



THE SPOKESWOMAN

Volume 1, Issue 2 Ames Chapter No. 158 October 2004
Websites

National <http://www.aswa.org>
Local www.amesaswa.org (a work in progress)



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.*



President's Message

Fall is already here and the leaves have started to turn. We have had our first dinner meeting of the year. Thank you to our very own Mary Mosiman who spoke on Election Participation. It was very informative and also provides us with an opportunity for volunteering.

One of the greatest benefits of membership in ASWA is the networking opportunities we have as members – at the chapter, regional, and national levels. Many of us have attended our chapter meetings and networking luncheons in the past. They provide wonderful opportunities for getting to know each other and for extending our local area circle of contacts for the future.

October is the month of our joint meeting with the Des Moines Chapter. Each year we alternate hosting this meeting with this year's host being the Des Moines Chapter. Speakers at past meetings have been interesting and varied. We can again expand our network by attending. Such networking has provided contacts for job opportunities and leads on new employees. Please join us for a fun evening of information and networking on Tuesday, October 19th, at the Ankeny Airport. We will be carpooling if you would like to join us.

Regional and national meetings provide even larger circles of contacts through networking. The best example of networking through ASWA personally happened to me. I had questions on a new payroll withholding tax table and contacted an ASWA member at the IRS I had met through

national meetings. She had the person who prepared that tax table contact me to answer my questions. What a help that was! I know others of you have similar stories of how networking at regional and national meetings has helped you.

Networking works, so why not try it? Join us for our monthly meetings and networking luncheons for local contacts. Attend the regional and national meetings for contacts from around the country. You will be glad you did!

Karen Jacobson
President

As Program Committee, we are implementing a "**Standing Reservation List**" for members who would like to be confirmed as attending each meeting. This means that these members will NOT need to RSVP for the meal count. However they will need to let us know if they WILL NOT be attending. If the Chapter has to pay for a meal for a person with a standing reservation when they are not present and have not notified us they will not be attending, that member is responsible for paying for that meal. We will have the "Standing Reservation List" published with each newsletter. You can be added or removed from this list at anytime by contacting us.

If you are interested in be included on the Standing Reservation List or have questions, please email Marsha at marsha.peterson@mchsi.com or Kate at cmulder@nev.hfmgt.com . We will begin the Standing Reservation List in November.

Marsha Peterson and Catherine (Kate) Mulder, Program Co-Chairs

October Meeting Notice

Tuesday October 19, 2004

Joint Meeting with Des Moines Chapter
Ankeny Airport
5:30-8:00

Cost \$15.00 for dinner and the meeting

Topic: Small Business Administration
Speakers: Joe Folsom, District Director
Jackie Blanchard, Women in Business Rep.

Topic Overview

Small Business Administration, District Director Joe Folsom, and our Women in Business Rep Jackie Blanchard will do a joint presentation. The presentation will explain the origin and mission of SBA; how a "small" business is defined; explanation of different loan programs and application procedures; what SBA looks for when processing a loan; and how and who SBA partners with to provide its programs and services to prospective and existing small businesses.

Speaker(s) Bio

JOSEPH M. FOLSOM

DISTRICT DIRECTOR

U.S. SMALL BUSINESS ADMINISTRATION

DES MOINES, IOWA

Joseph M. Folsom of Hudson, Wis., was named District Director for the SBA in Iowa on May 17, 2004.

“Joe Folsom brings to Iowa a vast amount of business marketing and rural-based economic knowledge, combined with hands-on experience in developing rural communities and providing business technical assistance,” said SBA Administrator Hector V. Barreto in announcing Joe’s selection. “He is uniquely qualified to provide the quality of leadership the Iowa small business community needs.”

Joe comes from the U.S. Department of Agriculture Rural Development in St. Paul, Minn., where he worked for 27 years, after serving as its community and cooperative development program director and supervisory regional economist. During his USDA career, Joe served as a district loan specialist, assistant district director and a cooperative development specialist, specializing in the development of rural communities and cooperative business planning.

As District Director, Joe is responsible for the management and delivery of SBA’s financial assistance, business development and counseling programs throughout Iowa. He oversees both the SBA District Office in Des Moines and the SBA Branch Office in Cedar Rapids.

Joe is a graduate of St. Cloud State University with a Masters degree in Business Administration and the University of Minnesota with a B.S. in Agricultural Economics and Animal Science. In addition, he has completed graduate level courses in Applied Public Financial Management from American University in Washington, DC.

Joe’s community activities have centered on serving as a venturing crew advisor, assistant scoutmaster and den leader for the Boys Scouts of America. Other activities have included organizing and serving as president of the local figure skating club, serving as an officer and board member of the local ice arena and hockey associations, and serving on a community center task force.

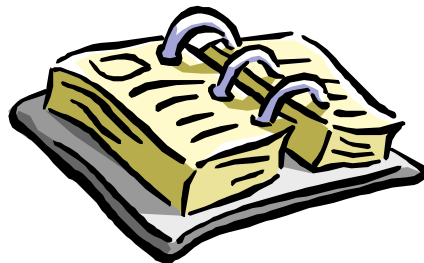
Joe and his wife, Patti, have 3 children – a son and daughter attending college, and a daughter in high school.

JACKIE BLANCHARD
ECONOMIC DEVELOPMENT SPECIALIST
AND WOMEN IN BUSINESS REPRESENTATIVE
U.S. SMALL BUSINESS ADMINISTRATION
DES MOINES, IOWA

Jackie Blanchard has over 30 years experience in the Des Moines District Office of the SBA. She began working as a clerk stenographer shared by 3 divisions within the office. She attended night school at the American Institute of Business and Des Moines Area Community College as well completing SBA's in house commercial credit; problem credit; and marketing training courses. For the past 16 years she has been a Commercial Loan Specialist/Economic Development Specialist. Her duties include analyzing and making recommendations on applications submitted to SBA for guarantees; marketing SBA's programs and services to lenders and the general public; and lender training.

Jackie also serves as the Women in Business Representative; District Office Technical Representative and Hispanic Representative for the Des Moines Office. She maintains contacts with Women and Hispanic business organizations, regularly attends meetings of the Central Iowa Chapter of the National Association of Women Business Owners, and oversees SBA's grant assistance to the Women's Enterprise Center.

Coming Attractions



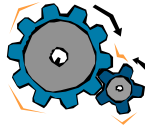
Coming Attractions

Member Meeting Dates

Wed. November 17, 2004
Wed. December 15, 2004
Wed. January 19, 2005
Wed. February 16, 2005
Wed. March 16, 2005
Wed. April 20, 2005
Wed. May 18, 2005
Wed. June 15, 2005

Speaker/Topic

Excel Pivot Tables
Christmas Party (no regular meeting)
Tax Update
Power Point Presentations
Malls
Effective Networking
Computer Technology Security
Paperless Office



Networking Luncheons

Date	Location	Time	RSVP by noon on:
Friday, October 29	The Café	1:00	October 28
Tuesday, November 30	Wallabies	12:00	November 29
Thursday, December 30	Aunt Maude's	12:00	December 28
Friday, February 5	Dublin Bay	12:00	February 4
Wednesday, March 2	The Mandarin	12:00	March 1
Monday, April 4	Red Lobster	12:00	April 3
Thursday, May 5	Hickory Park	11:45	May 4
Monday, May 30	Panera	11:45	May 29
Wednesday, July 6	Cazador's (west Ames)	12:00	July 5

Conferences

Nov. 10-12, 2004	Annual ASWA/AWSCPA Joint Nat'l Conference	Chicago, IL
June 23-25, 2005	South Central Regional	San Antonio, TX

Other News

Joint National Conference Volunteer Request

We need more volunteers to introduce speakers and be room managers, as well as to help with Workforce Central where our volunteers report in and pick up supplies for their sessions.

Anyone who attends the conference can participate on the Workforce Committee.

- ◆ Volunteers can introduce the speaker or manage the room for almost any conference session they attend.
- ◆ Volunteers can help coordinate the Workforce by spending free time at the Workforce Central desk.
- ◆ Volunteers can practice public speaking skills through speaker introductions.
- ◆ Volunteers can keep a low profile, attend a session, and manage the room at the same time.
- ◆ Volunteers will meet many new ASWA and AWSCPA members by participating on the Workforce Committee.

Interested volunteers should contact either of us to let us know their availability and assignment preferences. We'll match volunteers to sessions and respond back to volunteers to let them know their expected roles.

Thanks so much for your help and work toward the success of the 2004 Joint National Conference.

Sincerely,

Janet Wade
Ft. Walton Beach Chapter, ASWA
janrw@cox.net
850-862-8909

Kate Mulder
Ames Chapter, ASWA
cmulder@nev.hfmgt.com
515-382-6596

The ASWA National Membership Committee is excited to announce a brand new membership campaign designed to both support you in your recruitment efforts and to incent you with a variety of special recognition awards, gifts and a chance to win the grand prize - a spectacular trip for two to Cancun, Mexico and \$200 spending cash!

ASWA National Assistance to Chapters...

One consistent theme that was identified from your feedback in the 2003 National Membership Survey was that our ASWA chapters need and want more national support. We have responded by developing an ASWA Membership Tool Kit designed to assist you in both retaining your current membership as well as growing your chapter. The tool kit, entitled "Grow Your Chapter - Membership Campaigning Made Easy," provides you with guidance in gathering your membership committee, setting campaign goals and content, identifying new member sources, designing and managing your campaign, and much much more! You'll find the tool kit on ASWA's Web site at the following link:

<http://www.aswa.org/files/members/MembershipToolKit.ppt>

ASWA "Recruiting Counts" Club...

The ASWA National Membership Committee recognizes that every time you recruit a new member, you're not only supporting your chapter but you're also strengthening ASWA's entire national organization. As a result, we have created the new ASWA "Recruiting Counts" Club to reward you for your support. The club consists of various "gemstone" levels that you will achieve as you recruit more members. After recruiting just 2 new members, you'll become an official "Recruiting Counts" club member and you'll receive the official "Recruiting Counts" lapel pin. Recruit even more members and you'll receive more valuable thank you gifts such as an ASWA portfolio, attaché, anniversary clock, plaque and cash gift cheques. For more details on how the ASWA "Recruiting Counts" Club works, click on the following link:

<http://www.aswa.org/files/members/200405MembershipRecruitmentCampaign.doc>

And about that grand prize...every time you recruit a new member, your name will be entered into a special drawing for a free trip for two to Cancun, Mexico along with \$200 spending money!!

ASWA Net 10 and 90% Retention Awards...

ASWA will continue to recognize our special chapters that either net 10 additional members or retain 90% of their membership as of June 30, 2005. Winners of the "Net 10" and "90%

Retention" awards will receive special recognition membership patches. Chapters that have never won either of these will also be awarded a chapter banner.

ASWA Membership Campaign Timeframe

This campaign officially kicks off on October 1, 2004 however, we'll retroactively apply all members that you have recruited during July 1 - September 30, 2004 to your recruitment totals for the "Recruiting Counts" club levels, grand prize drawing and the Net 10 & 90% Retention awards. The campaign ends on June 30, 2005.

Questions? Email them to aswa@aswa.org

The 2004 ASWA/AWSCPA Joint Inspired Solutions Conference in Chicago, Illinois is a just a couple of months away!

Did you know that...

...this year marks the 4th annual Forrest A. Kessler Walk for Humanity? This is a national charity fundraising event that is sponsored by ASWA and AWSCPA and raises funds for the Leukemia & Lymphoma Society. Each year, this event gains more momentum and popularity at the conference because it's a great way to visit with your friends from across the country, all while supporting a very worthy cause!

Each year, the Walk takes on a different format, integrating some unique characteristic of the conference city. This year, on Wednesday November 10th, we will walk through the heart of downtown Chicago along the city's "Magnificent Mile" to the John Hancock Center, where we will venture to the top of the of the skyscraper for undoubtedly breathtaking views! Register now for the 4th annual Forrest A. Kessler Walk for Humanity! More details and the registration form are available at the attached link:

<http://www.aswa.org/files/public/KesslerWalkRegForm.doc>

Sign up today for the 2004 ASWA/AWSCPA Joint National Conference! Click on the following link to download and print the Preliminary Program now:

<http://www.aswa.org/files/public/JNCPreliminaryProgram.pdf>. You may register online now at www.aswa.org/i4a/forms/form.cfm?id=5. If you prefer to register via fax or mail, just complete the form on page 15 and either fax or mail it to the contact information listed under "Payment Information." Visit the Chicago InterContinental Web site at www.chicago.intercontinental.com and make your room reservations by calling 800-628-2112.

Please note that our Chicago Chapter has asked us to encourage attendees to book their airline reservations soon to avoid fare hikes that may be caused by a pending FAA ruling regarding Chicago's O'Hare airport.

Congratulations to Rosalia Nolan from the Wichita Chapter – the first place winner of ASWA's 2003-2004 Member Challenge! She will receive a complimentary registration to this year's ASWA/AWSCPA Joint Inspired Solutions Conference on November 10-12 in Chicago.

ASWA would also like to congratulate the Wichita Chapter for being the overall winner of the 2003-2004 Chapter Challenge. Wichita led its region in the retention and recruitment of members. For a complete list of the winners of the Membership Campaign, including the Net 10 and 90% Retention Winners, check out the August issue of ASWA's THE COMMUNIQUE now available online at http://www.aswa.org/files/members/August_2004.pdf.

This issue contains:

- The results of the 2003-2004 Membership Campaign
- Information on how to work with your regional director for the benefit of your chapter and members
- A guide to the new and user-friendly ASWA Web site
- Tips for the struggling chapter – how to bring it back to life
- The list of the ASWA National Scholarship Winners
- The latest information on the ASWA/AWSCPA Joint National Conference

In every issue:

- Upcoming Calendar of Events
- Regional Directors Listing

If you have trouble logging in or have any questions, please do not hesitate to contact us at ASWA at aswa@aswa.org or (703) 506-3265.

Contributions and announcements for the next issue of the Spokeswoman would be gladly accepted. Please send any contributions or ideas to the newsletter chair, Kara Mikesell, klmikesell@mcleodusa.net. The deadline for the November issue is November 1, 2004.
