

# THE SPOKESWOMAN

AMERICAN SOCIETY OF  
WOMEN ACCOUNTANTS

Volume VI, No. 10

Ames Chapter No. 158

June 1996

## PRESIDENT'S MESSAGE

As the year closes for me as President, it just doesn't seem possible that this is my **last** President's message - but it is! That's because of all the help and cooperation I've had from you, our members! At this time, I'd like to take a few minutes to reflect on our accomplishments during this past year.

We're preparing for our first ever Workshop in conjunction with our Public Relations Dinner. We have a good turnout for both considering the size of our chapter - thanks, once again, to you, our members! It's great to have such a supportive group! At this writing we have approximately 20 people signed up for the workshop and 30 for the Public Relations Dinner. Kathy has done an excellent job of bringing this all together under budget while providing a very affordably priced Public Relations dinner!

I'm pleased as can be that our Ames chapter has five members attending the Prairie States Conference in Omaha. How fantastic! We'll come back loaded up with knowledge and fun stories to share!

We've either obtained or come very close to obtaining our goals set last July. In review, they tally up like this to date:

1. **Increase membership by net 5 members.** We're real close to that goal, while we had five new members join our chapter, we lost one member, leaving us with a net growth of four.
2. **Obtain membership attendance of 66% at meetings.** While we tried, it just didn't happen, we are struggling to have 50% attendance. We are achieving a little more than that due to the large (about 70%) attendance at our Public Relations Dinner. I guess this gives us something more to work on

in the future. We're busy individuals, conflicts will arise, and choices have to be made; or perhaps we just set our goals to high.

3. **Increase members communication skills.** We did a very good job with this goal. Either as a speaker at a meeting, or as providing an introduction of a speaker, we have involved six of our members. It's been a wonderful opportunity to practice talking to a small group and develop presentation skills plus learning from the knowledge we share with one another!

One last item of business, before we wrap up the year - Committee Chairs, would you write a short paragraph of what your committee job was and the accomplishments you obtained? Share a copy of this with the incoming committee chair in July and give me a copy to put in my President's Book that will be passed on to Cindy and kept for historical reference.

So, has this been a successful year? **Yes!** Not only have we grown as a chapter, but through your efforts, you the members have "Expanded Your Potential" with the information shared. Thank **you, members**, for a successful year - let's keep growing and give Cindy our support next year!

Kate Mulder, President

## PLANNING MEETING

DATE: Thursday, July 11, 1996  
TIME: 5:30 PM  
PLACE: Jan Duffy's home  
2935 Eisenhower  
MENU: Deli catered  
RESERVATIONS/GUEST NAMES:  
Jan Duffy 232-2213 (H); 294-1481 (W)  
DEADLINE: Monday, July 8, 5:00 pm

Ames Chapter No. 158  
American Society of Women Accountants  
Regular Membership Meeting  
May 9, 1996

**CALL TO ORDER:** The regular monthly membership meeting of the Ames Chapter No. 158 of the American Society of Women Accountants was brought to order at approximately 6:45 p.m. at Reiman Gardens, Ames, Iowa, President Kate Mulder presiding.

**QUORUM:** A quorum was present.

**ATTENDANCE:** There were twelve members and one guest in attendance ( Kate Mulder, Karen Jacobson, Margaret Munson, Dawn Tank, Beverly Wandling, Kathy Strum, Sheena Boten, Jan Duffy, Brenda O'Neill-Smith, Judy Farthing, and Cindy Sippel).

**BUSINESS:**

**Minutes:** On motion made by Cindy Sippel, seconded by Dawn Tank, motion carried unanimously that the minutes of the April 11, 1996, membership meeting be approved as printer in the Bulletin.

**Treasurer's Report:** The balance in the checking account is \$530.32 and the scholarship fund has a balance of \$413.44 (\$500 will be awarded for 1996-97, outstanding pledges to the scholarship fund total \$150). The Treasurer's report will be placed on file for audit.

**COMMITTEE REPORTS:**

**Bulletin:** The deadline for the June bulletin is May 29, 1996.

**Membership:** Two applications will be sent out this month to potential members, there is one application that has been sent out. Because of the public relations dinner in June, we may call a special Board meeting if necessary to approve applications.

**Program:** No new business discussed.

**Public Relations:** The Public Relations Dinner and Sales & Use Tax Workshop will be June 3, 1996. Many fliers have been sent out. The Nevada Chamber of Commerce mailed fliers. We purchased a mailing list from the Ames Chamber. Karen contacted the Story City Chamber. Volunteers will be needed to help the night of the dinner. Please contact Kathy if you would like to help.

**Scholarship:** Margaret has prepared certificates for the scholarship winners. The scholarship winners will be attending the Public Relations Dinners. The scholarship will be awarded at that time.

**OLD BUSINESS:**

We decided that the treasury will pay for items purchased by members for the organization (frames for the scholarship certificates, etc.)

**NEW BUSINESS:**

**Officer Duties:** We discussed the possibility of defining duties for the Past President and Vice President. No action was taken at this time. We also discussed the need to have more than one person serve on committees.

**July Planning Meeting:** Kate mentioned that Nancy has checked into the availability of the Stonebrook Clubhouse for the July planning meeting. She has tentatively reserved July 18 for the planning meeting. After further discussion, on a motion made by Beverly Wandling, seconded by Dawn Tank, motion carried that we have our planning meeting on our regular meeting night in July at Jan Duffy's house. The meeting will be July 11.

**June Meeting:** Since we will have the Public Relations Dinner in June, we discussed whether an official meeting needs to take place. A motion was made by Karen Jacobson, seconded by Margaret Munson to suspend all business during the June Public Relations Dinner. After further discussion, Karen Jacobson amended the original motion, Dawn Tank seconded, motion carried that we will formally install the officers for the coming year at the July planning meeting. There will be no formal business meeting in June.

**ANNOUNCEMENTS:**

**Prairie States Conference:** The Prairie States Conference will be held in Omaha on June 6-7. Kate had cards that members were encouraged to sign for the Tulsa and Oklahoma City chapters who will be moving to a new district next year.

Congratulations go to Kathy Strum who will be awarded her Master's Degree on May 10. Way to go Kathy!

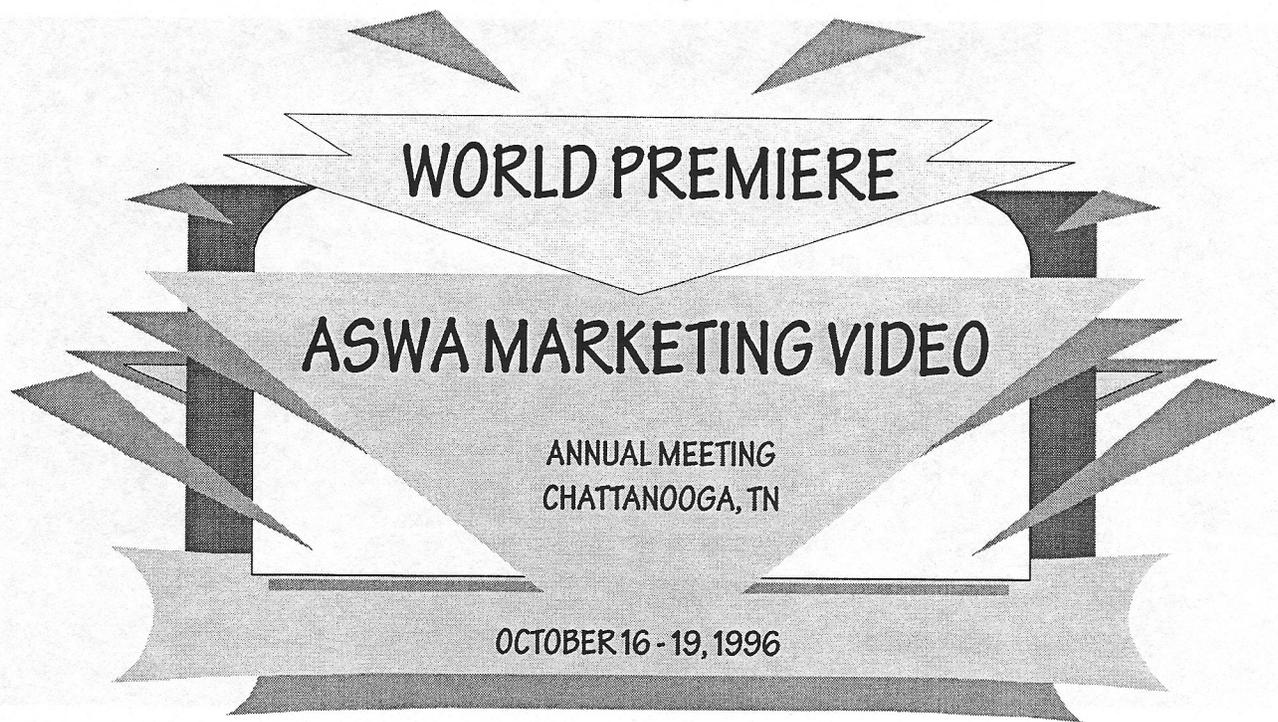
**ADJOURNMENT:** On motion made by Cindy Sippel, seconded by Margaret Munson, motion carried unanimously that the meeting be adjourned at 5:50 p.m..

Respectfully Submitted,  
Cindy Sippel, Acting Secretary

**PRESIDENT:**  
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**MEMBERSHIP:**  
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Fax: (515) 733-4838

**BULLETIN:**  
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Fax: (515) 281-5329



Here's another good reason to come to **Chattanooga** next **October**. Join us at the *opening session* of the **National Meeting** for the World Premier of our marketing video, an exciting new tool to build our chapters.

Here's how the video idea was conceived and the best way to use this tool. As a part of ASWA's long-range plan, we are implementing the **National Accounts Program**. The **objective** of this program is to secure: **1) cash sponsorship OR 2) support by encouraging membership of employees and paying for membership dues, meeting costs and conference registration fees.**

**CFO's of large corporations** and **Managing Partners of large CPA firms** are the **primary audience** for the video/media kit, which clearly presents the advantages of supporting ASWA. Although the package was not developed specifically as a membership recruitment tool, the obvious result of recruiting a sponsor is new members.

On the National level, we are targeting several companies around viable chapters where we will send the video/media kit throughout the year. At the **Annual Meeting in Chattanooga**, we will be **distributing one copy** of the video and media kit **to every chapter**. Additional videos will be available for a nominal charge to cover the cost of reproduction and mailing.

Chapters can use the video at membership recruitment functions, too. Supplemented with information on the benefits of membership, it provides a **viable tool for presenting ASWA in a professional manner**. We, of course, encourage use of the video to recruit sponsors in your local area as well.

We are very pleased with the final result and would like to see it utilized to its fullest potential. Take advantage of this new benefit to your chapter and **don't miss the debut in Chattanooga**.

**Dolores Lara, CPA**  
National Vice-President

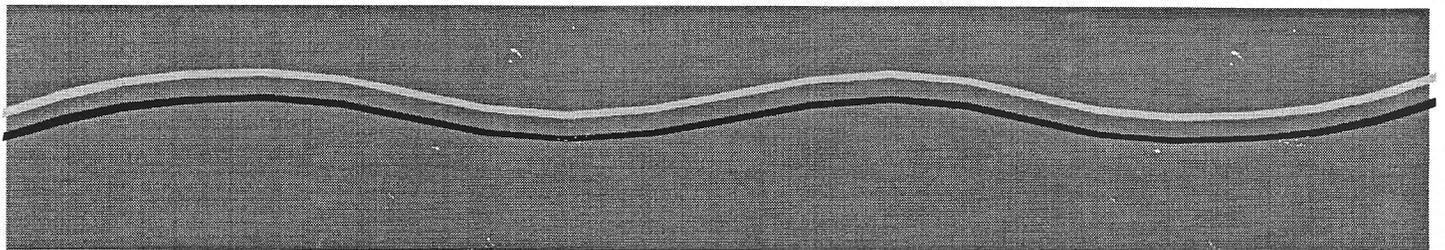


The American Society of Women Accountants (ASWA) is forming a national **Speakers Bureau** of its most talented and experienced members. It will consist of women accounting professionals who make themselves available to speak on a variety of accounting, auditing, business, gender, career and technical-related issues. Those who have signed up thus far have backgrounds ranging from academia, to entrepreneurial, to all fields of accounting (private, public, government, industry, non-profit, etc.) to human resources management.

Any organization interested in engaging members of the **Speakers Bureau** for a presentation will be able to call ASWA National Headquarters **(800/326-2163)** for a list of the speakers, their areas of expertise, their qualifications and their geographical locations.

Every organization is looking for speakers for monthly, quarterly or annual meetings. These speakers will be available at no charge except for their incidental travel expenses. The purpose of the ASWA **Speakers Bureau** is to provide education in the areas of accounting, business and women's issues and to "bring our light out from under the bushel" by showcasing the professional caliber of ASWA's members.

The benefits to you, if you decide to participate, are - *Exposure! Networking! Resume Enhancement!* and *Career Development!* If you are interested in being listed on the ASWA **Speakers Bureau**, contact National Headquarters at **800/326-2163** for a bio sheet, which standardizes the information that will be made available for inquiries.



Ames Chapter No. 158  
American Society of Women Accountants  
Board of Directors Meeting  
May 9, 1996

**CALL TO ORDER:** The regular monthly meeting of the Board of Directors, Ames Chapter, was brought to order at approximately 5:40 p.m. at Reiman Gardens, Ames, Iowa, President Kate Mulder presiding.

**QUORUM:** A quorum was present.

**ATTENDANCE:** The following people were in attendance: Kate Mulder, Karen Jacobson, Margaret Munson, and Cindy Sippel.

**BUSINESS:**

**Minutes:** On motion made by Karen Jacobson, seconded by Margaret Munson, motion carried unanimously that the minutes of the April 11, 1996, Board Meeting be approved as corrected. (The final motion should read to adjourn instead of to suspend all business and the March minutes were approved in April).

**Treasurer's Report:** None during the Board meeting.

**COMMITTEE REPORTS:**

**Bulletin:** The deadline for the June bulletin is May 29, 1996.

**Membership:** No new activity this month.

**Program:** No new business.

**Scholarship:** The scholarship will be awarded at the public relations dinner.

**OLD BUSINESS:**

None

**NEW BUSINESS:**

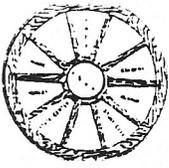
**Officer Duties:** We discussed the possibility of defining duties for the Past President and Vice President. No action was taken at this time.

**July Planning Meeting:** Kate mentioned that Nancy has checked into the availability of the Stonebrook Clubhouse for the July planning meeting. She has tentatively reserved July 18 for the planning meeting.

**ANNOUNCEMENTS:** Congratulations go to Kathy Strum who will be awarded her Master's Degree on May 10. Way to go Kathy!

**ADJOURNMENT:** On motion made by Cindy Sippel, seconded by Margaret Munson, motion carried unanimously that the meeting be adjourned at 5:50 p.m..

Respectfully Submitted,  
Cindy Sippel, Acting Secretary



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AMERICAN SOCIETY OF WOMEN ACCOUNTANTS - AMES CHAPTER NO. 158

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Graphics, postage, and printing courtesy of Sauer-Sundstrand

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## CALENDAR OF EVENTS

June 3, 1996

Sales and Use Tax Workshop  
Public Relations Dinner

June 6-7, 1996

Prairie States Conference,  
Omaha

July 11, 1996

Planning Meeting  
Membership Meeting  
Board Meeting

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**DEADLINE FOR THE AUGUST BULLETIN IS JULY 26, 1996**

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