



Volume 8, Number 8

April 2013

THE SPOKESWOMAN

Ames Chapter #158

Websites

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

Local: <http://amesaswa.org>

AMES CHAPTER OFFICERS

President: Soma Mitra
Email: president@amesaswa.org

Vice President: Kayla Christensen
Email: vice-president@amesaswa.org

Secretary: Ann Kurtenbach
Email: secretary@amesaswa.org

Treasurer: Karen Jacobson
Email: treasurer@amesaswa.org

Past President: Lisa Palmersheim
Email: past-president@amesaswa.org

Program: Marilyn Moehlmann
Linda Herman
Email: programs@amesaswa.org

Membership: Haiyan Li
Email: membership@amesaswa.org

Newsletter: Carla Danielson
Email: bulletin@amesaswa.org

Scholarship: Jan Duffy
Karen Jacobson
Jaimie Williamson
Email: 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
April Meeting

We have a packed agenda for the April meeting. We will recognize our scholarship recipients Sara Dobbin, Laura Hutzel, and Amanda Huntrods and elect the slate of directors and officers for the 2013-2014 year. We will be collecting contributions to the scholarship fund, so remember to bring your check books. They say that "Happiness doesn't result from what we get, but from what we give." Hence, the more you give, the happier you will be!

"What's in a name? That which we call a rose
By any other name would smell as sweet." –
William Shakespeare



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Whether our organization is called “American Society of Women Accountants” or “Accounting and Financial Women’s

Alliance”, we will continue to be the same group of professional women who want to network, gain knowledge, build leadership skills and grow - professionally and personally. We will continue to be the same group of dedicated career women who take pride in giving back to our communities by participating in mentoring programs, by promoting financial literacy, by helping prepare taxes for the IRS VITA program and so forth. We will continue to be the same group of friendly women who greet each other with a broad smile, an acknowledging wave, a reaching handshake, a friendly wink or a warm hug.

So, "What's in a name?"

Let’s take this name change opportunity to kick start our recruitment efforts by creating a “Launch Party” to celebrate our new name and invite prospective members to get the word out about the great membership benefits of belonging to our organization, recruit new members to our chapter, and spread the news of our new name. It also qualifies our chapter to apply for the Starburst Bonus Campaign award, where we can earn cash prizes for our chapter.

So, put on your creative hat, revive your inner “event planning” spirit and join us to

brainstorm ideas of how to design an amazing “launch party” for our chapter.

I see this change as an opportunity, not a threat. Either way, change is here! It can be bloody or beautiful. It is entirely up to us!

Soma Mitra
AFWA
Ames Chapter

AGENDA

AGENDA – April, 2013

1. Call to Order
2. Quorum
3. Approval of Minutes – March 2013
4. Treasurer’s report
5. Committee Reports
 - a) Programs
 - b) Scholarship
 - c) Membership
 - d) Bulletin
6. Old Business
 - a) Financial literacy report
 - b) Election of Officers and Directors for 2013-2014
 - c) Rebranding efforts
 - d) Updates to chapter website
7. New Business



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- a) Chapter Publicity in local newspaper
- b) 3rd Quarter Chapter leader Report

8. Announcements

9. Adjournment

MEETING INFORMATION

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

The April meeting will be at Buford’s in the Quality Inn. Our speaker for April is Barb Wollan.

Barb Wollan is an Iowa State University Extension’s Family Finance Program Specialist serving nine central Iowa counties. She has an M.A. from the University of Minnesota in Family Social Science and a B.S. from North Dakota State University in Home Economics Education.

She joined ISU Extension in 1995, following six years with Extension in Illinois and previous experience as a classroom teacher and a Family Development Specialist. She has expertise in personal finance and a special interest in low-income audiences.

MARCH 2013 MINUTES

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

Call to Order: The March Membership Meeting of the Ames Chapter #158 was called to order by President Soma Mitra in Ames at 7:25 p.m. on Wednesday, March 20, 2013. Those in attendance were members Karen Jacobson, Ann Kurtenbach, Soma Mitra, Marilyn Moehlmann, Margaret Munson, Theresa Samson, Kate Mulder, Lisa Palmersheim, and Cindy Sippel. A quorum was present.

Minutes: Karen Jacobson moved that the minutes of the February meeting be approved. The motion was seconded by Theresa Samson. Motion carried.

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



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The report will be placed on file for review. Cindy Sippel moved that we close the savings account. The motion was seconded by Margaret Munson. Motion carried. In order for us to change the name of our organization at the bank, we will need to provide them with the minutes of the National meeting where the name was changed. In addition, Karen will print the computer screen of the rebranding to show the name change. Kate Mulder stated that the bylaws are written so that if National makes a change, we can adopt those changes automatically. Since we did not have our Christmas party and normally donate to the Scholarship Fund there, Karen reminded us that she is accepting donations for the Scholarship Fund. Cindy has the White House ornament which we could auction off.

Committee Reports

A. Program: Marilyn Moehlmann reported that next month's program will be "Who gets Grandma's Yellow Pie Plate". Marilyn led a discussion of where we want to hold our meetings. There are fees for some of the meeting rooms.

B. Scholarship: Karen reported that the scholarship checks have not been sent yet. The three scholarship recipients have been invited to the April meeting. Jan Duffy will work with the \$2,000 scholarship recipient on the National scholarship application. Kate Mulder suggested that the scholarship committee should put a photo in the newspaper of the scholarship recipients.

C. Membership: No Report.

Old Business

A. Chapter Election: The Chapter is looking for members to fill the Vice President and Secretary offices. We also need an additional person for the Membership committee. Names were suggested for additional people to call.

B. Financial Literacy progress report: Karen reported that she spoke to Todd Jorgensen with the Boys and Girls Club and he is having trouble getting kids to commit to attending their Leadership program and thus Karen and Lisa did not present the FDIC Money Smart Program, "Paying for College and Cars" in March as originally planned. There is some interest in the 10-13 age group, but there is not a program for them. Kate suggested that we pose



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the question on AFWA Linked In and ask other chapters how they address this age group and what programs did they use. It was suggested that we could contact other youth groups in the county to see if they have an interest in the FDIC Money Smart Program. Karen suggested that we put something in the bulletin and ask members for suggestions for youth groups who might be interested.

New Business:

A. Chapter Member of the Year Award: Kayla Christensen will chair the Member of the Year Award committee. The committee needs two more members. Cindy Sippel and Lisa Palmersheim volunteered.

B. Rebranding Efforts: Margaret Munson updated our website with our new name and new green and blue logo. Margaret is also working on new nametags for our members. National would like us to host a launch party in the May-August time period. We discussed that we could have a launch party in conjunction with a membership drive. Kate commented that National is encouraging us to create excitement about this. National has created a "2013 Starburst Bonus Campaign" to encourage chapters to develop creative events and marketing

around the launch of our new name. Chapters can submit a 300 word essay about their launch parties and National is offering three prizes for creativity, with top prize of \$500. There is also one \$500 prize for the highest percentage membership recruitment between April 1st and September 30th, 2013. Soma Mitra will promote the rebranding effort in her President's Message.

Announcements:

- Karen Jacobson won the gift donated by Barbara Bennett.
- Our next meeting will be Wednesday, April 17th.

Adjournment: Meeting adjourned at 8:50 p.m.

Respectfully submitted,

Ann Kurtenbach, Secretary

MEMBERSHIP REPORT

Membership programs from National:

1. Shoot for the Stars campaign: chapter can win \$1,000 by retaining at least 80% of the membership and earning 7.5% net increase in total membership since last fiscal year.



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2. Individual Stargazer Award: individual members may compete for a chance to win a Kindle Fire or an iPad each time they recruit a new member.

3. Starburst Bonus Campaign: is designed to encourage chapters to develop creative events and marketing around the launch of our new name, Accounting & Financial Women's Alliance. This campaign rewards the most creative and successful chapters with cash prizes!

MEMBER OF THE YEAR AWARD

It's that time! Each year we select a member of our chapter who we feel is deserving of the "AFWA Member of the Year" award. Please submit your nominations for "AFWA Member of Year" to the committee via Kayla Christensen (kayla@iastate.edu) by Tuesday, May 14th! We will be announcing this year's award winner at the June meeting

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



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QUOTE OF THE MONTH

Every problem has a gift for you in its hands.

~ Richard Bach

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

Addendum: Need Your Input -
Financial Literacy

Members, we have been working with the Boys & Girls Club of Story County for our financial literacy program. Unfortunately, they are not having much success with the age group we were working with. Consequently, we are looking for another organization/group to partner with.

When we did our original research for groups in Ames, we found that most of the groups who could use financial literacy information were already being served. We are considering the possibility of working with groups outside the city of Ames. Do you know of any group (no age limit) we might contact to discuss future partnerships with? Please think about this and let one of us know.

We will be discussing this at the April membership meeting on the 17th.

Thanks for your input.

Brenda O'Neill-Smith and Karen
Jacobson Co-Chairs, Financial Literacy