



Websites

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

**MEETING INFORMATION**

**Setting the Stage for CSR  
Disclosure and  
The Emergency of the Global  
Reporting Initiative**

Cynthia Jeffrey, CPA  
Wednesday, June 18<sup>th</sup>  
Location TBD

*Cynthia Jeffrey, CPA*, is the Bandle Faculty Fellow in Accounting at Iowa State. Cyndie teaches International Accounting, Financial Accounting Theory, and Corporate Social Responsibility, Reporting, and Accountability. Her most recent research considers the impact of environmental taxes and Emissions Trading Systems on carbon emissions and business spending, the impact of culture on CSR disclosure quality, and characteristics of companies that issue reports that incorporate both financial and CSR disclosures in a single report. She is the Editor of *Research on Professional*

*Responsibility and Ethics in Accounting*. Cyndie received her Ph.D. from the University of Minnesota.

More than 2/3 of the Fortune Global 500 Companies issue a sustainability or corporate responsibility report. In 2009, more than 40 socially responsible asset managers and investor advocates petitioned the SEC to require more formal and complete disclosure of corporate performance, including environmental, social, and governance risk. The Global Reporting Initiative (GRI) has emerged as a major framework for voluntary disclosure of corporate social responsibility initiatives. We will look at how the GRI framework emerged and get an overview of the breadth of items reported. Watch for the Evite for the location.

5:30 Networking  
6:00 Speaker  
7:00 Dinner/Meeting

RSVP: through the evite or to  
[jduffy@iastate.edu](mailto:jduffy@iastate.edu)

If you have questions, email  
[programs@afwa.org](mailto:programs@afwa.org).



# THE SPOKESWOMAN

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## AGENDA

### Agenda – June 18, 2014

1. Call to Order
2. Quorum
3. Approval of Minutes
  - a. May
4. Treasurer's Report
5. Committee Reports
  - a. Membership
  - b. Program
    - Volunteer for July's Planning Meeting???
  - c. Bulletin
  - d. Scholarship
6. Old Business
  - a. Chapter Insurance? – Barbara
  - b. Officer turnover materials
7. New Business
  - a. Gina Slack, National Vice President – National Update
8. Announcements
  - a. **A SLUMBER PARTY!** - Kathy Strum continues to fight that nasty cancer, but is planning to make the best of it as possible! Laura Farney and Donna Hall from the Wichita, KS AFWA Chapter are planning to come visit Kathy in August. These are AFWA members that provide a testimony to the value of our networks as they are members Kathy got to know when attending regional and national conferences. So Kathy thought it might be fun to just have an AFWA slumber party and is inviting all AFWA members that want to come and make it a party!

**When:** August 23<sup>rd</sup> – Start around 3-4pm with Potluck Dinner around 6pm

**Where:** Kathy's house – (address to follow)

**RSVP:** If you can join the Slumber Part please **RSVP to Kathy or Brenda O'Neall-Smith ([boneall@wiley.com](mailto:boneall@wiley.com)) by August 1<sup>st</sup>**. Indicate if you plan to stay overnight or just come down for the evening.

b. Member of the Year presentation!

9. Adjournment

## PRESIDENT'S MESSAGE

### June 2014

As we finish up another successful year, I want to congratulate and thank all of you for your contribution to our chapter's many accomplishments. We really had an eventful and progressive year!

The following information includes the goals that we had set for the chapter and a bit of data on how we did. I think the results look pretty great!

- **At least 8 meetings with CPE credit:** We had 7 meetings with CPE credit this year. Here is a summary of the variety of CPE topics we offered:
  - August – Social Networking – Abhi Rao & Joseph Doolittle, ISU



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- October – Protecting Public Assets – Mary Mosiman, Auditor of State
- November – Accounting Financial Close – Diane Janvrin, ISU
- February – The Psychology of Fraud – William Dilla, ISU
- March – Career As a Financial Advisor – Marin Felz, Edward Jones
- April – Preparing a Business Plan – Mike Upah, iSEEK Corporation
- June – Setting the Stage for CSR Disclosure, and the Emergence of the Global Reporting Initiative – Cyndie Jeffrey, ISU
- **Average of 40% meeting attendance:** Our average meeting attendance was at least 14 members in all meetings, which is greater than 40% and 2 members higher than last year!
- **Recruit 5 new members:** We had 30 members beginning this year, and we have 33 members currently. That gives us a net gain of 3!
  - Our new members are Shoba Premkumar, Julie Luther, & Adela Hodzic.
- **Publicize our chapter events and meeting:**
  - We did a great job spreading the word about our Rebranding Launch Party to the local community, and it was a very successful event

with many new and familiar faces! Special thanks to the rebranding committee!

- Our scholarship recipients were featured in the local newspapers! Special thanks to Jaimie Williamson & the scholarship committee!

A few more bragging points and thank yous:

- Kate Mulder did a beautiful job serving as National President!
- Soma Mitra shared her skills serving as a Regional Director in the northeast region!
- Kate Mulder and Karen Jacobson participated in AFWA People to People trip to South Africa!
- Theresa Samson, Barbara Bennett, Linda Borst, & Lisa Palmersheim hosted a wonderful Rebranding Launch Party at Reiman Gardens!
- Margaret Munson and Karen Jacobson thoroughly updated our chapter standing rules & bylaws!
- Elizabeth Bruns & Adela Hodzic were very deservedly awarded our chapter scholarships!
- Theresa Samson, Margaret Munson, & Jaimie Williamson led the efforts in selecting and honoring our 2013-2014 Member of the Year!

What a great year! A huge **THANK YOU** to all of our out-going chapter board and committee members for their hard work and dedication this year.

- Theresa Samson, Vice-President



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Ames Chapter #158

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- Cindy Sippel, Secretary
- Soma Mitra, Past President
- Karen Jacobson, Treasurer
- Marilyn Moehlmann & Jan Duffy, Programs
- Lisa Palmersheim & Linda Borst, Membership
- Brenda O’Neill-Smith, Newsletter
- Carla Danielson, Karen Jacobson, & Jaimie Williamson, Scholarship
- Margaret Munson, Webmaster

Your efforts and dedication to the organization and the chapter is much appreciated!

Have a wonderful and energizing summer ladies!

Kayla Sander

## NW REGIONAL CONFERENCE

Spokane, WA

The AFWA Northwest Regional Conference was held at the historic Davenport Hotel in downtown Spokane June 6 and 7, 2014. I was privileged to be at this conference and share my experiences from the past year and thoughts on our upcoming strategic plan with the attendees. The Spokane AFWA Chapter #4 celebrated their 75<sup>th</sup> anniversary with this conference. The continuing education was excellent with a balance of industry, tax and general interest topics presented in two tracks.  
*Kate Mulder*

## CPE OPPORTUNITIES

AFWA Des Moines Chapter is proud to offer a ***four hour*** CPE event on June 17<sup>th</sup>, 2014 from 8am – 12pm at the Sheraton in West Des Moines. (Not just limited to women!!) A continental breakfast will be available to attendees.

The schedule for the morning is as follows:

8am – 10am: **Ethics in the Workplace**, Presented by the Des Moines Office Managing Partner and Marketplace Leader at Deloitte & Touche LLP - Kim Felker

10am – 12pm: **A Woman’s Guide to Money Matters – Take control of your financial life!** Presented by Edward Jones Financial Advisors DeAnn Thompson, Keri Blake & Tracy Burt

**Investment for the event is a steal at only \$40 for members and \$75 for nonmembers!! Please register by June 13th if you're planning to attend.**

**We look forward to seeing you there, just click on the link to register today on our website.**



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### **MINUTES –May 2014**

Accounting and Financial Women's Alliance  
Ames Chapter #158  
Membership Meeting  
May 21, 2014

Call to Order: The April Membership Meeting of the Ames Chapter #158 was called to order by Regional Director Soma Mitra in Ames at 7:20 pm on Wednesday, May 21, 2014. Those in attendance were members Jan Duffy, Marilyn Moehlmann, Margaret Munson, Lisa Palmersheim, Jamie Williamson, Libby Bruns, Soma Mitra, Karen Jacobson, Annmarie Kurtenbach, Shoba Premkumar, Kate Mulder, and Cindy Sippel. A quorum was present.

#### Minutes:

One addition to the April minutes was noted, to add the names and positions of the officers for 2014-2015. Jaimie Williamson moved and Lisa Palmersheim seconded a motion to approve the April minutes as amended. Motion carried.

Treasurer's Report: Treasurer's Report for April was distributed. The general account has a balance of \$7,811.54 and the scholarship account has a balance of \$4,422.09. Scholarships in the amount \$1,000 have been issued for the summer semester. The report will be placed on file for review.

#### Committee Reports

- A. Membership:
- Networking lunch for June will be Friday, June 13, Brick City Grill at noon.
  - We have one new member added to the roster, Adela Hodzic.

B. Program: We discussed options for the June program including corporate social responsibility, Lean In training, and a discussion in the article on confidence. Current plans are to have a group discussion on confidence based on the article.

C. Bulletin: No report.

D. Scholarship: The applications from our scholarship winners have been submitted to national. The picture of our scholarship winners was printed in the newspaper.

#### Old Business

A. Member of the year nominations are due to Theresa Samson.

B. Chapter Insurance for Directors and Officers – No report. National encourages chapters to have Directors and Officers insurance.

#### New Business

A. Chapter President and Treasurer form – Kayla will submit

B. Chapter Officers and Committee form – Kayla will submit

C. Officer turnover material – all officers are encouraged to prepare a summarized report of activity for the year to give the next chair guidance. The reports and other committee materials should be brought to the July meeting.

#### Announcements:

- The Des Moines chapter is presenting 4 hours of CPE including ethics in June.
- Margaret Munson will check the internal lines on the Ames AFWA website to



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- make sure they all work. The old ASWA link will stop working in the next month.
- The July meeting will be July 16 and will be the annual meeting as well as the planning meeting.

Adjournment: Meeting adjourned at 7:45 pm.

Respectfully submitted,  
Cindy Sippel, Secretary

### NETWORKING LUNCH SCHEDULE

@ 12:00 Noon  
Friday, June 13<sup>th</sup> – Brick City Grill

### AMES CHAPTER OFFICERS

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

Vice President: Theresa Samson  
Email: [vice-president@amesafwa.org](mailto:vice-president@amesafwa.org)

Secretary: Cindy Sippel  
Email: [secretary@amesafwa.org](mailto:secretary@amesafwa.org)

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

Past President: Soma Mitra  
Email: [past-president@amesafwa.org](mailto:past-president@amesafwa.org)

Program: Marilyn Moehlmann  
Jan Duffy

Email: [programs@amesafwa.org](mailto:programs@amesafwa.org)

Membership: Lisa Palmersheim  
Linda Borst  
Email: [membership@amesafwa.org](mailto:membership@amesafwa.org)

Newsletter: Brenda O'Neill-Smith  
Email: [bulletin@amesafwa.org](mailto:bulletin@amesafwa.org)

Scholarship: Carla Danielson  
Karen Jacobson  
Jaimie Williamson  
Email: [scholarship@amesafwa.org](mailto:scholarship@amesafwa.org)

Webmaster: Margaret Munson  
Email: [webmaster@amesafwa.org](mailto:webmaster@amesafwa.org)

### QUOTE OF THE MONTH

"I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel."

~ **Maya Angelou** – Author

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