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## American Society of Women Accountants Milwaukee Chapter #41

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### President's Message

With a great sigh, what a relief that not only winter, but tax season is over. It's time for new beginnings, and a new commitment to the goals we laid down for ourselves last year. My goals were varied, and included more mundane things such as trying to keep my desk more organized and getting on my treadmill three times a week, to maximizing my Roth IRA contribution, and learning to say "no" on occasion to my family and friends. As I review them now, I am proud to say I have accomplished some, and have made progress on others. I'm still having trouble with the one about saying "no".

Although it's important to achieve the goals we set for ourselves, success can also be measured by the simple act of setting goals and striving to achieve them. I think the process is just as important as the outcome. It's all about growth, personal and professional.

So go forward with the full realization that we cannot be perfect, and be proud of what you have accomplished in your personal and professional lives.

Susan

### Ethics First

A strong commitment to ethics has always been integral in business, but it has gained heightened attention due to the recent accounting scandals and resulting legislation. To effectively fulfill their corporate governance duties, accountants require a clearly defined code of business behavior and an understanding of how it should guide their day-to-day activities. As a manager, it is your responsibility to lead by example and help guide your team through this process.

Following are some tips for setting the proper tone for your staff:

- **Make ethics a priority.** Explain to your team that ethics is a core value throughout your organization and that all employees must conduct themselves with integrity.
- **Be specific.** Offer examples of dilemmas or scenarios your staff may expect to encounter while carrying out their responsibilities. The discussion - which can benefit from role-playing exercises - should cover such topics as conflicts of interest, proper use of confidential information and the importance of reporting crucial facts.
- **Clearly define accountability.** Ethical implications for chief executive officers and chief financial officers are addressed

*Continued on page 3*

### INSIDE THIS ISSUE

- 2 April Program / Fundraising Info
- 3 Sources and Resources / Rounding in Excel
- 4 ASWA Financials / Officer & Director Nominees
- 5 March Meeting Minutes
- 6 Spam & E-Mail Content Management

## **April Program “Financial Literacy”**

**Presented by Meridee Maynard from  
Northwestern Mutual Life Insurance**

### **What is the difference between an Accountant and a Manager?**

A man piloting a hot air balloon discovers that he has wandered off course and is hopelessly lost. He descends to a lower altitude and locates a man on the ground. He lowers the balloon further and shouts, “Excuse me, can you tell me where I am?”

The man below says, “Yes, you are in a hot air balloon, about thirty feet above this field.”

“You must be an accountant,” says the balloonist.

“Yes U an,” replies the man. “And how did you know that?”

“Well,” says the balloonist, “What you tell me is technically correct, but of no use to anyone.”

The man below says, “You must be a manager.”

“Well, yes I am,” replies the balloonist, “How did you know?”

“Well,” says the accountant, “You don’t know where you are, or where you’re going, but you expect my immediate help. You’re in the same position you were before we met, but now it’s my fault.”

## **FUNDRAISING CHAIR'S MESSAGE**

So far our Pocket Peelers sale is going very well. To date we have sold 43 Pocket Peelers for a \$215 profit! We can sell these as long as we like but we must sell every one that we purchase (there are no refunds for unsold cards).

Pocket Peelers sell for \$10 with a 50% profit for our group. The coupons on the Pocket Peeler's are from Home Depot (4 @ 10% off of purchase up to \$500), Wongs Wok (4 coupons), Dairy Queen (4 coupons), Cousins Subs (4 coupons), Rocky Rococo's (4 coupons), Perkins Restaurant (4 coupons), Burger King (6 coupons), Scrub-A-Dub (2 coupons), AMF Bowling (1 coupon), & Dunhams Sports (1 coupon). They are printed two times a year once in March and once in September. The coupons on the March edition are good until March 31, 2005. If you would like to see what they look like you can check out their web site at [www.pocketpeelers.com](http://www.pocketpeelers.com).

If anyone would like to purchase a pocket peeler, you can get one from me at the April meeting or contact me at (414) 443-1911 or e-mail at [Aneshk@wi.rr.com](mailto:Aneshk@wi.rr.com). These are really easy to distribute since I can just mail them out to you.

Thanks to everyone for making this fundraiser another success!

Ann Neshek  
Fundraising Chair  
[aneshek@wi.rr.com](mailto:aneshek@wi.rr.com)

### **What to Make for Dinner .....**

If you have items in your house, but don't think you can make anything out of it - think again!

Go to [www.cookingbynumbers.com](http://www.cookingbynumbers.com). you plug in what you do have in the cupboard and it will give you recipes!

## SOURCES AND RESOURCES

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.*

### President:

Susan Hallberg, CPA  
Aids Resource Center of WI, Inc.  
820 N. Plankinton Avenue  
Milwaukee, WI 53202  
414-225-1542, [shallberg@wi.rr.com](mailto:shallberg@wi.rr.com)

### Vice President/Program:

Cheryl Pfundtner, CPA  
Quarles & Brady, LLP  
411 E. Wisconsin Avenue  
Milwaukee, WI 53202-4497  
414-277-5185  
[cp2@quarles.com](mailto:cp2@quarles.com)

Joan Cook, CPA  
MATC  
700 West State Street  
Milwaukee, WI 53233  
414-297-6438  
[cookj@gwise1matc.edu](mailto:cookj@gwise1matc.edu)

### Membership:

Janet Sargent, CPA  
Cedarburg Pharmaceuticals  
8805 Bridge Street  
Cedarburg, WI 53012  
262-376-1068  
[jsargent1@wi.rr.com](mailto:jsargent1@wi.rr.com)

### Interim Newsletter Chair:

Susan Press, CPA  
The Brewery Works, Inc.  
1555 N. RiverCenter Dr., Ste. 204  
Milwaukee, WI 53212  
414-272-6302  
[spress@schlitzpark.com](mailto:spress@schlitzpark.com)

### National Headquarters:

1595 Spring Hill Road, Suite 330  
Vienna, VA 22182  
800-326-2163  
703-506-3266 fax  
[aswa@aswa.org](mailto:aswa@aswa.org); [www.aswa.org](http://www.aswa.org)

*Continued from page 1*

in the text of the Sarbanes-Oxley Act, but accounting professionals at all levels must be made aware of ways they could potentially place the organization at risk. Explicitly define roles for your staff, including in what situations they are - or are not - authorized to make decisions.

- **Discuss recent changes.** Talk with your team about any revisions to your corporate governance policies currently under consideration. Be straightforward and make yourself available for questions.
- **Encourage employees to speak out.** Let staff know they should not fear delivering bad news to you or other managers. Explain that you consider your staff members an asset to the company when they detect and report errors, omissions or, in extreme cases, fraud or other illegal activity.

*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 325 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) 271-8367.*

## Rounding to Even and Odd Values in Excel

Excel includes two functions that allow you to quickly round a number up to the next highest even or odd integer values. For instance, suppose you have the value 26.3 in cell A7, and the following in cell A9: =EVEN(A7)

The value returned by this function is 28, which is the next highest even integer value. The following function will return a value of 27, which is the next highest odd value: =ODD(A7)

If the value in A7 were negative, then both the ODD and EVEN functions will return values that are further away from zero than the value used as an argument (but they are still odd and even).

# Officer and Director Nominees for 2004-2005

## ASWA Milwaukee Chapter #41

### Comparative Balance Sheet

For the Periods Ended June 30, 2003 and March 22, 2004

	6/30/03	3/22/04
<b>ASSETS</b>		
Cash and Bank Accounts	9,332.86	10,140.00
<b>TOTAL ASSETS</b>	<b>9,332.86</b>	<b>10,140.00</b>
<b>LIABILITIES AND EQUITY</b>		
Liabilities	0.00	0.00
Equity	9,332.86	10,140.00
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>9,332.86</b>	<b>10,140.00</b>

### Comparative Income Statement

For the Periods Ended June 30, 2003 and March 22, 2004

	2003-2004 Budget	3/22/2004 Actual
<b>RECEIPTS</b>		
Regular	8,300.00	5,295.00
Fundraising	3,300.00	3,207.00
Scholarship	1,810.00	424.00
<b>TOTAL RECEIPTS</b>	<b>13,410.00</b>	<b>8,926.00</b>
<b>DISBURSEMENTS</b>		
Regular	8,029.00	4,974.00
Fundraising	3,300.00	2,645.00
Scholarship	2,050.00	500.00
<b>TOTAL DISBURSEMENTS</b>	<b>13,379.00</b>	<b>8,119.00</b>
<b>NET INCOME</b>	<b>31.00</b>	<b>807.00</b>

President:

President-Elect:

Vice-President Programs:     Joan Cook/

Corresponding Secretary/  
Bulletin Chair:                 Rachel Ittner

Recording Secretary:         Trudy Daline

Treasurer:                     Cathy Yekenevicz

Fundraising Chair:            Ann Neshek

Student Activities Chair:     Sue Heaton

Membership Chair:            Janet Sargent

Membership Retention Chair: Sue Christensen

Education & Legislative:     Valerie Sheldon

Public Relations:

Scholarship Chair:            Beverly Loofboro

Ex-Officio & Bylaws:         Susan Hallberg

**We will be electing Officers at the April meeting!**

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*Start by doing what's necessary, then what's possible, and suddenly you are doing the impossible.*

*-- St. Francis of Assisi*

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**American Society of Women Accountants  
Minutes of Meeting – March 23, 2004**

**Welcome and Announcements** - The meeting was called to order at 8:00 p.m. by Susan Hallberg. There were 21 members present, with 15 staying for the meeting. Our program for the evening was a presentation by JoAnn Foth of Milwaukee Area Technical College with the topic “Effective Business Communications”.

**Approval of Minutes** – February Meeting - Lois made a motion to approve the minutes of the last meeting. Ellen seconded the motion.

**Committee Reports**

1. Treasurer – Cathy Yekenevicz presented the treasurer’s report. She explained that the dinner expense gets negative because ASWA needs to pay for meals when less than twenty people are present. The cost of Pocket Peelers has been taken from Entertainment Book income at this time. Cathy will wait to move scholarship money until we see what the second phase of fundraising does.
2. Membership – Janet Sargeant has an application for membership from Rachel Ittner and a couple more interested parties. Officers will meet after the meeting to approve Rachel’s application.
3. Membership Retention – Sue Christensen is still planning to contact members who have not renewed.
4. Bulletin – We really need a new person to take on a full two years in this position.
5. Fundraising – Sale of Pocket Peelers is going well. We have purchased 25 and then another 20. They earn a better profit than the Gold C books.
6. Scholarship – A letter will go out in September for 2005 scholarships.

**Old Business**

Nominating committee – Sherri Lederer can not handle the nominating committee because of work responsibilities. Susan Hallberg said we will do this job as a group and publish the slate of officers in April.

**New Business**

**Adjournment** - A motion was made by Wendi Hall at 8:20 to adjourn the meeting and this was seconded by Darlene.

Respectfully submitted,

Trudy Daline  
Recording Secretary

Susan Hallberg  
President

**Working at home** has its challenges - the proximity of the kitchen, the temptation to turn on the TV - but the overwhelming evidence suggests that it increases productivity. After Nortel Networks implemented a large-scale telecommuting program, they found that 94% of telecommuters reported increased productivity.

To realize maximum productivity gains when working at home, be sure to set up a home office that is comfortable - and more formal than a laptop on a coffee table. Also consider high-speed Internet access. Time spent waiting on a dial-up connection can be put to better use.

# Spam and E-mail Content Management

For most of us, email is a valuable and vital business tool. Unfortunately, as useful as it is, e-mail is not without its downside. Below is more detail on common e-mail problems such as spam, objectionable and/or offensive content, confidentiality of business information, and personal use.

The first step in reducing some of these inherent problems is through a written policy placed into your employee handbook. A sample policy is included at the very end of this message.

The second step is to implement one of the many anti-spam and content management technology solutions that monitor and scan all incoming and outgoing e-mail. Based on customizable and pre-defined filters and rules, you can select whether to automatically block, delete, archive, forward, or simply notify you when an e-mail meets the criteria you specify. This allows for great control and management of all your e-mail.

## SPAM

Spam, also known as unsolicited bulk e-mail, clogs the system and takes away precious minutes every morning and throughout the day as you are forced to check and manage e-mail unrelated to your business. Multiplied across the number of people in your organization, this problem robs you of hours of productive work time each week.

## OBJECTIONABLE/OFFENSIVE CONTENT

Increasingly, businesses are being sued by their employees or other parties because their e-mail systems were used to send or receive material considered pornographic, racist, or otherwise generally offensive.

## CONFIDENTIAL INFORMATION AND JOB SEEKERS

We are also seeing instances where employees are using a company's e-mail system to send trade secrets or other confidential information to competitors. Some people are even so bold as to use the company's e-mail system to look for a job

## PERSONAL USE

Most companies allow for a reasonable amount of personal e-mail to be sent or received. Unfortunately, abuse does occur as some people spend a fair amount of work time sending and responding to dozens and dozens of e-mail to family and friends.

## E-MAIL POLICY

\*\*\* NOTE - This is a sample policy only - before implementing it or anything similar, please review it with your attorney to ensure its adequacy and legality for your organization.

Corporate electronic mail (e-mail) is owned by the corporation and may be used only for corporate business purposes and by authorized personnel only. It is strictly prohibited to use the corporate e-mail system for the purposes of sending unsolicited bulk e-mail (spam), pornographic, racist, or any other material and content that would be considered generally objectionable material. It is strictly prohibited to use the corporate e-mail system to send out unapproved confidential information or any material considered a trade secret of this organization. Any violation of this policy may be considered grounds for dismissal.

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

*Meeting Schedule for the 2003-2004 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

<b>Date</b>	<b>Day</b>	<b>Entrée</b>	<b>Program Topic/ Speaker</b>
April 27, 2004	Tuesday	Salmon Filet w/Béarnaise Sauce New York Strip	<i>Financial Literacy</i> Meridee Maynard, NML <i>Election of Officers</i>
May 25, 2004	Tuesday	Roasted Artichoke Ravioli w/Pesto Chicken Cordon Bleu	<i>Internal Controls for Small Companies</i> Grant Thornton Speaker TBA
June 22, 2004	Tuesday		<i>Topic TBA</i> Speaker TBA <i>Installation of Officers</i>
July, 2004	<i>Date &amp; Place to be announced</i>		<i>Annual Planning Meeting</i>

Please call Joan Cook at 414-297-6438 (work) or 414-228-6678 (home) or by e-mail TGBCB@hotmail.com by the previous Thursday to make a dinner reservation. 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
Eve Bischoff	Sherri Lederer	Sheila Robak
Carol Butula	Bev Loofboro	Janet Sargent
Sue Christensen	Darlene Mielke	Ellenmay Seaman
Trudy Daline	Vivian Moller	Valerie Sheldon
Deb Fineour	Ann Neshek	Linda Steinberg
Rhonda Fritz	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.

Anyone wishing to be added to or deleted from the permanent reservation list, please contact Joan Cook at work (414-297-6438) or home (414-228-6678). You can also send an e-mail to TGBCB@hotmail.com. Please note that by placing your name on this list, you are responsible for paying for the meal from every meeting. If you are not able to attend, please call or email by the previous Friday and you will not be responsible for payment.

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*Only those who dare to fail greatly can ever achieve greatly.*

*-- Robert F. Kennedy*

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American Society of Women Accountants  
c/o Susan L. Press  
W5151 Young Road  
Eagle, WI 53119

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**Next Meeting of ASWA**

***APRIL 27, 2004***