



Accounting & Financial Women's Alliance

CONNECT • ADVANCE • LEAD

Ames Chapter

March 2019

THE

Ames Chapter #158

SPOKESWOMAN

Websites

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

Local: <http://amesafwa.org>

LinkedIn: <https://www.linkedin.com/groups/13567139>

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

“Big Data: How is it Improving Your Business?”

Date: Wednesday, March 20, 2019

Time: 5:30 p.m Networking

6:00 p.m. Program

7:00 p.m. Dinner

Location: The Iowa Stater

Gateway Hotel & Conference Center

2100 Green Hills Drive

Ames, IA

Presenter: Matthew Haubrich, Iowa DOT

Matt is the Transportation Asset Management Administrator for the Iowa Department of Transportation.

In that role he brings a data analytics perspective to the investment decisions for Iowa's highway network. Matt has been working in the field of data analytics for over 20 years. After earning a BS in Statistics, he started his career as a consultant in the field of market research. Matt was able to

continue his education while consulting, and earned an MBA early in his career. After leaving the consulting world, he took on the role of Chief Statistician for the Iowa Department of Human Services. Since joining the Iowa DOT in 2010, he has had the opportunity to earn a second Master's degree in the new ISU Master of Business Analytics program. In addition to his day job he also consults in the field of data analytics, and he is an active member of the Des Moines area Analytics Leadership Council.

Learning Objectives & Program Content:

This program will provide an introduction to business data analytics and the concept of “big data”. At the end of the program we will be able to answer the following questions:

- What is “big data”?
- What are some opportunities with big data? What are some concerns?
- What is machine learning?
- What is artificial intelligence?
- What are some opportunities to learn more about these techniques?
- How are organizations using analytics to create value?

Field of Study: Business Analytics

Program Level: Basic

Program Prerequisites/Advance

Preparation: None

Instructional Delivery Method: Group Live



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Recommended Amount of CPE Credit: 1 credit hour

Administrative Policies: Please respond to the invite. Meals will be individual bills. If you would like to 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. Website: www.nasba.org

PRESIDENT'S MESSAGE

March Madness!!! I'm sure it means different things to different people, especially those in the midst of tax season.

For me it is all about basketball. I am excited for NCAA March Madness. I am writing this before selection Sunday but the expectation is that the Cyclones will be going back to the big dance, both the men and the women. Plus, I have tickets to the NCAA men's tournament games in Des Moines so I'm looking forward to some great games.

Since I only do my own taxes, I don't think I can appreciate the complexities that the tax folks among us must be dealing with this year with all of the changes. Good luck to our members who are deep into taxes. April 15 will be here before you know it.

Thank you to Kristen for hosting our February meeting at Workiva. What an interesting presentation and wonderful opportunity to get a peek into your wonderful facility. And speaking of Workiva, WELCOME to our new members from Workiva! We are excited for you to join us!

The March meeting brings us another interesting topic. "Big Data: How Is It Improving Your Business?" will be presented by Matthew Haubrich. Big data is



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a hot topic. I have attend the Iowa State Business Analytics Symposium the last two years and will be attending again this year on April 2. I am looking forward to what Matthew has to say since big data is all around us!

I hope you can join us at the Iowa Stater on March 20th. See you then.

Cindy

AGENDA

1. Call to Order
2. Quorum
3. Approval of Minutes - February
4. Treasurer's Report
5. Committee Reports
 - a. Membership
 - b. Program
 - c. Bulletin
 - d. Scholarship
 - e. Social Media
 - f. Webmaster
6. Old Business
 - a. 2019-2020 Nominating Committee
7. New Business
 - a. Chapter Chat

8. Announcements

9. Adjournment

MINUTES – February 2019

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Accounting & Financial Women's Alliance

Membership Meeting Minutes

November 14, 2018

Call to Order:

The February Membership Meeting of the Ames Chapter #158 was called to order by President Cindy Sippel at 7:24 p.m. on Thursday, February 21, 2019, at Workiva in Ames, Iowa. Those in attendance were members: Ann Kurtenbach, Lisa Palmersheim, Cindy Sippel, Catherine Mulder, Kristen Krausman, Anne Clem, Brenda O'Neill Smith, and Becky Musselman.

A quorum was present. Kristen Krausman reported that 4 women from Workiva are in the process of joining our chapter.

Minutes:

Anne Clem moved that the minutes of the November meeting be approved as published in the February bulletin. The motion was seconded by Kate Mulder. Motion carried.

Treasurer's Report:

Lisa Palmersheim presented the Treasurer's Report. The September, October, November, December and January reports were handed out.



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September report: The balance in the General Account as of 9/30/18 was \$6,710.82. The balance in the Scholarship Account as of 9/30/18 was \$5,068.06, with an unrestricted balance of \$1,968.06. Lisa reported that we were not charged for the room for our September meeting.

October report: The balance in the General Account as of 10/31/18 was \$6,794.43. The balance in the Scholarship Account as of 10/31/18 was \$5,068.27, with an unrestricted balance of \$1,668.27.

November report: The balance in the General Account as of 11/30/18 was \$6,794.70. The balance in the Scholarship Account as of 11/30/18 was \$4,768.46, with an unrestricted balance of \$1,668.46. **March** \$300 was donated to The AFWA Education Foundation from the Scholarship Account. **April** –

December report: The balance in the General Account as of 12/31/18 was \$6,794.98. The balance in the Scholarship Account as of 12/31/18 was \$5,368.66, with an unrestricted balance of \$2,268.66. The Scholarship Account received \$600 in member donations. **May** –

January report: The balance in the General Account as of 1/31/19 was \$6,795.26. The balance in the Scholarship Account as of 1/31/19 was \$6,118.91, with an unrestricted balance of \$2,518.91. The Scholarship **Jun**

Account received \$250 in member donations and the Kathy Strum Scholarship Fund received a donation in the amount of \$500.

The reports will be placed on file for review.

Committee Reports:

A. Membership:

1. Cindy Sippel reported that we currently have 24 active members. Nametags will be ordered in the near future. Please contact Cindy if you want to order a new nametag.

B. Program:

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

March- Big Data: How Is It Improving Your Business? By Matthew Haubrich @ The Iowa Stater

April- SBA Program & Strategies for Transitioning to the Next Generation by Lisa Shimkat SBDC) @ The Iowa Stater

May- #accountingsocialmedia: Social Media Trends in Accounting by Abhi Rao @ The Iowa Stater

June- Unscheduled at this time - @ The Iowa Stater

July – Chapter Planning Meeting @ TBD

2. The Social Security Office declined our request for the June meeting. Would the group be interested in hearing about “Investing in retirement plans in a volatile market: looking at beginning investors



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through retired investors? Kayla was thinking of getting someone from the Family Financial Planning Department who teaches this topic.

C. Bulletin:

1. No report

D. Scholarship:

1. Lisa Palmersheim reported that the scholarship applications has been disbursed but we have yet to receive any applications. March 8th is the deadline.

E. Publicity

1. Lisa Palmersheim reported that she and Libby are working on publicity.

F. Webmaster

1. No report

Old Business:

A. Bylaws vote due January 31

1. Results are not known.

New Business:

A. 2019-2020 Nominating Committee

1. Vice president Kate Mulder has agreed to be President. Past president Libby Almond will chair the nominating committee.

B. 2019-2020 Chapter Dues Rates

1. The report on our chapter dues is due March 31st. Our chapter dues will stay the same at \$20. Along with national dues of \$199, our total dues will be \$219.

Announcements:

- A. Cindy Sippel announced that the National Chapter Chat will be next Tuesday at noon. Kate Mulder and Cindy have registered to take part.

Adjournment: Meeting adjourned at 7:53 p.m.

Respectfully submitted,

Ann Kurtenbach,
Acting Secretary

NETWORKING LUNCHEON

| Networking Lunch | Meeting Date | Restaurant | Location |
|------------------|--------------|------------------|-----------------------------------|
| Friday, 4/26 | 17-Apr | Flame and Skewer | 2801 Grand Ave (North Grand Mall) |
| Thurs, 5/30 | 15-May | Stomping Grounds | 303 Welch Ave, Ames |
| Mon, 6/24 | 19-Jun | Café Beaudelaire | 2504 Lincoln Way, Ames |
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2018-2019 OFFICERS

President: Cindy Sippel
Vice President: Catherine Mulder
Secretary: Karen Jacobson
Treasurer: Lisa Palmersheim
Past President: Elizabeth Almond
Program : Kayla Sander
Program Coordinator: Ann Kurtenbach
Publicity: Lisa Palmersheim, chair
Kayla Sander
Elizabeth Almond
Margaret Munson
Membership: Margaret Munson, chair
Kristen Krausman
Newsletter: Jaimie Williamson
Scholarship: Lisa Palmersheim, chair
Anne Clem
Carla Danielson
Webmaster: Margaret Munson

QUOTE OF THE MONTH

“You have brains in your head. You have feet in your shoes. You can steer yourself any direction you choose. You’re on your own. And you know what you know. And YOU are the one who’ll decide where to go...”– Dr. Seuss

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