

# 41ST ENTRY

VOLUME 53, ISSUE 2      SEPTEMBER 2004

## PRESIDENT'S MESSAGE

Plans, goals, budgets, projections, expectations - we look toward the future, and evaluate our performance based on these expectations. But in the daily flood of information, projects, questions, and even crises, our plans can often be left unfulfilled. Our August speaker, Barbara Ecklund, CPA, of Suby, Von Haden and Associates, helped us see that what is urgent may not be important, and what is important but not urgent may be the ultimately most productive part of our day. Planning for time to plan, to reflect, to refresh can be the most valuable tool in bringing about a successful future outcome!

And we continue to plan for

the near future events in ASWA:

- Preparations for our 50<sup>th</sup> Anniversary Networking Celebration on October 27 are in full swing. When you receive your invitation, copy it and share it with as many colleagues as you can! Members from other chapters and other years will be joining us for an evening of memories and inspiration for the future!

- You should have received your program for the Joint National Conference in Chicago, November 10-12. Get your registration in, and make your hotel reservation for this joint educational conference. Let Chapter 41 shine at this event!

- Delegates to the Annual Meeting will be chosen and a bylaws change proposal will be discussed at the September meeting.

Autumn has come, and as the earth prepares for it's annual color parade, we look forward to a very colorful ASWA fall season!

*Cathy Yekenevicz*  
ASWA President 2004-2005

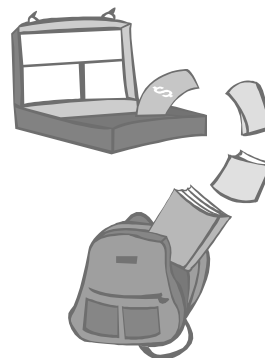
## QUICK FIND:

- *Next Meeting - September 28, 2004*
- *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*

## SCHOLARSHIP WINNER

The recipient of the \$300 2-year degree scholarship for this year is Iryna Yafimava. Iryna is attending Milwaukee Area Technical College, and expects to graduate in December, 2004. She plans to continue her education after graduating from MATC by

pursuing a bachelor's degree in accounting. She hopes to have a career in international taxation. Congratulations to Iryna!



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Our Officers and Directors can always use volunteers on committees

## 2004 - 2005 CHAPTER 41 OFFICERS AND DIRECTORS

The following officers have been elected for the 2004-2005 year:

**President:**  
Catherine Yekenevicz, CPA,  
Benevolent Corporation  
Cedar Community

**Vice-President:**  
Joan Cook, CPA, MATC

**Vice-President:**  
Sheila Robak, CPA, Finance  
Manager, Miller-Bradford &  
Risberg, Inc.

**Corresponding  
Secretary/Bulletin/Website  
Chair:**  
Wendi Hall, CPA, Partner,  
Small Office Solutions LLC

**Recording Secretary:**  
Trudy Daline, CPA, Senior,  
Suby, Von Haden &  
Associates

**Treasurer/Finance Chair:**  
Susan Press, CPA,  
Controller, Brewery Works,  
Inc.

The Board of Directors

includes:  
**Membership Chair:**  
Janet Sargent, CPA,  
Cedarburg Pharmaceuticals  
LLC

**Membership Retention Chair:**  
Sue Christensen, CPA, L. G.  
Company

**Student Activities Chair:**  
Sue Heaton, CPA,  
Supervisor, Suby, Von Haden  
& Assoc., S.C.

**Fundraising Chair:**

*(Continued on page 3)*

## Milwaukee Chapter #41 2004 Networking Event & 50<sup>th</sup> Anniversary Celebration

If you haven't heard, we are 50 this year! Come join the celebration.

**Speaker:** Lt. Governor  
Barbara Lawton

**Topic:** "Wisconsin Women = Prosperity"

**Date:** Wednesday, October  
27, 2004

**Place:** The Wisconsin Club  
900 W Wisconsin  
Ave  
Milwaukee,  
Wisconsin  
53233

### History Highlights:

**Official Charter Date**  
November 30, 1954

1954-1955

September 14<sup>th</sup> found thirteen charter members listening to Virginia Kitchen of Muskegon, MI. After discussing the advantages of belonging to a professional organization, she installed the first officers in an impressive rose ceremony.

November 30<sup>th</sup> the newly formed Chapter 41 participated with others of the community in celebration of our charter night. Marjorie Beilfuss, our first President, presided and our guest speaker was Miss Catherine Cleary of the First Wisconsin Trust Company.

Vivian Warner, the National President of ASWA, presented the first Wisconsin Charter to our Chapter.

Board meetings and regular monthly meetings commenced; committee appointments were made and a tremendous amount of education was derived from our excellent monthly meeting guest speakers. The National Convention was attended by several of our members while others attended the Regional Convention. Our first publication of "Forty First Entry" was published in January of 1955. The year

ended with Virginia Kitchen once again installing the new officers.

### Charter Members:

Irene D. Bayer  
Marjorie M. Beilfuss  
Victoria L. Hartner  
Rosemary Hlinak  
Marie A. Kaiser  
Alice Kreiple  
Vera C. Kosecki  
Julianne M. Lange  
Marilyn E. Mueller  
Genevieve M. Nickiant  
Emily M. Pietrowski  
Bertha Rottman  
Betty Gay Wise

*Linda Steinberg  
PR Dinner Chair*

*JOIN US AS WE  
CELEBRATE OUR  
CHAPTER'S 50TH  
YEAR!*

## MAKE MEETINGS COUNT

While meetings are an important part of business, too many ineffective gatherings can take their toll on employee productivity. In a recent survey conducted by Accountemps, executives said they spend nearly eight hours a week, or more than two months a year, in formal discussions. There are steps you as an accounting manager can take to prevent this lost time for you and your team. By structuring these sessions and staying on track with agreed-upon topics, you can coordinate a

successful discussion in a reasonable timeframe.

Below are a few tips to make meetings more productive:

- Identify the primary objective of the meeting and invite only those individuals directly impacted.
- Prepare an agenda and distribute it to attendees in advance so that they have time to prepare. Also, assign someone to take notes and forward a summary to all participants as well as those

who could not attend.

- Begin and end meetings on time. If at the conclusion of the meeting important issues still need to be resolved, give participants the option of staying or scheduling another time to regroup.

- Move out of the office, instead of always conducting your meetings in the same place. Congregating in a different location can help team members gain a fresh perspective and reinvigorate

*(Continued on page 5)*



Move out of the office

## 2004 - 2005 OFFICERS AND DIRECTORS CONT.

*(Continued from page 2)*

Ann Neshek, Vice-President,  
Arrow-Crete Construction,  
LLC

Network Event/PR Co-  
Chairs/50<sup>th</sup> Anniversary  
Celebration:  
Linda Steinberg, CPA, CMA,  
Manager Financial Planning,  
We Energies  
and  
Carol Butula, Accountant,

Carol's Bookkeeping & Tax  
Service

Education & Legislative  
Chair:  
Valerie Sheldon, CPA, Ritz  
Holman Butula Fine LLP

Ex-Officio-Bylaws:  
Susan Hallberg, CPA,  
Director of Finance, AIDS  
Resource Center of  
Wisconsin, Inc.

Scholarship Trustees:  
Chair:  
Beverly Loofboro, Dr.  
Loofboro S.C.  
and  
Sue Christensen, CPA, L.G.  
Company  
and  
Sue Heaton, CPA,  
Supervisor, Suby, Von Haden  
& Assoc., S.C.

VOLUNTEERS DO  
IT WILLINGLY

ACCOUNTANTS  
DO IT BY THE  
BOOKS

## CONTACTS

### President:

Catherine Yekenevicz  
(262) 335-3304 home  
(262) 707-1516 cell  
[President@aswamilwaukee.org](mailto:President@aswamilwaukee.org)

### Vice Presidents/Program:

[VPresident@aswamilwaukee.org](mailto:VPresident@aswamilwaukee.org)  
Sheila Robak, CPA  
(262) 246-5710  
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)





Our fundraising efforts directly support scholarships we provide each year to women studying accounting

## ENTERTAINMENT & GOLD C BOOKS ARE AVAILABLE!

At the August 31st meeting I began distributing the Entertainment '05 and Gold C books to kick off our fall fundraising! So far we have sold and received payment for 28 Entertainment '05 books and 13 Gold C books. The sale is going very well so far possibly because there are so many great new coupons in this year's book! Some of the new coupons include Pick 'n Save, McDonald's, and many more hotels. Some of the returning great coupons include Jewel

Osco, Cousins Subs, Charcoal Grill, Culver's, George Webb, and Ace Hardware just to name a few.

Books will once again be available at the September 28th meeting. The Entertainment '05 books sell for \$35 and the Gold C books sell for \$10 and the coupons are good right away! Profits remain the same at 20%!

Out of town books are available by contacting me at (414) 443-1911 or e-mail at [aneshek@wi.rr.com](mailto:aneshek@wi.rr.com). Hopefu

lly by the September meeting there will be a way to buy the out of town books directly on the internet with our group receiving credit for each sale. As soon as I get the information on the internet sales I will forward an e-mail on to all of you.

If you can not attend the September meeting but would still like to start selling the books now, just call me or e-mail me so I can get the books to you.

*Ann Neshek  
Fundraising Chair*

## 64TH ANNUAL NATIONAL CONFERENCE

ASWA's 64<sup>th</sup> Annual Conference is just a few months away and ASWA is dedicated to providing you one of the most successful conferences to date! This year's events will be notably enhanced by our partnership with the American Woman's Society of Certified Public Accountants (AWSCPA) in our first Joint National Conference in over ten years!

This year's "Joint Inspired Solutions" conference is set in the exciting and cultural city of Chicago during November 10-12 at the Chicago InterContinental Hotel. This year's conference committee has structured the program to allow attendees to maximize both their professional education and their personal time.

The preliminary program is

online at the national website, <http://www.aswa.org>

The Welcome Reception will be held at the Shedd Aquarium, the world's largest array of marine life.

Registration fees increase October 11th so make your plans now!

"MAXIMIZE BOTH PROFESSIONAL EDUCATION AND PERSONAL TIME"

## SEPTEMBER PROGRAM—"GENERATIONAL DIVERSITY"

Mavis Luther will speak this month on Generational Diversity.

Ms. Luther, a graduate of the University of Wisconsin-Milwaukee and the Manager of Human Resource Consulting Services in the Milwaukee Office of Wipfli, has over 15 years of human resource experience in retailing and software technology. She has been a

consultant with Wipfli for six years working primarily with small to mid-sized businesses helping them identify and deal with their people issues, challenges and successes. Ms. Luther deals with employee handbooks, job descriptions, performance appraisal systems, compensation plans, and employee relations issues on a daily basis.

Ms. Luther is a member of the Society of Human Resource Management, a board member of the Human Resource Management Association of Southwestern Wisconsin, a member of the Women Business Owners Network, and an advisory board member for the Interfaith Employment Services City of Mequon Police and Fire Commission.



Generational Diversity

## ACCOUNTING IN POPULAR CULTURE: A BOOK REVIEW

*Unaccountable: How the Accounting Profession Forfeited a Public Trust.* Mike Brewster. Hoboken, New Jersey: John Wiley and Sons, Inc., 2003. 328 pp.

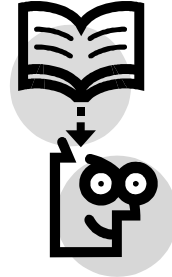
"Part of my reason for writing this book is fascination with a profession that, though bulging with conscientious professionals... seems to have so little understanding today of what the public wants from it or how to go about fulfilling these expectations." Mike Brewster, author of *Unaccountable: How the Accounting Profession Forfeited a Public Trust*, accepts a formidable challenge: to make sense of the accounting field's recent shift from technical skill and public service to a profit-maximizing industry, culminating in the Enron and WorldCom scandals. He attempts to answer such questions as: Why did the profession reject its core value of public service? Where are the public accountants with whom governmental and industry leaders historically consulted? Why is the accounting profession in this current unlikely and humiliated state? In spite of, and perhaps because of, Mr. Brewster's former position as a non-accountant insider at a

Big Five accounting firm for eight years, the author is able to provide an interesting and mostly readable volume addressing these questions for the accounting professional and layperson alike.

Mr. Brewster describes the early history of accounting and develops the shaping of the field in the United States from its British roots. By using the recent scandals as a pivot point, he outlines future trends for the profession. I most enjoyed reading about archaeologist Denise Schmandt-Besserat, whose work shifted the traditional timetable for the beginning of accounting from approximately 4000 B.C. to 8000 B.C.; Luca Pacioli, the traditional patriarch of accounting, who may have only dabbled in accounting; and George Washington with his exacting expense records during the Revolutionary War. The meticulous descriptions of events during the 1990's were somewhat tedious and show how complex the industry has become; these details contained the necessary framing for subsequent professional and governmental responses to the scandals.

That the author is non-accountant makes his an outsider's point of view. A similar book written by an accountant might contribute to repairing the profession's image and restoring public trust. The author compensates for his lack of first person experience by presenting primary sources from accountants for the historical sections and extensive interviews with contemporary accountant leaders. I finished the book appreciating that someone has tried to make sense of the unfolding events that I have followed daily in the newspapers. I enjoyed this publication and recommend it for those who would enjoy an historical interpretation on Enron and WorldCom events, as well as those events' possible influence on the future of accounting.

*Marilyn Getlinger will graduate from Milwaukee Area Technical College's AAS in Accounting program in December. She is interested in how the popular culture views accountants and the field of accounting. She can be reached at getlinger-halfmann@core.com.*



"AN  
INTERESTING  
AND MOSTLY  
READABLE  
VOLUME"

## MEETINGS *CONT.*

(Continued from page 3)

creative thinking.

- Conduct a short review at the end of the discussion to recap the points addressed. This will reinforce the topics you want everyone to focus on and is especially helpful if the meeting has become lengthy.

*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, 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.*

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For more information, call Wendi, (414) 393-0989.

American Society of Women Accountants  
Milwaukee Chapter 41  
Membership Meeting – August 31, 2004

**Call to Order:** The first monthly meeting was called to order at 8:12 p.m. by President Cathy Yekenevicz. There were twenty-two members and five guests present.

**Minutes:** The minutes of the June meeting were distributed by Secretary, Trudy Daline. A motion was made by Linda Steinberg and seconded by Susan Hallberg that the minutes be approved.

**Treasurer's Report:** Sue Press distributed a copy of the past year's treasurer's report and the budget for the coming year. A motion was made by Sue Press and seconded by Ann Neshek that the \$250 balance in Fundraising be moved to Scholarship which showed a \$250 credit. A motion was made by Susan Hallberg and seconded by Vivian Moller that the profit budgeted for the Networking dinner be break even. If there should be any profit it would go to scholarships. The budget for scholarships for the coming year will be corrected to \$300 for the two year tech and \$1750 for the 4 year scholarship.

**Quorum:** A quorum was present.

**Program:** Barb Ecklund, Principal at Suby, Von Haden & Associates, spoke on time management.

**Business:** Cathy Yekenevicz announced that we have thirty paid members as of July 31<sup>st</sup> and received \$141 in contributions for scholarships with membership receipts. She distributed a list of members dated August 1<sup>st</sup>. Rachel Ittner is now a member. From our chapter there will be three delegates to the National Conference in Chicago and we can also send three alternates. The delegates must attend one business meeting. We will choose these delegates at the next meeting. Cathy mentioned some job openings. Check our website for details.

### **Committee Reports**

**Programs –** Joan and Sheila announced speakers they have scheduled. Our September speaker will be Mavis Luther and her topic is Generational Diversity. Our February speaker will be David Moxon of Morgan Stanley. His topic will be "Smart Women Finish Rich". Our March speaker will be Lisa Kirkpatrick of Dunn & Bradstreet. She will discuss how data is collected and processed to get a company's Dunn & Bradstreet Number. Another possible speaker is Bernard Hall on Styles of Communication. Wendi Hall will speak on Outlook Management in April or May. They are still looking for a speaker for the tax update in January and would appreciate suggestions.

**Membership Retention -** Sue Christensen will begin calls to members who did not renew.

**Newsletter and Website –** Wendi Hall was not present, but sent word that the monthly deadline for the newsletter is the 5<sup>th</sup> of each month.

**Student Night –** Sue Heaton announced that Student Night will be Tuesday, November 23<sup>rd</sup>, which is Thanksgiving week. Our speaker will be Kay Stiefel of Suby, Von Haden and Associates. Her topic will be: "The Art of Interviewing".

**Scholarship –** Bev Loofboro said a person has been chosen for the scholarship and will be announced in an article in the newsletter.

**Fundraising –** Ann Neshek had the new Entertainment Books for sale at the meeting. A representative from Entertainment Books talked to our members about what is in this year's books including Pick'N Save and McDonald's coupons. Ann said that Steve the Barber is selling books for us so she gave him a free book. Ann added that if we pay for sixty books by tomorrow, September 1<sup>st</sup>, we will get four free books. A motion was made by Linda Steinberg and seconded by Sue Press that we do this.

**National Conference –** Susan Hallberg is still looking for volunteers for the national conference. Let her know if you are interested.

**Public Relations –** Linda Steinberg has arranged for Lt. Governor Barbara Lawton to be our speaker. She needs names of guests to invite and their addresses by September 10<sup>th</sup>. She would appreciate some help with the history of our chapter and needs prizes for the evening. There will be an invitation addressing party at Linda's house in Brookfield on September 23<sup>rd</sup>.

A motion was made to adjourn the meeting by Susan Hallberg at 9:15 and this was seconded by Rhonda Fritz.

Respectfully submitted,


Trudy Daline, Recording Secretary

Cathy Yekenevicz, President

## SCHEDULE OF EVENTS

- **September 28, 2004**—  
“Generational Diversity,”  
Mavis Luther, Manager,  
Human Resource Consulting,  
Wipfli LLP. Dinner: Choice of  
Baked Stuffed Shrimp or  
Mesquite Grilled Pork Chops
- **October 27, 2004,**  
**Wednesday**—Networking  
Event 50th Anniversary  
Celebration, Lt. Governor  
Barbara Lawton, “Wisconsin  
Women = Prosperity” at the  
**Wisconsin Club**
- **November 23, 2004**—Annual  
Student Night, “The Art of  
Interviewing.” Family style  
dinner.
- **January 25, 2004**—Annual  
Tax Update. Dinner: Choice of  
Mushroom Ravioli Marsala or  
Baked Cod Almondine
- **February 22, 2004**— “Smart  
Women Finish Rich,” David  
Moxon, Morgan Stanley.

## SEPTEMBER 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

WE'RE ON THE WEB!

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. Meeting fees are: \$19, members; \$16, retired members and students; and \$21 guests.

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



Klemmer's Banquet Center