



Accounting & Financial Women's Alliance  
CONNECT • ADVANCE • LEAD  
*Ames Chapter*

Volume 8, Number 9

May 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](mailto:president@amesaswa.org)

Vice President: Kayla Christensen  
Email: [vice-president@amesaswa.org](mailto:vice-president@amesaswa.org)

Secretary: Ann Kurtenbach  
Email: [secretary@amesaswa.org](mailto:secretary@amesaswa.org)

Treasurer: Karen Jacobson  
Email: [treasurer@amesaswa.org](mailto:treasurer@amesaswa.org)

Past President: Lisa Palmersheim  
Email: [past-president@amesaswa.org](mailto:past-president@amesaswa.org)

Program: Marilyn Moehlmann  
Linda Herman  
Email: [programs@amesaswa.org](mailto:programs@amesaswa.org)

Membership: Haiyan Li  
Email: [membership@amesaswa.org](mailto:membership@amesaswa.org)

Newsletter: Carla Danielson  
Email: [bulletin@amesaswa.org](mailto:bulletin@amesaswa.org)

Scholarship: Jan Duffy  
Karen Jacobson  
Jaimie Williamson  
Email: [scholarship@amesaswa.org](mailto: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  
May 2013

"If winter comes can spring be far behind?" Obviously, the famous English poet, P. B. Shelley, did not live in Iowa! What a fine spectacle to see nature wake up after hibernating during the cold and dreary winter, to see the stunningly colorful blooms and the vibrant green grass.

To share or not to share – that is the question!

Recently, I was on the search committee for two hires and was just amazed at how naïve people are about what they do and don't share online, with many not realizing the full extent of their actions until it's too late. It is now a common practice to Google an applicant's name as a way to learn more about past work history, interests and hobbies, as well as an applicant's personal life. This will continue until people become



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cognizant of what they are sharing online and who can access that information. We need to remember to be vigilant about what you do and don't share on-line. It is often forgotten that "men may come and men may go", but the Internet lives on forever. You may delete a post or picture that you are not proud of, but don't be sure that somewhere, on some far distant server, the record is still not alive and someday will not come back to haunt you! So, think twice before you post on social media!

Look forward to seeing you all at the May meeting.

Soma Mitra  
AFWA Ames Chapter  
President 2012-2013

### AGENDA

AGENDA – May 15, 2013

1. Call to Order
2. Quorum
3. Approval of Minutes
4. Treasurer's Report
5. Committee Reports
  - a. Membership
  - b. Program
  - c. Scholarship

6. Old Business
  - Financial Literacy progress report
  - Election of Officers and Directors for 2013-2014
  - Membership Campaign/Launch Party

7. New Business
  - a. TBD

8. Announcements

9. Adjournment

### MEETING INFORMATION

May 15th – Jodi (Adams) Baker will be speaking on Administrative rules for our industry.

Social at 5:30

Speaker at 6:00

Dinner following

The May meeting will be at Buford's in the Quality Inn.

Jodi Baker has is an Accounting Manager for Kreg Tool Company located in Huxley. She has an MBA in Finance from ISU (2002), a BBA in Accounting from ISU (1992), and an active Iowa CPA License. Prior to working Kreg Tool she worked in public accounting and governmental



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accounting for the State of Iowa, ISU and the Boone Community School District. She is an accomplished professional with over 20 years of diverse experience and has a special interest in getting accounting professionals active with their State Board and State Society.

**Scholarship** Jan Duffy                      Jamie Williamson  
                          Karen Jacobson                      Karen Jacobson  
                          Jamie Williamson                      Carla Danielson

**Web Master** Margaret Munson                      Margaret Munson

**APRIL 2013 MINUTES**

Minutes  
 Accounting and Financial Women's  
 Alliance  
 Ames Chapter #158  
 Membership Meeting  
 April 17, 2013

Call to Order: The April Membership Meeting of the Ames Chapter #158 was called to order by President Soma Mitra in Ames at 7:37 p.m. on Wednesday, April 17, 2013. Those in attendance were members Barbara Bennett, Linda Borst, Cheryl Carlile, Kayla Christensen, Jan Duffy, Linda Herman, Ann Kurtenbach, Soma Mitra, Marilyn Moehlmann, Kate Mulder, Margaret Munson, Brenda O'Neall-Smith, Lisa Palmersheim, Jaimie Williamson. A quorum was present. Also in attendance were seven guests: Sara Dobbin, Becky Duffy, Presley Earll, Katy Farlow, Amanda Huntrods, Laura Hutzel, and Barb Wollan.

**OFFICER NOMINATIONS**

	Current Officers	Nominations
<b>President</b>	Soma Mitra	Kayla Christensen
<b>Vice President</b>	Kayla Christensen	Theresa Sampson
<b>Secretary</b>	Ann Kurtenbach	Cindy Sippel
<b>Treasurer</b>	Karen Jacobson	Karen Jacobson
<b>Past President</b>	Lisa Palmersheim	Soma Mitra
<b>Program</b>	Marilyn Moehlmann Linda Herman	Jan Duffy Marilyn Moehlmann
<b>Membership</b>	Haiyan Li Julie Lyon	Lisa Palmersheim Linda Borst
<b>Newsletter</b>	Carla Danielson	Brenda O'Neall-Smith



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Minutes: Kayla Christensen moved that the minutes of the March meeting be approved. The motion was seconded by Jaimie Williamson. Motion carried.

Treasurer's Report: Margaret Munson handed out the treasurer's report. The balance in the General Account is \$8,711.89. The balance in the Scholarship Account is \$7,519.03.

### Committee Reports

- A. Program: Linda Herman reported that next month's speaker, Jodi (Adams) Baker, is having a baby this month. Next month's program is Administrative Accounting Rules. She is formerly with the Iowa Licensing Bureau. Our June speakers will be Special Agents Dani Coleman and Beth Thompson with the IRS.
- B. Scholarship: No Report. Sara Dobbin's scholarship check will be written this summer. Laura Hutzel and Amanda Huntrods' checks will be written next year.
- C. Membership: No Report. Haiyan Li wants us to take a look at the April bulletin at the three ways we can receive awards and prizes from

National by increasing our membership.

D. Bulletin: No Report.

### Old Business

- A. Financial Literacy progress report: Brenda will reach out to surrounding communities to see what the needs are.
- B. Election of Officers and Directors for 2013-2014: The following slate of officers have been nominated:

President: Kayla Christensen  
Vice President: Theresa Samson  
Secretary: Cindy Sippel  
Treasurer: Karen Jacobson  
Past President: Soma Mitra  
Program: Jan Duffy and Marilyn Moehlmann  
Membership: Lisa Palmersheim and Linda Borst  
Newsletter: Brenda O'Neall-Smith  
Scholarship: Jaimie Williamson, Karen Jacobson, and Carla Danielson  
Webmaster: Margaret Munson

- C. Rebranding Efforts: We are supposed to hold a launch party between April 1<sup>st</sup> and September 30<sup>th</sup> to increase membership. Possible ideas:



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- The President could form an Ad Hoc committee.
- The launch party could be held in conjunction with the installation of the new board.
- Goody bags could be given to prospective members.
- Target a mailing to new members of the Iowa Society of CPAs and use their mailing list.
- Sponsor two hours of continuing education as a draw.
- Ask for volunteers for the committee. After the committee is formed, ideas can be sent to the committee. Margaret suggested asking for both in an e-mail to save time.

D. Chapter Website: Margaret reported that an addendum to the bulletin is on the website. She will post the slate of officers.

New Business:

- A. Chapter Publicity: Jaimie Williamson will send a picture of the scholarship recipients to the *Ames Tribune* and the *Story County Sun*.

- B. 3<sup>rd</sup> Quarter Chapter Leader Report: This report is due.

Announcements:

- Kayla reported that the committee to select Member of the Year will meet after the business meeting tonight.
- Our next meeting will be Wednesday, May 15<sup>th</sup>.

Adjournment: Meeting adjourned at 8:20 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.
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.



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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](mailto:kayla@iastate.edu)) by Tuesday, May 14<sup>th</sup>! 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](mailto:webmaster@amesaswa.org). If you have

paper copies that could be scanned, please give them to Margaret Munson. Thank you.

**PROGRAM SCHEDULE**

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
Thur 5/23/13	Stomping Grounds	303 Welch Ave.	Wed 5/22/13

**QUOTE OF THE MONTH**



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"You must live in the present, launch yourself on every wave, find your eternity in each moment."

~ **Henry David Thoreau**

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