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## American Society of Women Accountants Milwaukee Chapter #41

Volume 51, Issue 10

June 2003

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### President's Message

Hello everyone! This will be my last message as president. I have really enjoyed working with all the wonderful officers, directors, committee chairs, and membership this year.

We have had another successful year. Financially, we are stronger than ever. We have seen a lot of new faces step up to volunteer and become active members. Fundraising efforts were extremely successful this year, as were student night and the scholarship program. There was great attendance at the national convention in New Orleans. The first annual golf outing is coming up in a few weeks and we are well on the way to having a local web site.

I would like to sincerely thank each and every one of you for your efforts in making our chapter successful. Hope to see you all at the June golf outing and meeting.

***Sherri L. Lederer***

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### Five Steps for Preventing Staff Burnout

Many companies are awaiting more definitive signs of growth before they resume hiring, which means that employees are taking on added responsibilities. The growing to-do lists and increased overtime can take their toll on workers, leading to lower morale and declining productivity.

You may not be able to avoid assigning more projects to your staff, but you can help prevent them from becoming burned out. Below are five steps to take:

1. Conduct a stress audit. Although some of the distress your team feels may be attributed to increased workloads, there are probably other contributing factors that are less obvious, such as unrealistic expectations or a lack of authority. To identify them, ask your group to pinpoint the specific causes of their frustrations during a typical workday, and act on their suggestions if it's within your control.
2. Delegate responsibilities. While all projects must be completed, some may be safely postponed. Reassign non-critical tasks to employees with less-demanding workloads.
3. Take breaks. Encourage your staff to take short breaks throughout the day to refocus their energy and stimulate fresh ideas. Provide a good example by periodically setting aside a few minutes to recharge your own batteries.

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## June Meeting

Please remember that our June Meeting will be held at the Silver Spring Gold Club on Saturday, June 21, 2003. This will be our first annual golf outing beginning at 8:30 AM. Lunch will be at 1:00 PM and our meeting and installation of new officers will follow. Please see the flyer attached for more details. It may not be too late to get your reservations in. Give Sherri Lederer a call!

## New Tax Withholding Tables Now Available on IRS Web Site

The IRS Web site has posted new withholding tables that reflect the lower tax rates signed into law last week by President Bush. The IRS says employers should incorporate the new tax tables into their payroll systems by July 1, 2003 at the latest. By the third week of June, the IRS expects to mail employers a copy of Publication 15-T, which contains all the new schedules. For other information about the new tax law, see: <http://www.irs.gov/newsroom/article/0..id=109817.00.html>

## JULY PLANNING MEETING

Chapter 41's annual planning meeting will be held on Tuesday, July 22, 2003 at 6:00 PM at the home of Susan Hallberg. Her address is 6030 S. Crosswinds Drive, Unit #4 in Cudahy. Her condo is located north of College Avenue and west of Packard Avenue, near Ramsey. If you need directions, call her at 486-7621 (home) or 225-1542 (work).

Susan will provide the beverages. Bring a dish to share and ideas for the 2003-2004 year.

## “Whose Fault Is It Anyway?”

I was recently in the office of a potential client. While meeting with the Chief Operating Officer, we discussed a list of all the training needs that the organization currently had. Their training needs were very similar to the training needs of many other organizations. I heard things like, “Performance Management, Coaching, Feedback, Communication Styles, etc.” While I had acknowledged that I could help them with these needs by providing a variety of solutions, I had a few additional questions.

“Do you hear questions or statements like these in your organization?” I asked.

“It’s not my fault.”

“Why do we have to change? We’ve always done it this way.”

“Nobody ever told me.”

“That isn’t my job.”

“Who dropped the ball?”

“I’m too busy.”

Her response was, “All the time.” I asked her how much this behavior was costing her organization each year. Her answer, “Lots.” In today’s society we hear questions and statements like these in many, many workplaces. Hundreds and thousands of dollars are lost each year because this type of behavior negatively affects employee morale, communication, productivity, sales, and profitability. It is much easier to fingerpoint or place blame on others rather than to take ownership of what is happening. Especially when things go wrong.

Personal Accountability is becoming a core value in many organizations today. Personal Accountability can be defined as the process of individuals asking, “What else can I do to rise above my circumstances and achieve the result I desire?” Asking this type of question forces individuals to evaluate the situation and then look inwardly to identify what “they” personally can do to achieve the desired results. The ownership is on them rather than others. An inward focus is the paradigm of *I* – “*I* can do it.”; “*I* am responsible.” “*I* will take action.”

### How does someone become personally accountable?

Become a better listener.

Evaluate each situation.

Ask better questions.

Get creative “within the box.”

Admit when you are wrong.

Eliminate blaming of others.

Make yourself accountable. And do it.

### What are the benefits of personal accountability?

People become a part of the solution rather than focusing on the problem.

A level of ownership is created that includes making, keeping, and proactively answering commitments.

## SOURCES AND RESOURCES

Continued from page 1

ASWA's Mission: *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.*

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4. Establish measurable goals. Another cause of burnout is the inability to connect efforts and results - employees may feel that they're working harder than ever, yet still not getting anywhere. Establishing a series of smaller but quantifiable objectives for your team allows them to enjoy a sense of progress and satisfaction as they achieve their goals.

5. Work with temporary employees. While adding full-time staff might not be an option, project professionals represent a variable expense and can be brought in to ensure initiatives are completed on time and within budget. This extra help will reduce full-time personnel's workloads and show them that you're doing all you can to help.

*Accountemps is the world's first and largest temporary staffing service specializing in the placement of accounting, finance and bookkeeping professionals. The company has more than 320 offices throughout North America, Europe, Australia and New Zealand, and offers online job-search services at [www.accountemps.com](http://www.accountemps.com). For more information, call the Milwaukee office at (414) 271-4253.*

## “Whose Fault Is It Anyway?”

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A perspective is gained to embrace both current and future efforts rather than focus on reactive and historical explanations.

Working relationships are enhanced through improved communication and morale,

Organization productivity and profitability is increased.

### My challenge to you...

Take 60 seconds to evaluate how this applies to you. Do you hear yourself asking questions or making comments that reflect finger pointing or blaming of others? Do you hear people making excuses for their own actions and behaviors? How does this impact your personal life? Where does this apply to your work environment? How can YOU make changes to becoming more personally accountable?

Back to the COO I met with...It was agreed to immediately postpone training on Performance Management, Coaching, Feedback, etc. At least for now. The first initiative will be to introduce Personal Accountability training to the management staff in their organization. At the end of our discussion, the COO of the organization stated, “Not only do we need to get our employees to step up to the plate, we need them to hit homeruns.”

*Patrice McGuire is a consultant and trainer at McGuire Consulting*

# Building Your Credibility with a Top-Notch Web Site

## ASWA Milwaukee Chapter #41 Comparative Balance Sheet

For the Periods Ended June 30, 2002 and May 27, 2003

	6/30/02	5/27/03
<b>ASSETS</b>		
Cash and Bank Accounts	7,181.50	9,131.95
<b>TOTAL ASSETS</b>	<b>7,181.50</b>	<b>9,131.95</b>
<b>LIABILITIES AND EQUITY</b>		
Liabilities	0.00	0.00
Equity	7,181.50	9,131.95
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>7,181.50</b>	<b>9,131.95</b>

## Comparative Income Statement

For the Periods Ended June 30, 2002 and May 27, 2003

	2002-2003	6/30/02	5/27/03
	Budget	Actual	Actual
<b>RECEIPTS</b>			
Regular	5,615.00	7,107.10	5,292.98
Fundraising	2,500.00	3,117.00	4,585.00
Scholarship	1,072.00	1,080.61	2,039.48
<b>TOTAL RECEIPTS</b>	<b>9,187.00</b>	<b>11,304.71</b>	<b>11,917.46</b>
<b>DISBURSEMENTS</b>			
Regular	5,360.00	6,335.19	4,882.01
Fundraising	2,275.00	2,779.50	4,585.00
Scholarship	1,550.00	1,750.00	500.00
<b>TOTAL DISBURSEMENTS</b>	<b>9,185.00</b>	<b>10,864.69</b>	<b>9,967.01</b>
<b>NET INCOME</b>	<b>2.00</b>	<b>440.02</b>	<b>1,950.45</b>

**A SPECIAL THANK YOU TO  
ALL OFFICERS AND  
COMMITTEE MEMBERS FOR  
ALL THEIR HARD WORK  
DURING THE 2002-2003 YEAR!**

Whether you are a sole practitioner or Top 100 firm, the days when your primary marketing piece was a glossy corporate brochure are gone. In fact, because you must respond rapidly to the constant change in the market environment, it's better to not have one at all—it would quickly date you.

Instead, you should have a well-designed and regularly updated Web site. Your Web site will lay the foundation of your credibility by demonstrating to visitors that you are an expert in meeting the needs of your target market.

While many CPAs and other financial advisors have made the leap and created Web sites, these would be best described as "brochureware." These sites are not that much different from their corporate marketing brochures: They tend to be static. Although this can be an effective use of the Internet in avoiding the expense of producing glossy marketing materials, it does not take effective advantage of the Internet's capabilities.

Before building your own Web site, visit at least ten other accounting and financial advisor sites. Write down what you like and what you do not in terms of content, design and functionality. Then look at other commercial sites that target your clients, again noting your likes and dislikes. At a minimum, you should include each of the following elements on your Web site:

- Content designed for your market
- A subscribe link to your email newsletter
- Links to quotes and financial news tailored to your market
- Contact form
- A client account logon link
- A search function

There are two different Web site services that provide services to financial advisors: AdvisorSites.com and AdvisorSquare.com. Both allow you to quickly and easily create and maintain a Web site without any specialized technical knowledge, and to do so in an extremely cost-effective manner.

The biggest challenge won't be in building your site, but in maintaining it and keeping it fresh. Clients and prospects need a reason to access your home page. By frequently upgrading your content to provide clients with fresh, useful information (as well as access to their accounts), you will provide them with this reason.

*John Bowen writes and speaks frequently about fee-based asset management topics. He is the founder and CEO of CEG Worldwide, LLC, <http://www.cegworldwide.com> a leading research, publishing and consulting firm serving independent financial advisors, CPAs, insurance representatives and registered investment advisors.*

# AMERICAN SOCIETY OF WOMEN ACCOUNTANTS

## FIRST ANNUAL GOLF SCRAMBLE AND LUNCHEON

**SATURDAY, JUNE 21 Silver Spring Country Club**



Come join the fun as ASWA sponsors their first annual golf scramble. If you have never golfed before or are new to golf, don't worry. This golf outing is for you. It's a great way to enjoy the game in a non-competitive, non-pressure atmosphere. Enjoy 9 holes of golf with cart and stay for lunch. The Milwaukee Chapter's meeting and installation of officers will follow lunch. Space is limited, so sign up now.

Details: Saturday, June 21, Silver Spring Country Club  
N56 W21318 Silver Spring Drive  
Golf: 8:30 a.m.  
Lunch: 1:00p.m.  
Installation of officers: following lunch  
**Registration forms due by June 7th**

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9 holes golf with cart is \$33.75 per person for golf only, \$52.75 includes lunch, or lunch only \$19.00  
Sign up as a four-some or individually

Name \_\_\_\_\_ Golfing? Yes or No

Name \_\_\_\_\_ Golfing? Yes or No

Name \_\_\_\_\_ Golfing? Yes or No

Name \_\_\_\_\_ Golfing? Yes or No

Number of golfers \_\_\_\_\_ @ \$33.75 Number for lunch \_\_\_\_\_ @ \$19.00

Total Enclosed \_\_\_\_\_ Please indicate lunch selection

Number of Chicken Cordon Bleu \_\_\_\_\_

Number of Stuffed Pork Chops \_\_\_\_\_

Send form with check made payable to American Society of Women Accountants and send to  
Sherri Lederer @ W150 N11017 Dogwood Court, Germantown, WI 53022  
Any questions call 262-532-8212 or email [sherri.huff@obsscientific.com](mailto:sherri.huff@obsscientific.com)

## Printing Multiple Selections in Excel

You may have a need at times to print out a group of selections from different worksheets and have them appear on a single sheet of paper. Perhaps the easiest way to do this is to simply set up a "consolidation" worksheet that you could actually use for your printing. Follow these general directions:

1. Create a new worksheet to be used for consolidation/printing.
2. Select the range on the worksheet that you wish to print.
3. Press Ctrl+C to copy the selection.
4. Go to the new sheet and select the cell where you want the information to appear.
5. Choose Paste Special from the Edit menu. Excel displays the Paste Special dialog box.
6. Click on Paste Link. The dialog box disappears and the linked information appears in the worksheet.
7. Repeat steps 2 through 6 for any other ranges you want included on the printout.
8. Print the worksheet with the consolidated information.

The one big drawback to this approach is that if the worksheets from which you are copying have radically different formatting, you may not be able to merge them into a consolidated worksheet satisfactorily. (You will need to adjust the formatting in the consolidation sheet after pasting the different ranges.) In this case you may need to adjust formatting to get exactly the effect you desire.

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*If you quit while you're ahead, begin again before you fall behind.*

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## Shading Based on Odds and Evens

If you have a series of values in a range of cells, you might want to use different formatting to differentiate the odd numbers from the even numbers. The way you do this is through the use of the Conditional Formatting feature in Excel. Follow these steps:

1. Select the cells that contain the odd and even values.
2. Choose Conditional Formatting from the Tools menu. Excel displays the Conditional Formatting dialog box.
3. Using the left-most drop-down list, choose Formula Is.
4. In the formula area, enter `=MOD(A1,2)=1`. This formula will return True if the cell contains an odd value.
5. Click on Format and change the format to reflect the formatting you want applied for cells containing odd values.
6. In the Conditional Formatting dialog box, click the Add button.
7. Repeat steps 3 through 5 for the second condition, but use the formula `=MOD(A1,2)=0`. This condition returns True if the cell contains an even value.
8. Click on OK to apply the conditional formats to the cells.

With this conditional formatting applied, if the cell is odd it will be one color and if even it will be another. If the cell contains text, the cell will be uncolored, meaning it will have the color of the cell before you added the conditional formatting. The conditional formatting overrides any formatting you put on the cell, so even if you try to change the cell color via the toolbar, the conditional formatting takes precedence.

It is interesting to note that if you have the Analysis ToolPak enabled in Excel, you might be tempted to use the ISODD and ISEVEN functions in the conditional format. These functions cannot apparently be used with conditional formatting. If you try to do so, Excel generates an error that says, "You may not use references to other worksheets or workbooks for Conditional Formatting criteria." The best bet is to use the MOD function, as described above.

**AMERICAN SOCIETY OF WOMEN ACCOUNTANTS \*\*\* MILWAUKEE CHAPTER 41**

*Meeting Schedule for the 2002-2003 Year*

**Location:** Klemmer's Banquet Center, 10401 W. Oklahoma Avenue  
**Time:** Social 5:30, Dinner 6:00, Program 7:00  
**Fees:** Members \$19, Retired Members \$16, Students \$16, Guests \$21

Date	Day	Entrée	Program Topic/ Speaker
June 21, 2003	Saturday	Chicken Cordon Bleu Stuffed Pork Chops	<i>Golf Outing @ Silver Spring Country Club/Installation of Officers</i>
July 22, 2003	Tuesday	Bring Dish to Pass	<i>Annual Planning Meeting at Susan Hallberg's Home</i>

Please call Susan Hallberg at 414-225-1542 or send e-mail to her by the previous Thursday to make a reservation or to add/delete your name from the permanent reservation list. Please advise if you wish the alternate Vegetarian Steamed Vegetable Entrée instead. Guests are always welcome at our meetings!

PERMANENT RESERVATION LIST: (Call in ONLY if you wish to cancel!)

Lois Arsand	Sue Heaton	Mary Pulizos
Marie Goddard	Sherri Lederer	Sheila Robak
Eve Bischoff	Bev Loofboro	Janet Sargent
Carol Butula	Darlene Mielke	Ellenmay Seaman
Sue Christensen	Vivian Moller	Valerie Sheldon
Deb Fineour	Ann Neshek	Linda Steinberg
Wendi Hall	Cheryl Pfundtner	Catherine Yekenevicz
Susan Hallberg	Sue Press	

PER EXECUTIVE BOARD RESOLUTION, any member who makes a reservation by the deadline, or any member on the permanent reservation list that fails to cancel their reservation by the deadline, will be billed for their meal.

## NEW TAX CUT PACKAGE

The President just signed into law sweeping new tax cuts called the Jobs and Growth Tax Relief Reconciliation Act of 2003. Some of the major highlights in what is being called the third largest tax cut in U.S. history are:

- Lower individual marginal tax rates.
- Lower taxes paid on both capital gains and dividend income.
- Increase in the child tax credit, with a rebate check in the amount of the increase (\$400 per child) being sent to qualifying taxpayers this summer.
- Marriage penalty relief.
- Expansion of the 10% bracket.
- Alternative minimum tax relief.
- Increasing the amount businesses can elect to expense for the purchase of "qualified property."
- Increase in the first year "bonus" depreciation businesses can take for assets acquired after May 5, 2003.
- Postponement of the due date for payment of a portion of third quarter 2003 estimated corporate taxes from September 15, 2003 to October 1, 2003.

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**ADDRESS CORRECTION REQUESTED**



**Next Meeting of ASWA**  
*Saturday - June 21, 2003*