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**American Society of Women Accountants Milwaukee Chapter #41**

Volume 51, Issue 9

May 2003

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## President's Message

Hello everyone. I am going to keep this very short as I am writing it right before leaving on vacation to Las Vegas.

The plans for our first annual golf scramble have been finalized and the registration form is located elsewhere in this newsletter. I hope you plan on joining in the fun even if you have never golfed before. It's a great opportunity to try something new in a non-pressure atmosphere. If you don't have golf clubs there are rentals available at the course.

A lot of business meetings are held on the golf course and knowing the basics of golf can be a great career enhancer. It would also be an excellent event to invite other women who might be interested in learning more about ASWA. Friends and family are welcome to join in on the golf also.

*Continued on page 2*

## Building a Strong Corporate Culture

A key to success for companies during any economic environment is keeping staff motivated. Employees are most productive when they know their contributions are valued and rewarded. In today's cost-conscious business climate, however, it's not always possible for rewards to be monetary. Instead, firms are bestowing non-financial perks and touting the benefits of their corporate culture to boost morale and increase retention rates.

How can you ensure that your organization's work environment motivates staff to do their best? Here are a few ideas:

\* Empowerment and open communication -- Employees need adequate resources and the latitude to make their own decisions if they're to give 100 percent. If they aren't comfortable speaking up and testing new ideas, they'll feel stifled, and you'll risk missing out on innovative approaches to day-to-day business challenges.

\* Professional development -- Regularly provide your team with fresh assignments and learning opportunities to keep them interested and reduce the likelihood of burnout. Also consider establishing a mentoring program if you don't already have one. Personal attention from a mentor helps less-experienced staff improve their technical and interpersonal skills.

\* Employee interaction -- Most people accomplish more and develop a greater sense of job satisfaction in a supportive and collaborative

*Continued on page 3*

## INSIDE THIS ISSUE

- 2 Scholarship / May Program / CFO
- 3 Sources and Resources / 40-Hour Week
- 4 ASWA Financials / Getting Beyond the Screener
- 5 June Golf Outing
- 6 Excel Tips / E-Mail Address Updates

If you can't join us for the golf, be sure to sign up for the lunch and meeting following the golf. This is our meeting where we install the new officers for the coming year. It's a great time to meet and greet the board for the coming year.

I am looking forward to seeing everyone at the May meeting.

**Sherri L. Lederer**

## **ASWA Dorothy Philippi Scholarship**

A big thank you to all who have donated gifts for the scholarship raffle door prizes and also to those who have purchased raffle tickets. It is great to be able to notify students each year that we do have a scholarship that they can apply for. I will be sending out applications to local colleges in late September for the 2004-2005 school year. Students can request copies at their financial aid offices.

We offer a \$1000.00 scholarship for a student's 4th year of college. The student applies for the scholarship in their junior year (3rd year). Applicants must be majoring in accounting. All applications need to be returned to me by November 19th. If you know of someone that is interested, they can email me directly or they can check with their schools in early October.

We are successful when we work together for common goals.

Thank you,

Bev Loofboro, Scholarship Chair  
[bjloof@hotmail.com](mailto:bjloof@hotmail.com)

## **May Program**

Character Driven Leadership is the topic to be presented on May 27<sup>th</sup> by Wendy Fritz, owner of Wendy Fritz Consulting. Ms. Fritz has led organizations for the past 20 years in the pharmaceutical, chemical, trucking, mortgage banking, and software industries. Her experience spans large and small, public and private, and global businesses.

Wendy Fritz Consulting advises business owners and leaders about strategic leadership issues via Executive Coaching, workshops and presentations, and general consulting.

Be sure not to miss our last speaker of the year as it is sure to be a great learning experience for all!

## **You Won't Make It as a CFO If...**

The CFO role requires more than accounting skills these days. If you identify with the 10 key characteristics below, you may well find that "you're never going to make it to the big chair."

1. "Deep down, you're still a bean counter"
2. "You can't handle office politics"
3. "You've got a swelled head"
4. "You've got no 'heart'"
5. "You're too content with the status quo"
6. "You don't care enough about operations"
7. "You're the 'quiet one'"
8. "You've got a 'financial disconnect'"
9. "You pay no attention to the CIO behind the curtain"
10. "You're not a leader"

## 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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environment. Encourage your staff to work in inter- and intra-departmental groups on appropriate projects. This will foster teamwork within your organization and introduce personnel to new ideas and insights.

\* Reward and praise -- Employees value having their accomplishments recognized. And sometimes the simplest ways of communicating your appreciation are the most effective. Even if your company has a formal recognition program in place, be sure to regularly congratulate team members for a job well done with a note, e-mail or personal mention during a staff meeting.

*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.*

## What 40-Hour Week? CPAs Spill the Beans on Workloads

by Rick Telberg

CPAs are among the hardest working people in the nation's business offices -- and they know it.

The overwhelming majority of AICPA members in a new poll said they work more than the required 40 hours per week. They sacrifice many weekends a year, particularly during tax season, for many. And they are painfully aware that they may be working longer hours than many other people in business.

The survey showed that 54 percent of responding CPAs said they work 40 to 50 hours per week, with another 28 percent putting in up to 60 hours and 5 percent over 60 hours. Only 13 percent work less than 40 hours.

Eight in ten CPAs also work on weekends, especially during tax season or quarterly closes.

And most CPAs feel as though they work harder than most other people. Sixty-nine percent said they work "somewhat more" or "much more" than others.

## Getting Beyond the Screener and Into the Interview

I had an interesting conversation a while back with a hiring manager who made a comment about the surprising number of resumes she gets from people seemingly overqualified or from unrelated industries. Most of the resumes she tosses aside with disinterest.

I share her comments in case you fit the profile of candidate she mentioned. If so, there are steps to take to make certain your resume is seriously considered when applying for position outside your industry or for which you are overqualified.

1. Address the issue in your cover letter. State clearly your interest in changing industries. Express your knowledge of the industry and its challenges. Point out how your background experiences make you a great candidate. If you are seemingly overqualified, demonstrate your value: better perspective, more patient, and extensive industry knowledge.

2. If transitioning to a new industry, focus your resume on your transferable skills rather than routine responsibilities. Back up your transferable skills with illustrative accomplishments. Translate industry-specific jargon into general terminology. Give less "white space" to company names if they are commonly connected with your industry. White space is just what it sounds like: white area around words. Words or phrases surrounded by white space stand out and attract the eye.

3. If over qualified, downplay your managerial responsibilities and highlight your hands-on activities and contributions. Give less "white space" to your job title. Don't quantify information such as number of employees managed, amount of budget overseen, etc.

Many job seekers feel that if they can just get the interview they can sell the interviewer on their qualifications. That may be so, but without a convincing cover letter and resume, the interview won't happen. If you feel you're being screened out unjustly, try these suggestions and see if you don't get better results.

Deborah Walker, CCMC, Resume Writer ~ Career Coach **888-828-0814** or [Deb@AlphaAdvantage.com](mailto:Deb@AlphaAdvantage.com)  
Call for FREE resume critique

### ASWA Milwaukee Chapter #41

#### Comparative Balance Sheet

For the Periods Ended June 30, 2002 and April 22, 2003

	6/30/02	4/22/03
<b>ASSETS</b>		
Cash and Bank Accounts	7,181.50	9,079.39
<b>TOTAL ASSETS</b>	<b>7,181.50</b>	<b>9,079.39</b>
<b>LIABILITIES AND EQUITY</b>		
Liabilities	0.00	0.00
Equity	7,181.50	9,079.39
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>7,181.50</b>	<b>9,079.39</b>

#### Comparative Income Statement

For the Periods Ended June 30, 2002 and April 22, 2003

	2002- 2003 Budget	6/30/2002 Actual	4/22/2003 Actual
<b>RECEIPTS</b>			
Regular	5,615.00	7,107.10	5,005.47
Fundraising	2,500.00	3,117.00	4,585.00
Scholarship	1,072.00	1,080.61	1,999.48
<b>TOTAL RECEIPTS</b>	<b>9,187.00</b>	<b>11,304.71</b>	<b>11,589.95</b>
<b>DISBURSEMENTS</b>			
Regular	5,360.00	6,335.19	4,607.06
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>9,692.06</b>
<b>NET INCOME</b>	<b>2.00</b>	<b>440.02</b>	<b>1,897.89</b>

# 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)

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*Your family may be less than ideal, but they are your family. It was more than luck or biology that brought you together, and you'll need more than these to keep you together. Faith and forgiveness, kindness and cooperation, laughter and love—these will preserve the precious bonds between you.*

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## Returning a Worksheet Name

Looking for a way to put the name of your worksheet directly into a cell? Excel makes this easy through the use of the CELL function. If you include the following in a cell, Excel returns the fully path of the workbook, along with the sheet name:

=CELL("filename")

For instance, if you entered this into a cell in the Sheet1 worksheet of the MyWB workbook, the information returned by Excel might be something like C:\My Documents\[MyWB.xls]Sheet1 (depending, of course, on the drive and directory in which the workbook is saved).

## E-Mail Address Updates

Please help our chapter keep the newsletter costs down. Many newsletters that we send via e-mail have been returned due to invalid addresses. If anyone knows the correct address of the following people, please call Sue at (414) 272-6302, x203 or e-mail her at [spress@schlitzpark.com](mailto:spress@schlitzpark.com):

Martha Baldwin  
Kathi Franzen  
Lee Mrkvicka  
Jerri Goggins

## Quickly Inserting a New Worksheet

Going through the process of adding a new worksheet to your workbook can sometimes be a drag. The number of menu choices you need to make can really slow you down. If you are on a roll and you don't want to take the time to wade through the menus, you can use a keyboard shortcut to quickly add a new worksheet. If you need to add a new worksheet before the current worksheet, you can do so by pressing Shift+F11.

**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
May 27, 2003	Tuesday	Mushroom Ravioli Marsala Parmesan Turkey Dijon	<i>Character Driven Leadership</i> Wendy Fritz, Wendy Fritz Consulting LLC
June 21, 2003	Saturday	Chicken Cordon Bleu Stuffed Pork Chops	<i>Golf Outing/Installation of Officers</i>
July 2003	Date & Place To Be Announced		<i>Annual Planning Meeting</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 who fails to cancel their reservation by the deadline, will be billed for their meal.

**Associate, Staff & Senior Positions**

Join a firm with growing opportunities for career advancement. Kolb+Co., Milwaukee's largest locally owned business advisory and CPA firm, seeks staff and senior accountants interested in directly contributing to the success of our clients and gaining experience in a wide range of industries and technical practice areas. Associate position requires a 2-year degree in accounting. Staff and senior positions must be eligible to sit for or have successfully completed the CPA exam. Senior position also requires 2 to 4 years' public accounting/audit experience. Kolb+Co. is an equal opportunity firm that offers a compensation package competitive with the Big 4. To become a member of the Kolb+Co. team, send your resume to:

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American Society of Women Accountants  
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Franklin, WI 53132

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**ADDRESS CORRECTION REQUESTED**



**Next Meeting of ASWA**

***MAY 27, 2003***