

# 41<sup>st</sup> ENTRY

Volume 52, Issue 10 June 2004

## President's Message

Another chapter year has come to a close, but Milwaukee Chapter 41 is beginning an exciting new and memorable one for all of us. This coming year, we will be 50! And we have never looked so good. Lots of things have changed in the last 50 years, but one thing has remained constant, our members. The faces and names may have changed over the years, but our members are still committed to our organization and our profession. They are smart, savvy women who are involved in not only ASWA, but also their work, their communities and their families. Our future is bright.

And as we move forward, please join us at our June

meeting when we will install our new officers for this upcoming year, and we will also have the opportunity to visit with our Area Director, Kate Mulder. I look forward to seeing you all.

*Susan*

*Our many thanks to Susan for an outstanding year. The dedication of each year's president keeps our chapter functional, strong, and growing.*

*We are still looking for a president-elect to serve as president during the 2005-2006 term. Step forward now to receive a year of free "president training!"*



***This coming year, we will be 50!***

## Quick Find:

- Next Meeting - June 22nd
- Place your reservation with Joan Cook, (414) 297-6438 or VPresident@aswamilwaukee.org
- For membership information, contact Janet Sargent, (262) 376-1068 or Membership@aswamilwaukee.org

## Inside this issue:

E-mail Smartly	<b>2</b>
Member Bio	<b>2</b>
Cobra Update	<b>4</b>
Fundraising	<b>4</b>
June Meeting	<b>5</b>
Minutes	<b>6</b>
Calendar	<b>7</b>

## ASWA Profile

The American Society of Women Accountants (ASWA) is a professional organization whose purpose is to advance the interest of women in all fields of accounting and finance. The Society was founded in 1938, and has since grown

to include nearly 100 chapters throughout the United States with more than 4,000 members, 1,900 of whom are CPAs. Membership has been open to men since 1974.

ASWA represents all levels within the accounting

profession, from recent graduates to senior partners in major accounting firms. Members can be found throughout the economy from academia and government to the private and public sectors.



**Use e-mail to summarize meetings where tasks with goals were given and set**

## E-Mailing Smartly in Business

The advent of the Internet, personal computers, and human nature has led to e-mail becoming one of the main forms of communication in business as well as our personal lives. We all know that there is a skill to communicating well, but in our haste to integrate e-mailing into our daily lives, we have become unaware of the problems that its use has caused.

E-mail has several distinct advantages:

- You can leave a message at any time of the day (or night).

- It is an excellent way of providing information in the written form.

- It is instantaneous in its transmission.

- It can be read at the recipient's leisure.

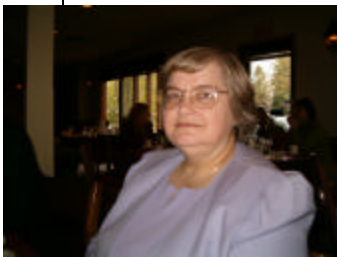
Of course, there are many others but these are the key advantages of e-mail in business. However, there is a

certain etiquette one must follow to avoid problems, misunderstandings and issues that lead to anger among employees, supervisors and management. Avoiding these difficulties should be the goal of every organization. The following Dos and Don'ts will help you achieve that goal.

**Don't** use e-mail when you want to assign someone a task or allocate responsibilities to achieve

*(Continued on page 3)*

## Member Bio - Cathy Yekenevicz



Cathy has been a member of ASWA since 1983. She has been active as treasurer, secretary, and newsletter editor. She will be our president this upcoming year for our 50th anniversary. "Besides the contacts I have made with other women accountants, and the professional education opportunities provided in the organization, I have met some wonderful people who have helped me lift my sights as a woman and an accountant," Cathy said. "I have become more of a professional through this organization and hope that I have helped others as well."

Cathy's father was Lithuanian, the son of immigrants. Her mother's family, the Harringtons, have a long American heritage reaching back to the Shenandoah and Blue Ridge of Virginia with links to

colonial times and English and even German immigrants. Her sister, Mary Beth Winkowski, is a member of the Daughters of the American Revolution and Cathy has just begun looking into her Lithuanian ancestry.

Cathy's stepfather, Mike "Billy" Ognacevic still lives in Sheboygan, and is the heart of her extended family – one sister, one step-sister, and four step-brothers, along with their spouses and children. His large Croatian family, the "Ogees", have had a family picnic every year for 39 years.

Cathy is a Volunteer with a capital "V." In addition to ASWA, she has served her current parish, St Mary's, as a member of the Finance committee, and is a founding member of the Endowment Fund advisory committee. "This spiritual center of my life is also a strong link to my community," she explained. In a previous parish, she was

a small part of a major fundraising effort that raised several million dollars in about six months.

Cathy is also a member of the Nordic Ski Club of Milwaukee. "I have been Treasurer of NSCM off and on for at least 10 of my 25+ years of membership (since 1978). This group of friendly people is my favorite social outlet, has provided me with life-long friends, and has lifted up my spirits in times of trouble. Cross-country skiing is my favorite winter sport - I love being out in the forest when the air is crisp and clean."

Cathy revealed her biggest volunteer addiction was orienteering via the Badger Orienteering Club and United States Orienteering Federation. "Hank Kulesza of Nordic introduced me to this very addictive sport, and we started the Wisconsin club in 1983. We have held races

*(Continued on page 4)*

## E-Mailing Smartly *cont.*

*(Continued from page 2)*

goals not previously known about. To avoid any misunderstanding, this should always be done in person if possible. If a face-to-face conversation is not possible, then speak to the person by phone.

**Do** use e-mail to summarize an action taken or a decision that has been made which others need to know about for informational purposes only. The action takers and those affected directly by the

decision should always be told in person. Again, the phone is an alternative if a face-to-face conversation is not possible.

**Don't** use e-mail to praise, congratulate, discipline or provide corrective recommendations. Always do these things face-to-face!

**Do** use e-mail to summarize a meeting where tasks with goals were given and set. This is an effective method of keeping all informed and "charged" to achieve! It is also an excellent way to

provide a written account of what is expected and serves as a source of reference.

There are plenty more Dos and Don'ts but these provide the foundation upon which you can build. Remember, keep it short, keep it honest and keep it truthful. Happy e-mailing!

*Author George Zach is a life and business coach, Owner of Carpe Diem Coaching. Subscribe FREE to the Carpe Diem Advisor, published monthly, through his web site, [www.carpediemcoach.com](http://www.carpediemcoach.com).*



**Use e-mail to summarize an action taken or a decision that has been made**

## ASWA Regional Director Responsibilities

### Primary Responsibilities

1. Mentor struggling chapters
2. Be available to consult chapter presidents via e-mail and telephone
3. Provide strategic planning training to chapter leaders
4. Show visible support to chapter leaders by attending chapter, regional and national meetings
5. Communicate chapters' status to National Board

### Secondary Responsibilities (optional)

1. Coordinate intra -chapter activities
2. Provide advice to planning committee of regional conferences
3. Create and distribute regional newsletters
4. Telephone and e-mail communications on National issues

### Rewards

1. Getting to know other accountants in your region
2. Leadership development
3. Develop personal poise and speaking talents
4. Personal satisfaction by sharing ideas and helping chapters to grow
5. Training at the National level providing better understanding of the National organization

Terms are for two (2) years.

**Are YOU  
the next  
ASWA  
regional  
Director?**

## Contacts

### President:

Susan Hallberg, CPA  
(414) 225-1542  
[President@aswamilwaukee.org](mailto:President@aswamilwaukee.org)

### Vice Presidents/Program:

[VPresident@aswamilwaukee.org](mailto:VPresident@aswamilwaukee.org)  
Cheryl Pfundtner, CPA  
(414) 277-5185  
and  
Joan Cook, CPA  
(414) 297-6438

### Membership:

Janet Sargent, CPA  
(262) 376-1068,  
[Membership@aswamilwaukee.org](mailto:Membership@aswamilwaukee.org)

### Fundraising Chair:

Ann Neshek  
(414) 443-1911  
[Fundraising@aswamilwaukee.org](mailto:Fundraising@aswamilwaukee.org)

### National Headquarters:

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



***Employers  
with 20 or  
more  
employees  
subject to  
COBRA***

## COBRA Regulations Final

The Labor Dept has finalized its COBRA regulations for employers. Employers with 20 or more employees must offer departing workers the option to continue their medical insurance for 18 months. The premium cannot exceed 102% of the company's cost.

Companies have to issue several notices under these new regulations: a general bulletin about medical continuation rights to covered workers and

spouses within 90 days after plan coverage starts and special notifications if benefits terminate early or if a potentially eligible beneficiary loses continued coverage rights.

Model notices are available at: [www.dol.gov/ebsa/regs/fedreg/final/2004011796.pdf](http://www.dol.gov/ebsa/regs/fedreg/final/2004011796.pdf).

These new rules take effect for plan years starting after Nov. 25th.

## Job Openings

If you are on our newsletter e-mail list, you can receive up to the minute e-mail notifications of the newest openings in the fields of accounting and finance. These prospects are then posted on our website.

If you do not have e-mail or access to the internet, the information can be obtained at meetings or by contacting our Corresponding Secretary, Wendi Hall, at (414) 393-0880.

## A Very Successful Fundraising Year!

Overall our fundraising year ended up great! Our profits for the Entertainment books sale were \$657 which was \$173 short of our \$830 budgeted profit. However our new item for sale, Pocket Peelers, made up for our Entertainment book profit shortfall. We anticipate a total profit on the Pocket Peelers sale to be \$275. Together the two sales

brought us \$102 over our budgeted profit for the year or a total profit of \$932. Thanks to everyone for all of your work and help in making this another successful fundraising year!

Remember that the Entertainment & Gold C books should be available for pickup at the August '04 meeting. It also seems like

we will continue to sell Pocket Peelers next March. If anyone is still interested in Pocket Peelers, they are still available for sale until the Entertainment books sale starts in August. If you would like a Pocket Peeler just call me at (414) 443-1911 or e-mail me at [Fundraising@aswamilwaukee.org](mailto:Fundraising@aswamilwaukee.org). *Ann Neshek*

## Cathy Yekenevicz *cont.*

*(Continued from page 2)*

in parks throughout the Kettle Moraine and Madison area. In April 2004 we held a very successful A-Meet at Devil's Lake State Park. I served as registrar and did a lot of computer work. We are still recovering from that effort!"

"Not only have I traveled to many unusual places, and

have seen a wide variety of terrain, but I have a second family in the Orienteering community. We welcome each other into our homes, share food and shelter without thought of reimbursement, and, thanks to the internet, serve as a support in times of personal challenge."

Cathy is currently employed

as an accounting manager for Benevolent Corporation Cedar Community, a non-profit nursing, retirement, retreat and education facility.

We're thrilled Cathy has taken on the awesome responsibility of president for our upcoming anniversary year. She will be a great leader for our Chapter.



## Did you know . . .

- There has been a 26% increase in breast cancer since 1982. Breast cancer is the number one killer of women between the ages of 35 and 54. Primary suspects are laundry detergents and bleach, household cleaners and pesticides. National Cancer Association released results of a 15-year study concluding that women who work in the home are at a 54% higher risk of developing cancer than women who work outside the home.
- The National Institute of Occupational Safety and Health has found more than 2,500 chemicals in cosmetics that are toxic, cause tumors, reproductive complications, biological mutations and skin and eye irritations.
- Cancer is the number one cause of death for children and behavioral problems have long been linked to exposure to toxic chemicals and molds.
- Fibromyalgia, chronic fatigue syndrome, arthritis, lupus, multiple sclerosis, circulatory disorders, Alzheimer's, Parkinson's disease, irritable bowel syndrome, depression, and hormonal problems are diseases commonly related to chemical exposure.
- There has been a call from the U.S./Canadian Commission to ban bleach in North America. Bleach is being linked to the rising rate of breast cancer in women, reproductive problems in men and learning and behavioral problems in children.

Most of us assume that if products are sold in stores, they are safe; and that our government has laws to protect us against harmful products. But, unfortunately, most of the chemicals in ordinary products that we use or are exposed to every day have not been tested for safety. What's worse, for years the chemical industry has known the toxic effects of many chemicals used in products today, but never revealed their studies to the public or to the government. Buyer beware!

## Membership Retention

After narrowing down the list of which members have not renewed, I have been attempting to contact each of the "non-renewers". While I am still trying to get in touch with a couple of people, the ones I have been able to contact have indicated that the reason they haven't renewed was due to lack of time because of work and/or family commitments. No one gave any indication that the problems were because of dues, program content, location, or any of the other things that are, at least to some extent, under the Chapter's control.

*Sue Christensen*

## June Program

Kate Mulder, our ASWA regional director, will be presenting "Meeting the Media, A Guide to Working Effectively with Reporters."

Meeting the Media provides a basic understanding of how to prepare for and handle media interviews of all types. It provides cardinal rules to remember when dealing with the media as well as introducing you to reporter tactics. How to deliver your message the way you want it to be delivered is yet another insight provided with this program. While this will not provide in-depth training, it will give you basic skills and strategies to succeed with the media. And remember media interviews are opportunities!



***Congratulations to member Vivian Moller upon her installation to the ASWA National Board!***

**American Society of Women Accountants****Minutes of Meeting – May 25, 2004**

**Welcome and Announcements** - The meeting was called to order at 8:25 p.m. by Susan Hallberg. There were twenty-three members and one guest present. Our speaker for the evening was Robin Birr, Manager at Grant Thornton, LLP. She spoke about internal controls in small companies.

**Approval of Minutes** – April Meeting – Vivian Moller made a motion to approve the minutes of the last meeting. Deb Fineour seconded the motion.

**Committee Reports**

Programs – Our ASWA Area Director, Kate Mulder, from Ames, Iowa will be with us next month.

Treasurer – Cathy Yekenevicz presented the Actual vs Budget report through May 25<sup>th</sup>. There will be \$500 more spent on scholarships to total \$1500 for the year. A motion was made by Cheryl Pfundtner and seconded by Carol that the profit from Entertainment Books of \$657 be moved to the scholarship fund.

Membership – Kathy Person received her membership certificate.

Membership Retention – Members can renew online at ASWA.org. If you haven't renewed, they will send a final notice in the mail.

Networking Event/PR – Linda Steinberg will get the speaker for our 50<sup>th</sup> Anniversary and PR event in the fall. She needs a committee to help her.

Bulletin/Website – The deadline for the next newsletter is June 10<sup>th</sup>. Wendi asked the outgoing board members to send a YE summary of what happened this year. She needs a bio on the incoming president. The website is up at [www.aswamilwaukee.org](http://www.aswamilwaukee.org) and Wendi is working on the link from National to us. Wendi would like to put some advertising in the newsletter as a source of income for the chapter. She asked that job openings be sent to her for the website.

Fundraising – Ann Neshek announced that profit from Pocket Peelers is \$260. We will continue to sell them as long as there is interest in them.

Scholarship – There is a June 15<sup>th</sup> deadline for applications for a \$300 grant for an associate program for a full or part time student. Applicants will be notified by August 15<sup>th</sup>.

**Old Business**

Susan Hallberg needs the names of volunteers to help at the National conference this fall by June 10th. We need to fill vacant officer positions for next year. Cathy Yekenevicz resigned the Treasurer position. Wendi Hall nominated Cathy to be President for next year and Sue Press to be Treasurer.

**New Business**

Cathy Yekenevicz proposed that the planning meeting in July be held in West Bend. She will decide on the date and time. Cathy also recommended that scholarship donations be made when dues are paid. She suggested \$41 because we are Chapter 41. Vivian Moller has been installed as a national officer effective 7/1/04. We will install officers at the next meeting and take pictures for our 50<sup>th</sup> anniversary.

**Adjournment** - A motion was made by Cheryl Pfundtner at 9:10 that we adjourn the meeting and this was seconded by Vivian Moller.

Respectfully submitted,

Trudy Daline  
Recording Secretary

Susan Hallberg  
President

## *Schedule of Events*

- June 22, 2004—Kate Mulder, ASWA Area Director; Meeting the Media: A Guide to Working Effectively with Reporters.; Installation of Officers. Dinner choice of Stuffed Filet of Sole or Mushroom Ravioli Marsala.
- July 27, 2004—Annual Planning Meeting. This year's meeting will be held at Susan Hallberg's home at 6:00pm. ALL members are welcome to give their contributions to the upcoming year's events. Please contact Susan Hallberg at (414) 225-1542 or [president@aswamilwaukee.org](mailto:president@aswamilwaukee.org).

## JUNE 2004

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22 	23	24	25	26
27	28	29	30			

## Permanent Dinner Reservation List:

(Call in ONLY if you wish to cancel)

Lois Arsand  
 Carol Butula  
 Sue Christensen  
 Trudy Daline  
 Deb Fineour  
 Rhonda Fritz  
 Wendi Hall  
 Susan Hallberg  
 Sue Heaton  
 Bev Loofboro  
 Darlene Mielke  
 Vivian Moller  
 Ann Neshek  
 Cheryl Pfundtner  
 Sue Press  
 Mary Pulizos

Sheila Robak  
 Ellenmay Seaman  
 Valerie Sheldon  
 Linda Steinberg  
 Catherine Yekenevicz

**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,

(414) 297-6438 or [Vpresident@aswamilwaukee.org](mailto:Vpresident@aswamilwaukee.org). 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 e-mail by the previous Friday and you will not be responsible for payment.



American Society of Women Accountants

## Milwaukee Chapter #41

c/o Wendi Hall  
4145 N 96th St  
Wauwatosa, WI 53222-1528

Phone: 414-393-0880  
Fax: 414-393-0835  
Email: [wendih@sosllc.com](mailto:wendih@sosllc.com)

---

WE'RE ON THE WEB!

[WWW.ASWAMILWAUKEE.ORG](http://WWW.ASWAMILWAUKEE.ORG)

---

**Our 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.**

---

## Meeting Information

Meetings are usually scheduled on the fourth Tuesday of each month except July and December.

We meet at Klemmer's Banquet Center, 10401 W. Oklahoma Avenue, West Allis, beginning at 5:30. Dinner is served at 6:00 followed by a program and business meeting.

Guests, members, and students are welcome at any meeting. Please contact Joan Cook, (414) 297-6438 or (414) 228-6678 or [VPresident@aswamilwaukee.org](mailto:VPresident@aswamilwaukee.org) by the previous Thursday to make a dinner reservation.

For membership information, please contact Janet Sargent, (262) 376-1068 or [Membership@aswamilwaukee.org](mailto:Membership@aswamilwaukee.org)

