



American Society of Women Accountants



Volume 7, Number 6

February 2012

Ames Chapter #158

Websites

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

Local: <http://amesaswa.org>

AMES CHAPTER OFFICERS

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Penelle Strum, Treasurer
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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

President's Message
February, 2012

Mother Nature has finally shown us all that this truly is the winter season. Hope everyone has been staying warm after the nice weather we've been having. I look forward to seeing everyone at our meeting on the 15th for the presentation "Tips on Good Email vs. Bad Email."

I also want to congratulate Kate Mulder on her recent nomination as National President-Elect in 2012-2013. She will be serving as ASWA's National President in 2013-2014. This is such an amazing achievement and wish Kate well in her new position within the organization.

Lastly, I would like to report that we have achieved one of our goals for 2011-2012. We set forth to have a Net 3 new members and 90% retention rate for the year. During this year's renewal period we had a 90%



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retention rate and have added four new members!!!

Lisa Palmersheim
President

AGENDA

AGENDA – February 15, 2012

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
Nominations to Nationals due
April 1, 2012
 - e. Outreach
6. Old Business
 - a. Financial Literacy progress report
7. New Business
 - a. Updates to the Chapter Website
 - b. Transfer of money from the
general fund to the scholarship
fund
 - c. TBD
8. Announcements
 - a. ASWA 2012-13 Nominated Slate

b. 2012 North Central Regional
Conference May 10-12 2012

9. Adjournment

MEETING INFORMATION

- Date:** Wednesday, February 15th
- Time:** 6:00 PM
- Presenter:** Abhi Rao, Iowa State
University College of
Business Communications
Specialist Topic: “Tips on
Good Email vs. Bad Email”
- Location:** Pazzesco Pasta &
Chophouse, 6008 West
LincolnWay, Ames, IA
- RSVP:** An e-vite will be sent out

NOVEMBER 2011 MINUTES

November Minutes
American Society of Women
Accountants
Ames Chapter #158
Membership Meeting
November 16, 2011

Call to Order: The November
Membership Meeting of Ames Chapter
#158 was called to order by President



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Lisa Palmersheim in Ames at 7:47 p.m. on Wednesday, November 16, 2011. Those in attendance were members Cheryl Carlile, Kayla Christensen, Jan Duffy, Linda Herman, Ann Kurtenbach, Haiyan Li, Soma Mitra, Marilyn Moehlmann, Catherine Mulder, Lisa Palmersheim, Stephanie Roscoe, Sue Rybolt, Theresa Samson, and Lisa Shen. A quorum was present.

Minutes: Stephanie Roscoe moved and Jan Duffy seconded that the September minutes be approved. Motion carried.

Treasurer's Report: Stephanie Roscoe, filling in for Treasurer Penny Strum, presented the treasurer's report for October. The Scholarship Account earned \$2.07 in interest. Net income from the joint meeting with the Des Moines chapter was \$37.87. Dues income was \$61.50. A \$500 check was written to the National Education Foundation and taken to the Annual Conference. The October 31st balance in the General Account was \$16,156.90 and the balance in the Scholarship Account was \$5,307.09. The treasurer's report has been placed on file for review.

Committee Reports

Membership: Haiyan Li reported that we have 30 active members. Upcoming Networking Luncheons are January 12th

at Panera Bread, February 28 at The Café, and March 9th at Hickory Park.

Program: Kayla Christiansen reported that our December meeting will be our annual holiday party. Jan Duffy will host the party at her house. The date was moved from December 21st to December 14th. Bring a wrapped gift for the gift exchange. Jan will provide the soup. A sign up sheet was passed around and Jan will create a Doodle for sign up.

Our annual planning meeting is July, not June. We have five meetings scheduled with CPE. Our goal is have seven meetings per year which would qualify for CPE. A discussion ensued as to what qualifies for CPE credit.

Bulletin: No report.

Scholarship: Jan Duffy reported that she will get the application out within two weeks. The Scholarship Committee will collect the applications and present them at the January meeting. Currently, there is a January 1st deadline for the scholarship applications. Jan will check to see when the National deadline is and will move the deadline to submit applications to February 1st if possible. If the application deadline is moved to February 1st, the applications will be presented at the February meeting.



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Do we want to transfer money from the General Account to the Scholarship Account? This will be an agenda item at our January meeting.

Jan reported that she would like our ASWA Chapter to host a 4 hour conference for Treasurers of Not For Profit Organizations. She suggested charging \$75 per person with a goal of 100 attendees.

Outreach: Karen Jacobsen and Brenda O'Neall-Smith were not present. Cheryl Carlile reported that the Boys and Girls Club and YSS are still very interested in the Financial Literacy Program and would like to pick out a module for ASWA to present.

Old Business:

ASWA Annual Conference: Kate Mulder and Soma Mitra reported on their experiences at the National Conference in Charlotte, North Carolina. Soma appreciated receiving our chapter's complementary registration. **Penny Strum and Stephanie Roscoe nominated our chapter for the Chapter Achievement Award and we were chosen to receive this award. Kate Mulder, National Vice President, presented the award at the Awards Luncheon. Soma accepted on behalf of our chapter.** We received a "Chapter Achievement Award 2011" patch. We also received the National Membership

Award 2010-2011 which is an award for 90% member retention.

New Business:

ASWA Focus Group: Kate reported that the National ASWA organization would like ASWA members to participate in focus groups of up to 20 people. This would take place some evening or a Saturday. We would need to watch a You Tube presentation in preparation and our board members would act as facilitators. We would then report back to the National Executive Committee. Kate will draft an e-mail and send out to the membership. Possibly we could do this during a membership meeting. Kayla will check to see if Toni Bright will be available to present a program at our January meeting. The offer has already been extended. If she will not be presenting, we could conduct the focus group at our January meeting. Otherwise, Kate will choose three dates and let members respond.

Announcements: Stephanie reported that Indian Creek Country Club in Nevada manager, Sherry Newsome, is a PGA professional and she is offering her services. Women's League is on Wednesdays and we could play the first four holes and she would give tips and help with golf techniques. Do we want to have a meeting there in the future?



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THE SPOKESWOMAN

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Adjournment: Meeting Adjourned at 8:30 p.m.

Respectfully submitted,
Ann Kurtenbach, Secretary

SCHOLARSHIP NEWS

None

PROGRAM SCHEDULE

March: We will have a joint meeting with the Institute of Management Accountants. Lisa Palmersheim, ASWA President will present "Behavioral Interviewing"

April: Toni Bright, Iowa Board of Accountancy Executive Officer will present "A CPE Requirements Update"

May: Cyndi Jeffrey, Iowa State University Associate Professor will present "Tax Policy Motivates Desired Outcomes – Including Reducing Greenhouse Gases"

June: Mary Jo Gonzales, Iowa State University Assoc Dean of Students/Director of Academic Success Center will present "Queen Bees, Tall Poppies, and Drama Queens: Avoiding the pitfall of women mentoring women"

July: Planning Meeting

NETWORKING LUNCHES

Future Networking Lunches :

All lunches will be held at noon.

- Tue 2/21/12 The Café
- Fri 3/09/12 Hickory Park
- Wed 4/25/11 Stomping Grounds

QUOTE OF THE MONTH

The only way of finding the limits of the possible is by going beyond them into the impossible.

~Arthur C. Clarke

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