



Volume 8, Number 7

March 2013

THE SPOKESWOMAN

Ames Chapter #158

Websites

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

Local: <http://amesaswa.org>

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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
March Meeting

The more you forget, the more you learn! I suspect it is just an illusion, like - buy more, save more. Because the more I learn, the more I forget!

I was doing some research on memory and came across some articles that dispelled the myths we have about memory. The idea that forgetting helps you learn seems counter-intuitive at first, but think of it this way: imagine if your brain could remember everything. When this amazing brain was trying to remember where you parked the car, it would immediately bring to mind all the car parks it had ever seen, and it would have to sort through the lot and because of the information overload, it would take



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more time to recall the right answer. Obviously the only one that is of interest is the most recent. And this is generally true of most of our memories. Recent events are usually much more important than ones that happened a long time ago.

To make your super-brain quicker and more useful in the real world there is a system for discounting old, useless info. In fact, of course, we all have one of these super-brains with a discounting system: we call it 'forgetting'. That's why forgetting helps you learn: as less relevant information becomes inaccessible, we are naturally left with the information that is most important to our daily survival. So don't be disheartened when you feel that you are forgetting things, your brain is becoming "super" as it is creating room for new learning!

Speaking of learning, I look forward to our next meeting on March 20th, where we get the opportunity to learn about Australia and New Zealand from Karen Jacobson! Hope to see you all!

Soma Mitra
President
AFWA, Ames Chapter



AGENDA – March 20, 2013

1. Call to Order
2. Quorum
3. Approval of Minutes – February 2013
4. Treasurer's report
5. Committee Reports
 - a) Programs
 - b) Scholarship
 - c) Membership
6. Old Business
 - a) Election of Officers and Directors
 - b) Rebranding efforts
7. Announcements
8. Adjournment

MEETING INFORMATION

Our program for March will be a travelogue by our own Karen Jacobson giving us the highlights (and a few lowlights, I'm sure!) of her recent trip to New Zealand. We will have exceeded our goal for CPE hours by the end of the year, so we thought we'd have a meeting that was strictly for fun. Watch for the Evite for the details.



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FEBRUARY 2013 MINUTES

February Minutes
Accounting and Financial Women's
Alliance
Ames Chapter #158
Membership Meeting
February 20, 2013

Call to Order: The February Membership Meeting of the Ames Chapter #158 was called to order by President Soma Mitra in Ames at 7:12 pm on Wednesday, February 20, 2013. Those in attendance were members Karen Jacobson, Soma Mitra, Marilyn Moehlmann, Margaret Munson, Theresa Samson, Kate Mulder, Jan Duffy, Jamie Williamson, Brenda O'Neill-Smith, Lisa Palmersheim, Linda Herman, Barbara Bennett Kayla Christenson, and Cindy Sippel. A quorum was present.

Minutes: Jan Duffy moved that the minutes of the November meeting be approved. The motion was seconded by Lisa Palmersheim. Motion carried.

Treasurer's Report: Karen Jacobson presented the Treasurer's report.

The report will be placed on file for review.

Committee Reports

A. Membership: Julie Lyon has resigned from the Membership committee. Also discussed was the timing of the networking lunches.

B. Program: Karen Jacobson will present the March program on her recent trip to New Zealand. Since the Christmas Party was cancelled, there will be a fundraiser for the scholarship at the March meeting.

C. Scholarship: Six applications were received by the scholarship committee. The committee recommended that the Chapter award three scholarships: Amanda Huntrods - \$2,000; Laura Hutzel - \$1,500 and Sara Dobbin - \$1,000. Brenda O'Neill-Smith moved that the membership accept the recommendations of the committee. Theresa Samson seconded the motion which carried.

Old Business

A. Financial Literacy progress report: The next modules will be presented to the Boys and Girls Club the first two weeks of March. The module will be on paying for college and cars



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- B. Chapter Dues: The Chapter Dues rate form is due to Nation in March. Current chapter dues are \$20.50. The motion was made by Jan Duffy and seconded by Karen Jacobson to keep the chapter dues at the same level. The motion was approved.

New Business:

- A. Chapter rebranding plan: The chapter discussed several things that will need to be updated now that the organization's name has changed. The website will need to be update. Margaret will be working on that. New name tags will be ordered. Brenda will send an email to the membership to confirm the spelling of each member's name.
- B. Nominating Committee: The nominating committee for next year's slate of officers will be Lisa Palmersheim, Jan Duffy and Theresa Samson.

Announcements:

- AFWA 2013-2014 Nominated Slate: Kate Mulder will be installed as the Nation President at the regional conference in Richmond, VA. Karen and Margaret are planning to attend.
- Karen Jacobson has accepted a 2-year appointment to the National Education Foundation

Board. Her term will begin in July.

- Quarterly Chapter Leader Report has been submitted to National
- The Chapter self-assessment scorecard has also been submitted to National.

Adjournment: Meeting adjourned at 8:05 pm.

Respectfully submitted,
Cindy Sippel, Acting Secretary

MEMBERSHIP REPORT

2013 Stargazer Membership Campaign

"Invite your chapter members to participate in the 2013 Stargazer Membership Campaign which is exciting and easy! All you need to do is recruit one 1 AFWA member and your name will be added to a drawing for 2 iPads and 2 Kindle Fires. Increase your chances to win each time a member indicates your name as a sponsor on their membership application. For more details, please contact Headquarters."



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NEWSLETTER HISTORY

Chapter Newsletter History

A special thank you goes to Ann Kurtenbach for locating and forwarding many of the bulletins that were missing from the Chapter web site. If you have electronic copies of any of the others, please email them to webmaster@amesaswa.org. If you have paper copies that could be scanned, please give them to Margaret Munson. Thank you.

PROGRAM SCHEDULE

April 17th – “Who gets Grandma’s Yellow Pie Plate”

May 15th – Jodi (Adams) Baker –
Administrative Accounting Rules

(Formerly with the Iowa Licensing
Bureau)

June 19th – Special Agents Dani
Coleman & Beth Thompson, IRS

These agents are involved in tax fraud
cases that involve prison sentences.

NETWORKING LUNCH SCHEDULE

Date	Restaurant	Location	RSVP by Noon on
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

QUOTE OF THE MONTH

"Not everything that can be counted
counts, and not everything that counts
can be counted."

~ Albert Einstein (1879-1955)

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