



American Society of Women Accountants



Volume 7, Number 10

June 2012

Ames Chapter #158

Websites

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

Local: <http://amesaswa.org>

**AMES CHAPTER OFFICERS**

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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  
June, 2012

To give everyone the heads up, we will be conducting a straw poll at our upcoming meeting to measure the membership's reaction to the proposed name change for the organization, "Accounting and Financial Women's Alliance." Please read the message attached within the bulletin from the ASWA National Board and take some time to watch the videos within the attached links. There is also a FAQ to assist in answering some frequently asked questions that have been addressed.

I would like to thank our out-going chapter board and committee members for all their hard work and dedication this year.

Vice President: Soma Mitra  
Secretary: Ann Kurtenbach  
Treasurer: Penelle Strum  
Past President: Marilyn Moehlmann  
Program: Kayla Christensen



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Membership: Cheryl Carlile  
 Cindy Sippel  
 Haiyan Li

Newsletter: Carla Danielson

Scholarship: Jan Duffy  
 Lin Shen  
 Penelle Strum, Treasurer

I also want to give recognition to Karen Jacobson and Brenda O'Neall-Smith for their hard work and dedication they have put into ASWA's Financial Literacy initiative. Our new partnership with the Boy's and Girl's Club is a wonderful opportunity for our organization to give back to the community.

I look forward to seeing everyone at our next meeting!!

Lisa Palmersheim

**ASWA National Board Proposes New Name for Organization**

[Watch the new video](#) in which ASWA President Monika Miles unveils the National Board's proposed new name for member consideration. The new name has unanimous support from the National Board of Directors because it is powerful enough to attract and welcome more members, and it aligns better with our mission and long-term strategic plans. ASWA members are encouraged to watch the video and share the recommendation frequently with the full membership in the

upcoming months so that all of our members are aware of and are considering this important decision that may come up for a vote at the Annual Business Meeting in San Diego, CA, on October 23rd.

We also invite you to view the prior two videos that we distributed regarding the board's decision to investigate a new name for ASWA; and the member focus group feedback that provided guidance for the proposed name. These videos are available here:

[Consider Change](#) (video #1)

[What Members Think When They Hear Our Name](#) (video #2)

We understand that you might be asked a lot of questions about the proposed new name and we have drafted a [FAQ document](#) to assist you in that effort.

**AGENDA**

**AGENDA – June 20, 2012**

1. Call to Order
2. Quorum
3. Approval of Minutes



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- 4. Treasurer's Report
- 5. Committee Reports
  - a. Membership
  - b. Program
  - c. Bulletin
  - d. Scholarship
- 6. Old Business
  - a. Financial Literacy progress report
  - b. Proposed ASWA Name Change
- 7. New Business
  - a. Update on the Regional Conference – Omaha
  - b. Member of the Year
  - c. Installation of Officers
  - d. July Planning meeting
  - e. TBD
- 8. Announcements
  - a. 2012 ASWA Annual Conference (San Diego, CA, October 22-24)
- 9. Adjournment

**MEETING INFORMATION**

**Date:** Wednesday, June 20th

**Time:** 5:30-6:00 Social & Catered Dinner by The Cafe; 6:00 Presentation; 7:00 Chapter

**Meeting Presenter:** Mary Jo Gonzales, Iowa State University Associate Dean of Students/Director Academic Success Center

**Topic:** "Queen Bees, Tall Poppies, and Drama Queens: Avoiding the Pitfall of Women Mentoring Women"

**Location:** 2118 Gerdin Business Building Iowa State University (Located across the street (Morrill Road) from the Memorial Union.)(Park underneath the parking ramp to the southeast of the Gerdin Business Building. It is free after 5:30. From Lincoln Way turn on Union Drive. Take a right (northeast) at the stop sign and keep going past the parking ramp. After the ramp, you will see an entrance to a parking lot. If you pull in there, you will be able to go park underneath the ramp. This will be straight across the road (Union Drive) from the Gerdin Business Building.

**Cost:** The charge will be \$15 CASH at the door. We will be having a catered meal by The Café! (sandwich (club, chicken salad, or veggie/hummus), salad greens with feta, candied walnuts, and balsamic dressing, and strawberry lemonade)  
café club – turkey, ham, bacon, swiss, lettuce, tomato, onion, mayo and mustard on sourdough  
curried chicken salad – housemade chicken salad with lettuce & tomato on raisin walnut  
veggie & hummus – hummus spread, roasted tomatoes, portobello mushrooms, asparagus and swiss on ciabatta



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**RSVP:** An e-vite has been sent out. Please RSVP as soon as possible so I have an accurate dinner count for The Café.

**MAY 2012 MINUTES**

Minutes  
American Society of Women  
Accountants  
Ames Chapter #158  
Membership Meeting  
May 16, 2012

Call to Order: The May Membership Meeting of Ames Chapter #158 was called to order by President Lisa Palmersheim in Ames at 7:09 p.m. on Wednesday, May 16, 2012. Those in attendance were members Kayla Christensen, Karen Jacobson, Cyndie Jeffrey, Ann Kurtenbach, Soma Mitra, Marilyn Moehlmann, Catherine Mulder, Margaret Munson, Lisa Palmersheim, Teresa Samson, Cindy Sippel, and Jaimie Williamson. A quorum was present.

Minutes: Cindy Sippel moved and Karen Jacobson seconded that the April minutes be approved. Motion carried.

Treasurer's Report: No Report

Committee Reports:

Membership: Jodi Adams joined our chapter. We now have 29 members.

Program: Kayla reported that at our March meeting, the IMA invited us to go with them on a tour of the Iowa Speedway May 22nd. Reservations are due tomorrow. Lisa Palmersheim and Marilyn Moehlmann will attend. For our June program, Mary Jo Gonzales will present the program "Queen Bees, Tall Poppies, and Drama Queens: Avoiding the Pitfalls of Women Mentoring Women". Kayla hopes to schedule an outing for us at the Indian Creek Country Club for golf lessons with Sherry Newsome on a Monday. She may ask The Café to cater our July planning meeting and hold the meeting at ISU.

Bulletin: No report

Scholarship: No report

Old Business:

Financial Literacy Progress Report – Karen Jacobson reported there are no updates to report. Lisa Palmersheim received a survey on how our club is involved with financial literacy. She will complete the survey with Karen's assistance.

New Business:



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Update on the Regional Conference – Karen Jacobson and Kate Mulder attended the regional conference in Minneapolis May 10-12. Karen and Kate reported that the conference was wonderful with quality, unpaid speakers. Unfortunately, there were only 28 attendees and the Minneapolis Chapter lost money on the conference. They were unable to obtain a list of CPAS from the Minnesota Society of CPAs. There were only four baskets for the silent auction. Kate and Karen supplied a basket. Kate mentioned that in ASWA's Northwest Region, the chapters support each other by attending the conferences in their region. Our region does not have a tradition of supporting the regional conferences. Since Omaha is having a regional conference next month, possibly the lack of attendance in Minneapolis was due to timing. No chapters in the North Central region are sponsoring regional conferences next year. The Northwest and South Central regions hold conferences on a rotating basis.

Karen Jacobson, Cindy Sippel, Kate Mulder and Kathy Sturm will attend the regional conference in Omaha June 8-9. They would like to take a basket from our chapter for the silent auction. Lisa Palmersheim will send out an e-mail requesting items for the basket.

Kate Mulder will be installed as National President-Elect at the regional conference in Omaha.

ASWA Name Change Proposal – The ASWA leadership has proposed changing the organization's name to Accounting and Financial Women's Alliance. There will be a straw poll at our June meeting to vote on whether or not we want to change our name from American Society of Women Accountants to **Accounting and Financial Women's Alliance**. The ASWA leadership would like our name to reflect our mission and think this proposed name change will add clarity and include all women working in accounting and finance. They recognize there will be a cost to the chapters if there is a name change. Based on the results of the straw poll, the new name may be voted on at the annual meeting in October.

Announcements:

The 2012 ASWA Annual Conference will be held in San Diego, CA October 22-24.

It is time to renew our dues. For most of us, our dues expire June 30<sup>th</sup>.

Adjournment: Meeting adjourned at 7:58 p.m.



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# THE SPOKESWOMAN

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Respectfully submitted,

Ann Kurtenbach, Secretary

### PROGRAM SCHEDULE

**July:** Planning Meeting

### QUOTE OF THE MONTH

To accomplish great things, we must not only act, but also dream; not only plan, but also believe.

~Anatole France

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