

Forty-First ENTRY

Volume 55, Issue 3~ October, 2005

President's Message ~ GOOGLE

Are you using Google more now? I wasn't at last month's meeting, but I do like to be the hero when someone needs information fast - - and Google's a great place to find it.

The Joint Annual Meeting and conference was intense, electrifying, and well worth it. Kudos to our own Vivian Moller, National Board Member, who surmounted impossible odds (I'll let her tell you about it) to facilitate discussions, lead a focus group, and attend meetings of all kinds.

What did I learn? Number 1: the importance of bylaws in structuring and guiding the operation of a non-profit organization. I attended a number of sessions dealing with non-profit governance, and some on benefit plans.

To an extended meeting of the Chapter Presidents' Council, we took action to form committees whose purpose it will be to make the CPC an advocate for all chapters throughout the year, and a source of training and support for current and upcoming leaders in each Chapter. We could see the importance of bringing the President-Elect into the loop as early as possible so that her presidency will be a full year of purposeful action rather than a long learning curve.

In discussions with other Chapter members, I found that our Chapter is larger than some, has more CPE than many, and charges less for its meals than most! I was surprised to hear that some Chapters have had difficulty attracting members and guests to their educational meetings, and so have offered non-accounting topics at their meetings much of the time. Thank you, thank you, to those who have provided our meetings with useful, in-depth topics that make a difference in our professional life!

On a personal note, I'm in a play this month (Rodgers & Hammerstein's Cinderella) and that's all that I am doing evenings and Sundays! If you'd like to attend, the shows are October 21, 22, 23, 28, 29, and 30 at Cedar Theatre (coincidentally, where I work). Sundays are at 2:00 p.m., and the other evenings are at 8:00 p.m. Tickets can be pre-ordered by calling 262-306-9338, for the advance price of \$10 per adults.

Looking forward to sharing my "goodie bag" with you at the October meeting!

~ Catherine Yekenevicz, Chapter 41 President 2005-2006

October Meeting~ Sarbanes Best Practices for Small Companies

Speaker: Dan Szidon, Wipfli, LLP - - See Page 2.

Meeting Details

The next meeting will be held Tuesday, October 25, 2005, at Klemmer's Banquet Center, 10401 W Oklahoma Avenue, West Allis beginning at 5:30. Dinner is served at 6:00 followed by the program and business meeting. Entrees are: 6 oz. Filet Mignon / Roasted Artichoke Ravioli / Pesto.

Guests, members, and students are welcome at any meeting. Please contact Joan Cook (414) 297-6438 or (414) 228-6678 VPresident@aswamilwaukee.org by the previous Thursday to make a dinner reservation. Meeting fees are: \$21, members; \$18, retired members and students; \$23, guests.

Profile

Daniel T. Szidon Partner

Specializing in issues facing the manufacturing, distribution, and service industries, Dan is highly skilled in providing:

- Financial Reporting and Disclosure
- SEC Accounting and Reporting
- Inventory Accounting and Management
- Product Pricing and Costing Analysis
- Implementation and Maintenance of LIFO Inventories
- Streamlining of Financial Reporting
- Performance Management Services
- Business Acquisitions and Sales
- Assistance in Developing and Implementing Strategic Business Plans
- Employee Benefit Plan Audits

Contact

Please call Dan at our Milwaukee office at 414.431.9328 or e-mail him at dszidon@wipfli.com

Dan Szidon prides himself in accurately evaluating critical client issues, determining the needs and resources, and formulating sound, common-sense business solutions.

Through extensive experience, continuing education, and advanced certifications, Dan is able to provide state-of-the-art services to closely held businesses and their owners.

Dan is a certified public accountant who has focused his practice in providing financial and consulting services. Dan has over 13 years of professional experience in audit and accounting services as well as consulting on various business issues. He is involved with all sizes of businesses from the closely held to the large publicly traded companies.

Dan prides himself on striving to understand his clients' business to the highest degree possible by regular and frequent contact and involvement.

As a member of the firm's Quality Assurance Committee, Dan has been instrumental in maintaining the firm's audit policies and "Efficient Auditing Philosophy," which result in a more efficient audit while providing more value to our clients. Dan is also a member of the firm's Manufacturing and Distribution Committee.

Professional Organizations and Activities

Active in the American Institute of Certified Public Accountants (AICPA) and the Wisconsin Institute of Certified Public Accountants, Dan is also involved in a number of community organizations and activities.

Education

Dan is a cum laude graduate of Marquette University, Milwaukee, having earned a bachelor of science degree in accounting. Dan has remained committed to his education and routinely participates in continuing education coursework including SEC Auditing and Reporting, Advanced Auditing of Employee Benefit Plans, Asset Fraud Investigations, Business Valuations, ISO 9000, and participation in the AICPA's National Accounting and Auditing Advanced Technical Symposium.



"Always do more than is required of you."

-George S. Patton

Permanent Dinner Reservation List: Lois Arsand, Sue Christensen, Rhonda Fritz, Wendy Hall, Susan Heallberg, Sue Heaton, Vivian Moller, Ann Neshek, Cheryl Pfundtner, Sue Press, Mary Pulizos, Sheila Robak, Ellenmay Seaman, Valerie Sheldon, and Cathy Yekenevicz.



American Society of Women Accountants
Milwaukee Chapter 41
Membership Meeting – September 27, 2005

MINUTES

Call to Order: The September meeting was called to order at 8:00 pm by Sheila Robak. Quorum Present.

Minutes: Motion made to accept prior meeting minutes for August 23, 2005 by Ann Neshek, seconded by Sue Christensen. Motion approved.

Treasurer's Report: Sue Press reported that the advertising included an ad in WICPA magazine. Current member revenue is similar to prior year. Sue brought u that we currently have to pay for 20 meals each meeting. On September 27, 2005, only 15 meals were served.

Committee Reports:

Program: The October 25th meeting topic will be "Sarbanes Oxley – Best Practices for Small Companies." Future programs are: November 2nd, "Consumer Credit Counseling"; January 24th, "Tax Update" (Kolbe & Co.); February 28th, "Economic Outlook," and March 28th, "Business Insurance" (Focus on Workers' Comp.). Discussion followed regarding whether an e-mail list should be set up for meeting announcements.

Membership: Sue Christensen reported that we will vote on an application after the meeting.

Scholarship: Bev Loofboro reported that there will be a sample application on the website. The 4-year scholarship deadline is November 19th.

Fundraising: Ann Neshek reported that Entertainment and Gold C books are available for purchase. Cost is #35 for Entertainment Books and \$12 for Gold C Books. They will be on sale until the end of the year. The profit margin for Entertainment Books is \$7 and \$2.40 for each Gold C book sold.

Website: Wendi Hall reported that if the website is down to please contact her by e-mail or phone. Her e-mail address is wendih@sosllc.com.

New Business

Ann Neshek received information regarding magnetic-backed nametags. Each nametag would cost \$7.25, plus shipping and tax.

Motion made by Sue Heaton and seconded by Bev Loofboro to adjourn the meeting. Meeting adjourned at 8:35 p.m.

Respectfully submitted:
Valerie R. Sheldon, Recording Secretary

Fundraising Chair's Message:

ENTERTAINMENT '06 AND GOLD C BOOKS WILL BE AVAILABLE AT THE OCTOBER 25TH MEETING!

The Entertainment '06 and Gold C books will be available again for everyone to pick up at the October 25th meeting. The Entertainment '06 books still sell for \$35 but the price of the Gold C books went up to

\$12. The coupons are good to use right away! If you would like to pick a book up before the October meeting, just contact me at the number or e-mail listed below.

An e-mail was sent out in August to let everyone know some of the highlights of the new books. Just in case you did not get the e-mail, here are some of the highlights in the Entertainment '06 book: ■ 12 Pick 'n Save Coupons for a \$5 gift card with a \$50 purchase; ■ 12 Jewel Osco Coupons for a \$5 discount with a \$50 purchase ■ Free Blockbuster movie rental and popcorn - - you need to go to Entertainment's website and print it out then bring it into the store. ■ Various McDonald's, Charcoal Grill, Cousins, Culvers, KFC, Taco Bell, Burger King, and Friday's Front Row coupons. ■ Various Scrub-A-Dub, Ace Hardware, True Value, Harbor Freight Tools, and Sherwin Williams coupons. ■ Various other Fine Dining, dry cleaning, and movie theater coupons, and lots more!

So far we have sold 20 Entertainment books and 8 Gold C Books for a \$159.20 profit. Let's make this another successful year for our Entertainment Book sale!

Ann Neshek, Fundraising Chair
E-mail: fundraising@aswamilwaukee.org
Telephone: (414) 443-1911

Please Note:

It's time to decide whether Chapter 41 is going to participate in the Holiday Giving Tree Program this year. Please send an e-mail to me at vmoller@hyc.com if you wish to participate and let me know how many tags you want. If possible, let me know by the end of this week. We need to take a minimum of 15 tags to participate in this worthwhile cause.

At the National Conference, a Balance Award was announced for Kolb and Company, a Milwaukee firm. No one was there to accept the award, so I have it. We do not know which of our members nominated them and we would like to invite them to our meeting for a presentation ceremony. Please contact Cathy Yekenevicz at cycpa@woyager.net if you have this information and we will get the invitation out.

IS IT TIME TO UPDATE YOUR RESUME?

The motto, "Be Prepared," isn't just great advice for Boy Scouts; it's also great career advice. You never know when the perfect career opportunity will present itself. If a recruiter called you today with your dream job, would you be prepared to send out an up-to-date resume right away?

There are four critical times to update your resume:

- ▶ At least once a year
- ▶ Any time your career focus changes
- ▶ When you anticipate layoffs with your company, and
- ▶ When you begin to feel dissatisfied with your current position.

1. Update your resume every year.

This is where many people fall short. When that recruiter calls with the perfect job, you may suddenly find your resume is years out of date and you will have to scramble to catch up. Keep your resume current by including your best accomplishments each year. Don't count on your memory to recall everything you achieved in years past! You are likely to overlook critical achievements and contributions. If you need assistance, a resume coach may be able to help you through the process with some targeted questions on your most recent jobs.

2. Update your resume when your career focus changes.

If you want to change your career path, then you also need to change your resume. There are several ways to shift the focus away from your current job and toward your new career. By focusing on the skills that will be useful in your new career, you can position yourself as a

stronger candidate for the job. Highlight those transferable skills in your new resume, bringing them front and center. In addition to highlighting your transferable skills, shift your list of accomplishments to support those skills. Accomplishment statements give credibility to transferable skills and prove your ability to cross industry or occupational lines. Well-crafted accomplishments make a big difference in whether you win the interview or are passed over

Finally, be sure you understand your audience. As you shift career focus, it is critical to understand the hiring motives of your target market. Use your resume as an effective selling tool by correctly anticipating the recruiter's "wish list" for great job candidates.

3. Update your resume when you anticipate layoffs within your company.

A harsh reality of today's economy is the need for corporate downsizing. Layoffs and losses are becoming more and more common, but you can prepare for any worst-case scenario by keeping your resume up-to-date.

Don't make the mistake of being overly optimistic. It's safer to assume that you are on the "out" list. Most people who get caught unexpectedly in a layoff thought they were indispensable to their employers. You might be important or well-liked, but remember that the bottom line always has a louder voice than you do. Get your resume ready as soon as you see any indications that downsizing is on the way.

Don't mistake company loyalty for a fear of change. Often employees would rather take their chances with a potential layoff than make proactive steps toward finding a new job. Once they're laid off, it's already too late. Remember, as a candidate, you are always more marketable while still employed. Avoid this trap and start your job search early with self-marketing tools (resume and cover letter) that are up-to-date and top quality.

4. Update your resume when you are dissatisfied with your current position.

Job dissatisfaction leads to feelings of frustration, worthlessness and, often, hopelessness. But there is no reason to stay in a job you hate. Being prepared with an updated resume can help you feel better in your current job. When you have a really terrible day at work, you can respond to job opportunities that same evening with confidence in your up-to-the-minute resume. Taking proactive steps toward a new career will give you back your optimism and self-worth. If it's time for you to update your resume, first decide whether your resume requires a simple update or a complete rewrite. If you have been using the same resume format throughout your career, it's possible that you have outgrown the old look. What your resume promoted ten years ago may not be appropriate or significant for your career choices today. And, if you've simply been "tacking on" to your old resume, it may start to resemble a house with too many additions, with little sense or direction.

A professional resume critique can help you decide exactly what you need to move forward. A well-written resume can make an incredible difference in:

- The length of time it takes to make your career move
- The quality of your next position
- the income potential of your next position.

Your resume is your best sales tool in finding a new job and it deserves the investment of your time and commitment. With a little extra effort now, you'll be prepared for anything that comes your way - - and be well on the path to your next great job.

Deborah Walker, CCMC
Career Coach, Resume Writer
deb@AlphaAdvantage.com

JOB OPPORTUNITIES

Special opportunity for an Audit Partner and a Senior Manager with a major CPA firm in the West. This is a top ten CPA firm that has an urgent need for an Audit Senior Manager and an Audit Partner in its Los Angeles, CA office. The candidate must have manufacturing/distribution client base experience

For the position of Partner, the candidate need not have an accompanying client base. For the Manager, exceptional growth has provided a realistic setting for advancing to Partner for CPA professionals who chose to practice in a rapid growth setting for leading companies.

If you have a candidate suggestion, we can arrange a telephone introduction to speak with the Managing Partner. Paid relocation and paid interview expenses are included

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<u>Meeting</u>	<u>Dinner Choice</u>	<u>Presentation/Speaker</u>
October 25, 2005	6 oz. Filet Mignon / Roasted Artichoke Ravioli / Pesto	"Sarbanes Best Practices for Small Companies" Dam Szidon, CPA, Wipfli
November 22, 2005	Stuffed Filet of Sole / Chicken Cordon Bleu	"All About Credit" Kathryn Crumpton, Consumer Credit Counseling Service
January 24, 2006	Veal Italiano / Baked Cod Almondine	TBA
February 28, 2006	Baked Chicken Breast / Pasta Primavera	TBA
March 28, 2006	New York Strip / Mushroom Ravioli Marsala	TBA
April 25, 2006	Chicken Saltimbocca / Salmon Filet-Bernaise Sauce	TBA
May 23, 2006	6 oz. Filet Mignon / Chicken Kiev	TBA
June 27, 2006	Mesquite Grilled Pork Chops / Baked Stuffed Shrimp	TBA