

The Spokeswoman

AMERICAN SOCIETY OF WOMEN ACCOUNTANTS

Ames Chapter No. 158

February 2002



February Meeting Notice
Wednesday, February 20, 2002
Chef's Inn
6400 West Lincolnway
Ames, IA

Social/Meeting: 5:30 Program: 6:00 Dinner: 7:00

Dinner Reservations by *noon Tuesday, February 19*
Theresa Samson
(515) 292-1442

Tsamson@crosspaths.net

Speaker: Kate Mulder



President's Message

The last couple of months have been difficult for the accounting profession. The public's trust in the profession has been shaken by the Enron collapse. With one of our oldest and most prestigious firms fighting for survival, it's a good time to reflect on the state of our profession.

The number of accounting majors is down at Iowa State in comparison to earlier years, and this reflects a national trend. We have to compete with information systems, finance, and marketing for the best and brightest students. Our starting salaries have fallen behind other business majors at the same time that the profession is demanding that students acquire 150 hours to become a CPA.

Please speak to the young people that you interact with about the strengths of an accounting career. We have all seen our work change enormously in the last decade as a result of technology. I don't think the image of our profession has changed as rapidly as the work that we do.

While still needing strong analytical and technical skills, today's accountant needs foremost to be a good communicator. Technology has made the acquisition of data incredibly cheap. Increasingly, it seems the

accountant's role is to analyze the information that is available, decide what's important, and present it in a way people can understand. In short, we have to make order out of chaos. We need to emphasize to students the creativity that can be involved in an accounting career.

Finally, we need to impart in all our dealing the importance of ethics. An article in the New York Times reports the following: " In 1998, a survey of 160 chief financial officers at public companies found that two-thirds of them had been asked by other executives to misrepresent their companies' results. Twelve percent admitted giving in to the pressure." Scary thoughts for a profession founded on trust.

Minutes

American Society of Women Accountants

Ames Chapter #158

Membership Meeting

January 16, 2002

Call to Order: The January membership meeting of the Ames Chapter #158 was called to order by President Jan Duffy at Chef's Inn in Ames on Wednesday, January 16, 2002, at 7:20 pm. Those in attendance were Nancy Campbell, Elisa Gibson, Karen Jacobson, Kate Mulder, Margaret Munson, Brenda O'Neill-Smith, Theresa Samson, Cindy Sippel, Kathy Strum, and Beverly Wandling. A quorum was present.

Minutes: Motion made by Karen Jacobson and seconded by Theresa Samson that the November minutes be approved as printed in the bulletin. Motion carried.

Treasurer's Report: Elisa Gibson presented the treasurer's report, which was placed on file for review.

New Business: The Chapter Woman of the Year committee for 2001-2002 will be Margaret Munson, Jan Duffy, and Cindy Sippel. Jan Duffy will forward to the committee the materials she has prepared.

Committee Reports:

Bulletin: no report

Membership: Kathy Strum presented the membership committee report. The membership drive meeting is tentatively scheduled for April 17 at Gateway. First Lady Christie Vilsack has been invited to speak and we won't know until sometime in February whether she will be able to attend. Elisa Gibson, Brenda O'Neill-Smith, Kate Mulder, and Beverly Wandling will work with Penny Strum to be ready to move quickly to print and distribute flyers and invitations if Mrs. Vilsack accepts the invitation. Otherwise, the membership event will be rescheduled for fall. Elisa will coordinate with Penny and create the flyers; Brenda will contact the League of Women Voters about co-sponsoring the event; Beverly will research menu options and pricing; and Kate will research printing options.

Program: no report

Scholarship: The scholarship committee will be distributing the forms for this year's scholarship soon. Committee members are Elisa Gibson, Nancy Campbell, and Cindy Sippel.

Nominating Committee: Brenda O'Neill-Smith, Jan Duffy, and Theresa Samson will serve as the nominating committee for next year's chapter officers.

Adjournment: Motion made by Margaret Munson and seconded by Theresa Samson that the meeting be adjourned. Motion carried. The meeting was adjourned at 7:55 pm.

Respectfully submitted,

Margaret Munson
Acting Secretary

Scholarship Web Page

http://www.bus.iastate.edu/jduffy/aswa_scholarship.htm

Membership List of Ames Chapter

<u>Name</u>	<u>Address</u>	<u>Home Phone</u>	<u>Work Phone</u>	<u>E-mail</u>
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Duffy, Jan	2935 Eisenhower Ames, IA	232-2213	294-1481	Jduffy@iastate.edu Jduffyisu@aol.com
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