confirmed for McGladrey and Robert Half.
  - Facilities – Karen Jacobson and Cindy Sippel are working on signs for the speakers and the rooms. Moderators and monitors are needed for the sessions. Karen circulated a sign-up sheet and filled most of the slots.
  - Registration – registration tables will be outside the Sun Room. Packets and CPE certificates will be available at the registration tables. Some volunteers may be needed. There will be a meeting at Hertz Farm Management on July 11 to prepare the packets. All members are encouraged to attend. There is a student rate of \$100 for the conference. Early bird registration has been extended to June 23.
  - Publicity – Jan Duffy and Kate Mulder prepared a press release and email messages. The email message was sent to ISU Conference attendees. Jan has received the list from the Iowa Board and will send the message to that list. An announcement appeared in the June 14 Des Moines Register. Penny Strum and Stephanie Roscoe will deliver

- brochures to businesses locally and in Marshalltown.
- Fun night – entertainment, drinks, and hors d'oeuvres will be available in the M-Shop. Grandma Mojos Moonshine Revival will provide the entertainment.
- Corporate sponsors – Kathy Strum reported that there are corporate sponsors at all levels.
- Hospitality – Lisa Palmersheim is working with catering. The availability of the room block has been extended.
- Silent auction – additional items are needed.
- Thursday night – Karen Jacobson is coordinating a Thursday night dinner at Fuji Japanese Steakhouse for conference attendees. The cost of Thursday dinner is not part of the conference registration.

New Business:

- A. The Outstanding Member Award for 2010-2011 was presented to Stephanie Roscoe, Penny Strum, and Kathy Strum – the Regional Conference Executive Committee – for their outstanding work on conference organization.
- B. Thanks to outgoing officers and board members: President Marilyn Moehlmann recognized and thanked the 2010-2011 officers and board members.
- C. Installation of Officers: President Marilyn Moehlmann installed the 2011-2012 slate of officers --  
 President: Lisa Palmersheim; Vice President: Soma Mitra; Secretary: Ann Kurtenbach; Treasurer: Penelle Strum; Past President: Marilyn Moehlmann; Program: Kayla Christensen Co-Chair; Program: Cheryl Carlile; Membership: Cindy Sippel, Co-Chair; Membership: Haiyan Li; Newsletter: Carla Danielson; Scholarship: Jan Duffy Co-Chair; Scholarship: Lin Shen



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Co-Chair;  
Scholarship: Penelle Strum Treasurer.

Announcements: None.  
Adjournment: Meeting adjourned at 8:25 pm.  
Respectfully submitted,  
Margaret Munson, Secretary

### JUNE 2011 PLANNING MEETING NOTES

American Society of Women Accountants  
Ames Chapter #158  
Planning Meeting Notes  
June 15, 2011

The 2011-2012 planning meeting began at 8:25 pm on June 15, 2011 in Ames Those in attendance were members Cheryl Carlile, Jan Duffy, Karen Jacobson, Ann Kurtenbach, Haiyan Li, Soma Mitra, Marilyn Moehlmann, Margaret Munson, Brenda O'Neall-Smith, Lisa Palmersheim, Stephanie Roscoe, Lin Shen, Kathy Strum, and Penny Strum.

Goals from 2010-2011 were reviewed and adopted as the 2011-2012 goals.

1. Net 3 new members and 90% retention.
2. 50% attendance on average at meetings (Number of attendees including guests / number of members >= 50%)
3. Seven meetings with CPE

Meeting location. Members like Pazzesco and several other potential locations were mentioned – Legends, Pizza Ranch, Café Shi, Bufords. The Program committee will look into possible locations and consider some variety in meeting location.

Meeting dates:  
September 21

- October 19 (Ames Chapter hosts the joint meeting with the Des Moines chapter)
- November 16
- December 21
- January 18
- February 15
- March 21
- April 18
- May 16
- June 20

Meeting ideas:  
Things that are changing in accounting – Jan Duffy has a list of ten topics.  
Utility regulation  
Goal setting  
IFRS  
Behavioral Interviewing  
Tax Update

### SCHOLARSHIP NEWS

None

### UPCOMING MEETINGS

- Oct. 19 Joint Meeting with the Des Moines Chapter ASWA - Hosted by Ames Chapter

Program Topic: "Revenue Recognition - What's Coming with IFRS" presented by our own Jan Duffy

Location to be determined. Committee is looking for a meeting place in Ankeny.



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### PROGRAM SCHEDULE

Sept 21	Margaret Munson	Utility Regulation
Oct. 19	Jan Duffy	Revenue Recognition - What's Coming with IFRS
Nov. 16	Kriste Maitre	Tax Update
Dec. 21		Christmas Party
Jan. 18		
Feb. 15		
Mar 21	Lisa Palmershein	Behavioral Interviewing
Apr. 18		
May 16	Cyndi Jeffrey	??
Jun. 20		Planning Meeting

### NETWORKING LUNCHES

Future Networking Lunches :

All lunches will be held at noon.

Wed 10/26/11	Old Main Brewing Co.
Mon 11/07/11	Dublin Bay
Thur 1/12/12	Panera Bread
Tue 2/28/12	The Café
Fri 3/09/12	Hickory Park
Wed 4/25/11	Stomping Grounds

### QUOTE OF THE MONTH

A man is but the product of his thoughts what he thinks, he becomes.

**-Mohandas Gandhi**

Articles and submissions to the newsletter are welcome. Please contact Carla at [bulletin@amesaswa.org](mailto:bulletin@amesaswa.org)