



Accounting & Financial Women's Alliance

CONNECT • ADVANCE • LEAD

Ames Chapter

February 2017

Ames Chapter #158

THE SPOKESWOMAN

Websites

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

Local: <http://amesafwa.org>

MISSION STATEMENT

The mission of the Accounting & Financial Women's Alliance is to enable women in all accounting and finance fields to achieve their full potential and to contribute to their profession.

MEETING INFORMATION

"The Role of Textual Analysis in Accounting Applications"

Presented by: Diane J. Janvrin, PhD
Associate Professor of Accounting
Iowa State University

Date: February 21, 2018

Time: 5:30 Networking

6:00 Program

7:00 Dinner

Location: The Iowa Stater Restaurant
Gateway Hotel
2100 Green Hills Drive
Ames, IA 50014

Presenter: Diane Janvrin, PhD, CPA, CMA, CIA is an associate professor of accounting and holds the William L. Varner Professorship. Diane teaches and researches in the areas of auditing and information

systems. She currently edits the *Journal of Information Systems* including its special issue on implications of cybersecurity for accounting. She has been published in *Journal of Information Systems*, *Auditing*, *International Journal of Accounting Information Systems*, *Behavioral Research in Accounting*, *Accounting and the Public Interest*, *Research in Accounting Regulation*, and *Information and Management*. Diane is a member of the AAA and the ISCPA. Diane earned her PhD from the University of Iowa.

Learning Objectives & Program Content: Upon completion of presentation, participants should be able to:

Define the term textual analysis; Identify other terms with similar meaning; Explain how textual analysis is used in data mining and in data analysis; Distinguish between basic textual analysis methods; Define key terms in textual analysis; Identify at least two examples of how textual analysis applications are using in accounting today.

This program will define textual analysis, discuss how textual analysis is an important data mining and data analysis technique when evaluating unstructured data, and explain how basic textual analysis methods work. Further, we will discuss key terms in textual analysis and provide examples of how textual analysis is currently used in accounting and how we expect it to be used in the future.

Field of Study: Information Technology

Program Level: Basic

Program Prerequisites/Advance Preparation: None

Instructional Delivery Method: Group Live

Recommended Amount of CPE Credit: 1 credit hour

Administrative Policies: Please respond to the invite. Any "yes" RSVP's not canceled by noon on October 12 must pay for dinner. If you would like to



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make or cancel a reservation and did not receive a separate invite, please send an email to Annmarie Kurtenbach at Annmarie.kurtenbach@gmail.com. For more information regarding administrative policies such as complaint and refund, please contact Ames Chapter Program Co-Chair, Annmarie Kurtenbach at Annmarie.kurtenbach@gmail.com.

Official National Registry Statement

AFWA is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State Boards of accountancy have the final authority on the acceptance of individual courses of CPE credit. Complaints regarding registered sponsors may be addressed to the National Registry of CPE Sponsors: 150 Fourth Avenue, Suite 700, Nashville, TN, 37219-2417. Web site: www.nasba.org

PRESIDENT'S MESSAGE

It's been so long since we've met! I hope everyone's year has started off well. I always try to make a few small resolutions as small changes are easiest to keep. Last year's resolution was to clean out my various email inboxes - which I accomplished! And then quickly realized it's not a one-time thing, but instead requires constant work. So this year I resolved to clean out my email at least once per month.... let's call this improvement. And with a fresh start for 2018, now is also the time to start thinking of serving on the 2018-2019 Board for our Chapter of AFWA. As we start the officer nomination process this

spring, please consider a position for the next fiscal year!

There's a lot going on in the world of AFWA, so I wanted to share a few of the new programs with you all. AFWA has started a referral program where you can receive up to \$50 off your membership for next year if you refer a new member. This is a good incentive for us as we move to grow our membership! Also new to AFWA is the Chapter Coach Program. This will "provide our experienced AFWA members an easy way to connect and share their experiences" to both healthy and struggling chapters. If anyone is interested in being part of this new program, please reach out to me or directly to AFWA Headquarters to get started.

See you soon!
Libby

AGENDA

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



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- d. Scholarship
- e. Social Media
- f. Webmaster
- 6. Old Business
 - a. Announcements from External Businesses
- 7. New Business
 - a. 2018-2019 Nominating Committee
 - b. 2018-2019 Chapter Dues Rates
 - c. Chapter Coach Program
- 8. Announcements
- 9. Adjournment

NETWORKING LUNCHEON

Networking Lunch	Meeting Date	Restaurant	Location
Thurs, 3/1	2/21	Brick City Grill	2704 Stange Rd, Ames
Mon, 4/2	3/21	Mary Kay Flowers	3134 Northwood Dr, Ames
Tues, 5/1	4/18	El Azteca	2727 Stange Rd, Ames
Wed, 5/30	5/16	Stomping Grounds	303 Welch Ave, Ames
Thurs, 6/28	6/20	The Café	2616 Northridge Pkwy, Ames

AFWA 2018 Referral Program

AFWA is launching a new membership referral program. When you refer a contact to AFWA, a national volunteer will send a

personalized message to that individual, sharing with her the benefits of membership and inviting her to join. The more your colleague gets to know our members and the more she knows she's appreciated, the more likely she is to join our incredible network.

See attached for more details.

'18-'19 Slated National Board of Directors

Announced

The report of the National Nominating Committee for the 2018-2019 nominated slate of officers and directors can be [seen here](#) and below.

The Committee is grateful to all members who participated in the interview process and is confident that the affairs of our organization will be in capable hands, if entrusted to the members listed.

Per Article V, Section 3 of our national bylaws, in the event your chapter desires to place additional names on the ballot:

"Additional nominees may be added to the ballot provided consent of the member has been obtained, and a petition has been signed by at least ten members from each of five chapters and is mailed to the president to be received not later than February 8.

A. If no nominations have been received by the president by February 8, the president shall declare the slate elected and instruct the secretary to notify the members.



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B. If additional nominations are received, voting shall be conducted by mail ballot. A plurality shall elect."

If you have any further questions, please contact National Headquarters at afwa@afwa.org.

'18-'19 SLATED AFWA NATIONAL BOARD OF DIRECTORS

PRESIDENT	Karyn Hartke, CPA	Yulee, FL
PRESIDENT-ELECT	Laura Mangan, CPA, CMA, MBA	Gilbert, AZ
VICE PRESIDENT	Stephanie Searcy	Atlanta, GA
VICE PRESIDENT	Tyna Gaylor, CPA, CMA	Fairfax Station, VA
TREASURER	Wendi Christian, CPA, CISA, CITP, CGMA	Groves, TX
SECRETARY	Shelby Williams	Chandler, AZ
DIRECTOR	Susan Adams, CPA	Colleyville, TX
DIRECTOR	Jessica Perkins	Scottsdale, AZ
DIRECTOR	Grace Staten, FSCP	San Diego, CA
DIRECTOR	Edronda Guiriba, CPA	Campbell, CA
DIRECTOR	Stephanie Sommers	Conshomocken, PA
DIRECTOR	Andrea Garcia	Phoenix, AZ

IMMEDIATE PAST PRESIDENT Lori K. Kelley, CPA
Destin, FL

Sincerely,

AFWA National Nominating Committee

Linda Harris (*Billings, MT*)

Emily Nave (*Omaha, NE*)

Diane Lyngstad (*Burnsville, MN*)

MINUTES – November 2017

Call to Order:

The November Membership Meeting of the Ames Chapter #158 was called to order by President Elizabeth Almond at 5:43 p.m. on Wednesday, October 15, 2017, at the Iowa State University College of Business Gerdin Business Building. Those in attendance were members: Ann Kurtenbach, Margaret Munson, Jan Duffy, Kayla Sander, Lisa Palmersheim, Cindy Sippel, Karen Jacobson, Catherine Mulder, and Elizabeth Almond

A quorum was present.

Minutes:

The September meeting minutes required an amendment regarding Jan Duffy's oversight of the treasurer reports and bank statements. An updated version of the September minutes will be available on the chapter website. Catherine Mulder moved that the minutes of the September meeting be approved as amended. The motion was seconded by Cindy Sippel. Motion carried.

Treasurer's Report:



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Catherine Mulder presented the Treasurer's Report. The revised August report was handed out along with the September and October reports.

The August report was revised to include the addition of \$90 of dues in the General Account. The balance in the General Account as of August 31, 2017, is \$7,103.52. The Scholarship Account was unaffected.

The balance in the General Account as of September 30, 2017, is \$7,073.81. The balance in the Scholarship Account as of September 30, 2017, is \$3,975.46 with an unrestricted balance of \$1,375.46.

The balance in the General Account as of October 31, 2017, is \$7,067.32. The balance in the Scholarship Account as of October 31, 2017, is \$3,975.64 with an unrestricted balance of \$1,375.64.

The reports will be placed on file for overview.

Committee Reports:

A. Membership:

1. Jan Duffy and Karen Jacobson reported that we currently have 19 active members.

2. It does not appear that the mailing generated any new interest in our membership.

3. Karen will reach out to those who have not yet renewed their membership.

B. Program:

1. The upcoming program duties/plans are as follows:

December – Holiday Party (see item 2)

January – No meeting

February – (Karen) Dr. Diane Janvrin – Data Mining

March – (Catherine Mulder) Real Estate

April – open

May – (Margaret Munson) Dr. Bill Dilla – Bitcoin

June – open

July – Planning Meeting

2. Cindy Sippel will host the holiday party at her house (1034 NE Aspen Circle, Ankeny). The party will begin at 6:00 PM and be potluck. Cindy will make soup. All members are asked to RSVP with what they will bring (ideas are breads, wine, desserts, etc.). There will be a white elephant exchange in which you can bring either a true white elephant gift or something you choose to purchase for the exchange.

C. Bulletin:

1. No report

D. Scholarship:

1. Catherine Mulder will follow up with Cheryl Carlile, committee chair, and send any posting to Margaret Munson for the website.

2. Our chapter will work to strongly market the scholarship opportunities. Among these efforts, Kayla Sander will reach out to the undergraduate advising office and the accounting faculty for their assistance in identifying applicants who would qualify and spreading the word.



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E. Social Media

1. The committee plans to reschedule the canceled meeting.

F. Webmaster

1. Margaret has posted a new homepage which includes pieces of the recruitment letter content.
2. Many members commented that they like the new webpage format.

New Business:

A. Standing Rules Change

1. Elizabeth Almond and Margaret Munson handed out the proposed changes to the chapter standing rules. It was discussed to add publicity to the standing committees for which the chair will be elected by the members. A list of publicity committee responsibilities was identified for Appendix A. It was decided to use the wording social media rather than identifying exactly which outlets will be used.

2. Margaret Munson moved to accept the proposed changes as handed out and amended per discussion. The motion was seconded by Jan Duffy. Motion carried.

You can find the revised standing rules in the bulletin.

Suspension: Meeting suspended at 6:15 p.m.

Commencement: Meeting recommenced at 6:16 p.m.

3. Libby appointed the social media committee to serve as the publicity committee

for the remainder of the year until our next set of elections. Lisa Palmersheim will serve as chair, and the committee will consist of Elizabeth Almond, Margaret Munson, and Kayla Sander.

B. Announcements from External Businesses

1. It was discussed that several business are contacting our members with requests or encouragements to post announcements and/or advertisements. The membership decided that members have the right to use their own discretion on what to pass along via the bulletin or chapter emails. It was mentioned that any posting to the website should require a more standard policy, but this was tabled.

2. Elizabeth Almond will forward a specific request from a National AFWA partner on to the appropriate contact at National to inquire about the policy for posting.

Announcements:

- A. Karen Jacobson reported that The Foundation had over \$35,000 in gross revenues from the National Conference.

Adjournment: Meeting adjourned at 6:30 p.m.

Respectfully submitted,

Kayla Sander, Secretary



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BOARD MINUTES – November 2017

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Minutes:

Jan Duffy moved to add the publicity chair to the list of officers. The motion was seconded by Catherine Mulder. Motion carried.

Cindy Sippel moved to suspend all other activity. The motion was seconded by Karen Jacobsen. Motion carried.

Adjournment: Meeting adjourned at 6:16 p.m.

Respectfully submitted,

Kayla Sander, Secretary

Quote of the Month

“I take whatever situation I am in, and I spin it like it is the most positive thing that ever happened to me.” — Adam Rippon, 2018 Olympic Figure Skater

Articles and submissions to the newsletter are welcome. Please contact bulletin@amesafwa.org

2017-2018 OFFICERS

President: Libby Almond

Vice President: Cindy Sippel

Secretary: Kayla Sander

Treasurer: Catherine Mulder

Past President: Jaimie Williamson

Program Coordinator: Ann Kurtenbach

Publicity Chair : Lisa Palmersheim

Membership: Karen Jacobson
Jan Duffy

Newsletter: Brenda O'Neill Smith

Scholarship: Cheryl Carlile
Catherine Mulder
Linda Borst

Webmaster: Margaret Munson