



Volume 9, Number 2

August 2013

# THE SPOKESWOMAN

Ames Chapter #158

## Websites

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

Local: <http://amesafwa.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.

### MEETING INFORMATION

#### Topic: Social Networking

Presented by:

Abhijit Rao, Director of the ISU College of Business Communication Center and, Joseph Doolittle, Asst Director of the ISU College of business Communication Center

**Lucallan's**  
400 Main Street, Ames

**Wed, August 21st**  
Networking @ 5:30pm  
Presentation @ 6pm  
Dinner and Business Meeting @ 7pm

Presenters' Bios:

**Abhijit Rao** is the Director of the ISU College of Business & Comm Center. His work includes interacting with students and faculty in the business college to develop a stronger communication

curriculum in the college. He received his PhD in professional communication from Iowa State, where he gained experience in developing strategies for teaching business communication, both inside and outside the classroom. He enjoys interacting with new technology and exploring their implications to workplace communication.

**Joe Doolittle** is the Asst Director of the College of Business Comm Center at ISU. Prior to working at Iowa State, he worked as a professional writing consultant at the University of Dubuque while teaching composition and rhetoric. He has also taught English as a foreign language in China and the Czech Republic as well as language arts and creative writing at the middle and high school levels in Iowa public schools. He holds an MFA in Creative writing and Environment and a BA in English Education.

### AGENDA

1. Call to Order
2. Quorum
3. Approval of Minutes
4. Treasurer's Report



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- a. Approval of 2013-2014 Budget
- 5. Committee Reports
  - a. Outreach – Rebranding Launch Party
  - b. Membership
  - c. Program
    - Joint Meeting with DM Chapter
    - Joint Meeting with IMA
  - d. Bulletin
  - e. Scholarship
- 6. Old Business
- 7. New Business
  - a. AFWA 2013-2014 Chapter Officers Submitted
  - b. Chapter Self-Assessment Scorecard Results
  - c. National Meeting
  - d. Election of Delegates
  - e. Chapter Bylaws Review
- 8. Announcements
- 9. Adjournment

### PRESIDENT'S MESSAGE

President's Message  
 August 2013

Welcome! As Ames is starting to fill up with the hustle and bustle of returning students and the days are starting to feel almost brisk like a beautiful Fall day, we can all sense a new year is upon us. A new year full of valuable AFWA activities is certainly upon us.

After coming together at our joint meeting to eat way too many delicious desserts....I mean, share our ideas and goals for the coming year, it is evident that our chapter is on track for a great year. A huge start to our year will be our rebranding launch party which is coming up in September! This is a great opportunity for our chapter to bring in new members who will help our chapter grow and continue on for years to come. We all need to support this effort by bringing a guest, and potential member, to the event. So start talking ladies! Get to know other professionals around you and ask if they would be interested in learning more about AFWA. There is a reason why each one of us loves being part of our chapter, and this is our chance to share the experience we appreciate so much with others.

I am extremely excited to start this new year with all of you! We could not have a better group. Thank you to all of our officers and committee members for going above and beyond for our chapter and organization. Your efforts are very much appreciated by myself and our chapter.

Here's to another great year!

Kayla Sander

### REBRANDING COMMITTEE

### SAVE THE DATE

We will be holding a Networking Event/Membership Campaign on



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### **September 18, 2013 at Reiman Gardens.**

Additional information will be made available soon. We encourage all members to attend and bring a guest in order to promote Accounting & Finance Women's Alliance.

### **July 2013 MINUTES**

A potluck planning meeting was held at Cindy Sippel's home in Ankeny on Wednesday, July 17, 2013. Those in attendance were members Kayla Sander, Marilyn Moehlmann, Margaret Munson, Theresa Samson, Libby Bruns, Lisa Palmershiem, Karen Jacobson, Barbara Bennett, Jan Duffy, Brenda O'Neall-Smith and Cindy Sippel.

The Member of the Year award for 2012-2013 was presented to Margaret Munson.

Chapter goals for the coming year:

- 8 meetings with CPE credit, we will be meeting in August again this year with no meeting in January
- 5 new members
- Average attendance of 40% of members

Program suggestions for the coming year:

- Social media
- Recruiting for accounting and finance
- Iowa Department of Revenue administrator as a speaker

- Mary Mosiman – State of Iowa Auditor
- Business development
- Making a business plan
- Evolution of global accounting standards
- Land values
- Fraud
- Tax update
- Utilize member talent

### Publicity

We discussed the need to do a better job of promoting AFWA including more coverage in local area newspapers – Boone, Story and Marshall counties. Possible creation of a Facebook page. Obtaining the list of CPAs from the Iowa Society of CPA.

### Suggestions for Meeting Places

- Reiman Gardens – cost is \$150, they have an approved list of vendors for food
- Frederiksen Court
- Lucullan's
- Aunt Maude's
- Hy-Vee
- La Fuente
- Cazador

We also completed the AFWA Chapter Self-Assessment Scorecard.

The joint meeting with the Des Moines Chapter is in October. It is our chapter's turn to host the meeting this year.

Respectfully submitted,



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Cindy Sippel, Secretary

Email: [vice-president@amesaswa.org](mailto:vice-president@amesaswa.org)

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### MEMBERSHIP REPORT

None submitted

### PROGRAM SCHEDULE

September 18<sup>th</sup> – Networking & Membership  
More to come

### NETWORKING LUNCH SCHEDULE

Look for a new schedule in September.

### QUOTE OF THE MONTH

"The future belongs to those who believe  
in the beauty of their dreams."  
~ Eleanor Roosevelt

### AMES CHAPTER OFFICERS

President: Kayla Sander  
Email: [president@amesaswa.org](mailto:president@amesaswa.org)

Vice President: Theresa Samson



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

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