



American Society of Women Accountants

# THE SPOKESWOMAN

Volume 8, Number 3

October 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  
October Meeting

It is time of the year when the tree leaves turn from plain green to vivid colors of gold and red and we see the shorter days and feel the cooler nights. Changes, changes, changes! Mother Nature changes and all living creatures have to adapt to the changes so do the laws and regulations governing accounting practices, the public accounting industry, the technology. The accountants have to learn quickly and adapt!

The industry is changing rapidly - the accounting firms are making way for innovation and embracing change. They are trying new services, asking clients for their opinions and continuing to improve. Vendors are building highly innovative



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systems online using Cloud technology and need accountants to be that go-between.

Last, but not the least, as part of a strategic initiative to improve ASWA's brand presence, the Board of Directors unanimously agrees that we should change our organization's name to "Accounting & Financial Women's Alliance". It's not just about changing the name, or changing the words, it's about how this proposed name change fits into the bigger picture. This proposed bylaw amendment will be up for vote at the Annual Business Meeting in San Diego on October 23rd. Looking forward to attending the national conference and waiting in anticipation of the outcome of the proposed name change!

Kathy Strum of our chapter is facing some medical challenges, so please keep Kathy and her family in your thoughts and prayers.

Hope to see you all at the joint meeting with the Des Moines chapter!

Soma Mitra  
President  
Ames Chapter

**AGENDA**

No agenda this month due to the joint meeting hosted by the Des Moines chapter.

**MEETING INFORMATION**

Date: Thursday, October 11th

Time: 5:30 dinner

The cost of the meeting is \$20.00; for first time guests \$10.00.

6:15 speaker

Topic: "Budgeting – Iowa's Future"

Presented by Auditor of State David A. Vaudt, CPA

Program will qualify for 1 hour of CPE.

Location: Kirkendall Library  
1210 NW Prairie Ridge  
Ankeny, Iowa

An e-vite has been sent to RSVP for the meeting.

**SEPTEMBER 2012 MINUTES**

September Minutes  
American Society of Women  
Accountants  
Ames Chapter #158  
Membership Meeting  
September 19, 2012

Call to Order: The September Membership Meeting of the Ames Chapter #158 was called to order by President Soma Mitra in Ames at 7:27 pm on Wednesday, September 19,



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2012. Those in attendance were members Karen Jacobson, Haiyan Li, Soma Mitra, Marilyn Moehlmann, Margaret Munson, Kate Mulder, Jan Duffy, Jamie Williamson, Jordan Nolta, Lisa Palmersheim, Linda Herman, Barbara Bennett Kayla Christenson, and Cindy Sippel. Several guests were also in attendance Kalais Eddy, Maggie Schlermann, and Tammy Hertzell. A quorum was present.

Update: Kate Mulder gave the members an update on Kathy Strum. Kathy is at home recovering from surgery. Please keep her in your thoughts and prayers.

Minutes: Karen Jacobson proposed several changes to the August meeting minutes. Karen moved and Margaret Munson seconded that the August minutes be approved as amended. Motion carried.

Treasurer's Report: None.

Committee Reports

A. Membership: Members are reminded to return the surveys that were distributed prior to the last meeting. Membership committee co-chair Julie Lyon is also recovering from surgery. The September networking lunch is Monday, September 25 at Old Main Brewing. Due to the National Conference the October networking

lunch has been moved to Tuesday, October 30 at Aunt Maude's.

B. Program:

a. Joint Meeting with Des Moines Chapter – Topic will be Budgeting – Iowa's Future with State Treasurer, David Vaudt. The meeting will be Thursday, October 11 at the Kirkendall Library in Ankeny. Dinner will be at 5:30 and the speaker will begin at 6:15. Cost will be \$20 or \$10 for first time guests. RSVPs are due Monday, October 8. For the nametags be sure to include your name, company and title.

b. The November meeting will be the second Wednesday of the month, Nov. 14<sup>th</sup> rather than the usual third Wednesday due to the Thanksgiving holiday. The program will be on taxes by Kristi Matrice. The December meeting will be our annual Christmas party.

C. Bulletin: No report.

D. Scholarship: Certificates were presented to our scholarship winners, Kalais Eddy and Jordan Nolta, by Jan Duffy. The scholarship application will be updated for the new year and be sent out shortly.



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Old Business

- A. Financial Literacy progress report: Karen Jacobson reported that the dates have been set for the next program with the Boys and Girls Club. Lisa Palmersheim will be presenting with Karen the module on paying for college and cars on November 13 and 20.

New Business:

- A. 2012 ASWA Annual Business Meeting Delegates – Our chapter can send two delegates to the annual business meeting at the National Conference. Cindy Sippel moved and Kate Mulder seconded a motion that Soma Mitra and Karen Jacobson be selected as delegates and alternates at the annual business meeting to carry the chapter's votes. The motion carried.
  - a. Issue to be voted on at business meeting – The National organization's proposed name change to Accounting and Financial Women's Alliance will be voted on at the annual business meeting. The chapter discussed whether to send the delegates to the business meeting informed or instructed. To gauge the chapter's interest a straw poll was taken on the proposed

name change. The results were 5 in favor of the change, 2 opposed to the change and 6 undecided. Also discussed was whether the name change would have an impact on continuing education and programs. Jan Duffy moved with Marilyn Moehlmann seconding a motion that the delegates be sent informed to the business meeting on the issue of the name change. The motion passed.

- b. Karen Jacobson moved and Jamie Williamson seconded a motion that our chapter donate \$500 to the Education Foundation at the National Conference. The motion passed.
- B. 2012-2013 Membership Anniversary blowout from National ASWA – To celebrate the 75<sup>th</sup> anniversary of ASWA, National has created a membership campaign themed around "diamonds in the sky". There are individual and chapter awards. The chapter would need a net gain of 3 to meet the chapter goal for the campaign.

Announcements: Barb Bennett, new member from Mass Mutual, a preferred ASWA partner, told the chapter about two items. 1) ASWA members can get a 10% discount on LTC and disability



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insurance and 2) She has a list of topics on which she can present for CPE. She can conduct 1 or 2 hour sessions. At the November meeting, she will donate a bracelet for the door prize.

Door Prize: The winner of tonight's door prize was Kayla Christenson.

Adjournment: Meeting adjourned at 8:10 pm.

Respectfully submitted,  
Cindy Sippel, Acting Secretary

**PROGRAM SCHEDULE**

October - Joint Meeting with Des Moines Chapter – Topic will be Budgeting – Iowa's Future with State Treasurer, David Vaudt. The meeting will be Thursday, October 11 at the Kirkendall Library in Ankeny. Dinner will be at 5:30 and the speaker will begin at 6:15. Cost will be \$20 or \$10 for first time guests. RSVPs are due Monday, October 8. For the nametags be sure to include your name, company and title.

November - The meeting will be the second Wednesday of the month, Nov. 14<sup>th</sup> rather than the usual third Wednesday due to the Thanksgiving holiday. The program will be on taxes by Kristi Matrie. The December meeting will be our annual Christmas party

**NETWORKING LUNCH SCHEDULE**

Date	Restaurant	Location	RSVP by Noon on
Tue 10/23/12	Aunt Maude's	547 Main St.	Mon 10/22/12
Fri 11/16/12	Applebee's	105 Chestnut Street	Thur 11/15/12
Thur 1/24/13	Fuji	1614 S. Kellogg Ave. Suite 101	Wed 1/23/13
Thur 2/21/13	The Café	2616 Northridge Pkwy	Wed 2/20/13
Wed 3/13/13	Pancho's	1310 S. Duff, Suite 103	Tue 3/12/13
Fri. 4/12/13	Noodles & Company	414 S. Duff	Thur 4/11/13
Thur 5/23/13	Stomping Grounds	303 Welch Ave.	Wed 5/22/13

**ISU ACCOUNTING CONFERENCE**

Iowa State University College of Business  
Presents...  
**The Annual Contemporary Issues in Accounting Conference**

**Friday, December 14, 2012**

8:00 a.m. to 3:40 p.m.

**Gerdin Business Building**

**MARK YOUR CALENDARS!!**



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Watch for an email announcing the opening of online registration information in a few weeks.

Sessions will include Ethics, Budgeting, Sustainability, Current Research in Accounting, and several other sessions. Our full schedule and registration will be available in mid-October.

The registration fee of \$200 includes

- full day of sessions
- breaks
- lunch
- easily accessible free parking

For further information or group pricing, contact Elizabeth Salton at [515-294-6882](tel:515-294-6882) or [osalton@iastate.edu](mailto:osalton@iastate.edu)

**QUOTE OF THE MONTH**

"Don't judge each day by the harvest you reap, but by the seeds you plant."

~**Robert L Stevenson**

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