



American Society of Women Accountants

FORTY-FIRST ENTRY

Volume 58, Issue 4

November 2007

President's Message

ASWA Members and Friends,

The Joint National Conference was a great experience with many great speakers and opportunities to network and share ideas with other participants. Some of your chapter members attending were very lucky in the door prize drawings!! Next year's conference will be in Dallas, Texas (my home state). If you have never attended one, consider it. It is an enriching experience.

Student night is just around the corner and there is a great selection of speakers representing Harley-Davidson, GE Healthcare and KPMG. Please plan to attend and show support for the students and our chapter. Also, if you have any items to donate to the raffle, please contact Kathy at 262-335-0763 ASAP.

Don't ever confuse the two, your life and your work. That's what I have to say. The second is only a part of the first.

- Anna Quindlen

We will again be participating in the Holiday Giving Tree. This program collects gifts for those in need. If you would like to make a child's holiday brighter, please see me at the meeting or contact me via email for a gift tag. Bev Loofboro has graciously volunteered to collect the gifts. Her address for drop off is the office of Dr Loofboro SC 11038 W. Capitol Dr. (1 block west of Mayfair Road). Phone: 414-461-1055. Monday & Wednesday 8am to noon, 2 to 6pm. Tuesday & Friday 8am to noon, 2 to 5pm. Thursday 8am to noon.

Best regards,

Janet Sargent
414-643-2251

**STUDENT NIGHT
is
TUESDAY,
NOVEMBER 27**

**See Flyer on Page 6
For Details**

Inside this issue:

Fundraising Info	2
September Minutes	3
Student Night	6
Scholarship Info	4
ISR News	5
Meeting Schedule and Calendar	7, 8
Controlling the Inbox Monster	9
Building an Effective Employee Orientation Program	10

ASWA Mission:

The mission of ASWA is 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.

To learn more about us, go to www.aswa.org or www.aswamilwaukee.org.



ENTERTAINMENT '08 AND GOLD C BOOKS WILL BE AVAILABLE AT THE NOVEMBER 27th MEETING!

We distributed some more Entertainment '08 and Gold C books at the October meeting and they will be available again for everyone to pickup up and sell at the November 27th meeting. The Entertainment '08 books still sell for \$35 (coupons expire 11/1/08) and the Gold C books now sell for \$15 (coupons expire 9/30/08). The coupons in both books are good to use right away! If you would like to pick a book up before the November 27th meeting just contact me at the number or e-mail listed below.

Here are some of the highlights of the new Entertainment 2008 books:

2 Piggly Wiggly Coupons for a \$5 discount with at \$75 purchase

Various McDonald's, Charcoal Grill, Houlihan's, Schlotzky's, Subway, Culvers, Taco Bell, Burger King, Cold Stone Creamery, George Webb's, The Melting Pot, Uno

Chicago Grill, Baskin Robbins, Dunkin Doughnuts, Johnny V's, Papa John's, Hardee's, Quiznos, Auntie Anne's, Edwardo's, & Bigg's Roadhouse coupons

Various Scrub-A-Dub, Ace Hardware, Walgreen's, Deb, Fashion Bug, Radio Shack, Bed Bath & Beyond, UPS & Sherwin Williams coupons

Various Milwaukee area places to visit including the Art Museum, Boerner Botanical Gardens, the Domes, the IMAX theatre, and the Milw. Public Museum

Various other Fine Dining, Golf, Drycleaning, Dinner by Design, & Movie Theater coupons and lots more!

So far we have already sold 17 Entertainment Books and 12 Gold C books for a \$155.00 profit. Our goal is a \$1,000 profit so we need lot's more help from all of our members. We can sell both books until Christmas. If anyone needs a book after the November 27th meeting just contact me at the number or e-mail address listed below. They make great Christmas gifts for those people that are hard to buy for! Let's make this the most successful year yet for our Entertainment Book sale!

POCKET PEELERS WILL ALSO BE AVAILABLE AT THE NOVEMBER 27th MEETING!

Pocket Peelers will be available for pickup again at our November 27th meeting and they still sell for \$10 each with a 50% profit for our group. The coupons are good until 3/31/08. This will be the last time Home Depot will be on the card until further notice. The people at Pocket Peelers told me we will know more in January '08 what will be on the Spring 2008 edition card. Remember that both Menards and Lowes accept the Home Depot coupon on non-sale and non-special order merchandise.

The coupons on this fall's edition are from Home Depot (4 @ 10% off of a purchase up to \$500), Cousins Subs (4 coupons), Uno Chicago Grill (2 coupons), Rocky Rococo (4 coupons), Cold Stone Creamery (3 coupons), Interstate Music (1 coupon), Chancery (2 coupons), Famous Dave's (2 coupons), Scrub-A-Dub Wash & Oil Change (2 coupons), Dairy Queen (4 coupons), Subway (4 coupons), AMF Bowling (1 coupon), & Dunhams Sports (1 coupon for 10% off). The coupons in the fall edition are good until March 31, 2008. If you would like to see what they look like you can check out their website at www.pocketpeelers.com.

Pocket Peelers are printed two times a year once in March and once in September. Last fall we decided to sell both the spring and fall edition of Pocket Peelers because our Entertainment Book sale profits were smaller than we hoped for. So far we've sold 26 Pocket Peelers for a \$130.00 profit!

If you can't make it to the November 27th meeting but you would like a Pocket Peeler, you can contact me at the number or e-mail address below to get one. Since Pocket Peelers fit in an envelope if you send me a check I can mail you the Pocket Peeler. Let's make this Pocket Peeler sale a great success!

Ann Neshek

Fundraising Chair

Phone: (414) 443-1911

E-Mail: Aneshek@wi.rr.com

Address: 1317 S. 121st Street, West Allis, WI 53214



American Society of Women Accountants
Milwaukee Chapter 41
Membership Meeting Minutes-Tuesday October 23, 2007

Meeting called to order by Janet Sargent.

Quorum present.

Approval of prior month's minutes – Cheryl Pfundtner made a motion to approve the September meeting minutes and Sue J. seconded. Motion approved.

Treasurer Report – Cathy Y reported that we have paid the installments for the 2 and 4 year scholarships. The President's expense for attending the National Conference was funded as budgeted.

Committee Reports

-Programs –There will be a tax update in January by June Jaeger-Norman and in March a computer topic. The Electronic Documentation presentation that was scheduled for this meeting will be rescheduled for the spring.

-Scholarship – Applications for the 4 year \$1,500 scholarship now specify that the student attends a Wisconsin school. Original deadline was November 15th, but this will be extended as applications will be given out at Student Night.

-Fundraising-Ann Neshek-We have made only \$91 profit so far selling Entertainment Books and \$120 profit for selling Pocket Peelers at \$10 each.

-Student Night – If you have any donations for Student Night, please let Kathy Burzynski know.

-Membership Retention – No responses yet per Rhonda Fritz.

New Business

-Bus trip to Woodfield Mall as fundraising event has been canceled.

-Wendi Hall will have an article in the next ASWA magazine publication regarding working with a spouse.

-Cheryl Pfundtner mentioned that Spina Bifida organization is looking for a treasurer.

Meeting adjourned.

Respectfully submitted

Valerie R. Sheldon

No meeting in December.

The next meeting is Tuesday, January 22, 2008.

The ASWA Board wishes everyone a happy holiday season!



Scholarship Update

PLEASE NOTE: DUE DATE EXTENDED TO NOVEMBER 30, 2007

The American Society of Women Accountants, Milwaukee Chapter 41, grants a scholarship each year to a woman student who is in a four year program and will be a senior during the next academic year, is majoring in accounting and attending a Wisconsin school.

The 2008-2009 grant will be for \$1500 payable in two installments at the beginning of each semester. Applicants are judged on grades, extra curricular activities, life experience and an essay. Payments are contingent upon the recipient providing proof of enrollment for the 2008-2009 semesters, academic level at that time and maintaining personal conduct at the school she attends.

The successful applicant will be notified no later than the first week in January. She will be expected to attend one of our monthly meetings, of her choice, that are held on the fourth Tuesday of each month at Klemmers Banquet Center in the Milwaukee area. This will, of course, be as our guest. No notice will be sent to the remaining applicants.

Only fully completed and signed applications will be considered. Applications can be downloaded on our website at www.aswamilwaukee.org and submitted to the Scholarship Chair.

Application deadline is November 30, 2007.

Sue Heaton, CPA
Scholarship Chair
Suby, Von Haden & Associates
P.O. Box 1910
Brookfield, WI 53008-1910
heatons@sva.com
fax cover letter is essential 262-641-6880

NEWSLETTER DEADLINES

The deadline for newsletter articles will be ONE WEEK AFTER our monthly meeting.

As there is no meeting in December, the deadline for the next newsletter bulletin is Wednesday, January 2, 2008!

Please submit all articles to Sue Press, spress@schlitzpark.com or gpress@centurytel.net. If you have any questions, you can contact Sue at 414-272-6302 or 262-495-8611.

Help make a child's holiday brighter, join our organization in the Holiday Giving Tree. Contact Janet Sargent at 414-643-2251 or Bev Loofboro at 414-461-1055 for more information.

IRS NEWS FOR BUSINESS
NOVEMBER 2007

● A Phone forum on *Forms 1099 Information Reporting* will be held on November 28, 2007. Register by November 26th at www.atevent.com. Call in 3-5 minute early on November 28th to 866-216-6835. Watch for future Phone Forum announcements in [Tax Pro Events](#) on IRS.gov.

CONFERENCE ACCESS CODE

TAIN	CENTRAL	MOUN-
191355	9:00 am	8:00 am
510438 am	12:00 pm	11:00
749158	3:00 pm	2:00 pm

- [IR-2007-161](#) Taxpayers can now request an [Employer Identification Number \(EIN\) online](#) through IRS.gov and get it within minutes.
- The Department of Labor has updated minimum wage posters available. Posters can be printed from [DOL Poster](#) or ordered by phone at (888) 972-7332. If you are not sure which posters you must post, DOL offers an online [Poster Advisor](#).
- [Revenue Procedure 2007-63](#) updates the rules for determining the amount of an employee's ordinary and necessary business expenses for lodging, meals and incidental expenses incurred while traveling away from home that are deemed substantiated.
- [401\(k\) Plan Potential Mistakes](#). A new web-based tool helps plan sponsors identify, correct, and avoid common errors.
- The Dept. of Labor has a [new interactive Web tool](#) employers can use to learn about retirement plan reporting requirements, fiduciary responsibilities, common plan errors and rules for providing investment advice to workers.

Officers, Board Members and Chairs

President:	Janet Sargent President@aswamilwaukee.org
Past President:	Sheila Robak
Vice Pres-Programs:	Wendi Hall VPresident@aswamilwaukee.org
Recording Secretary:	Sharon Stone RecSecretary@aswamilwaukee.org
Corresponding Secretary:	Sue Press CorSecretary@aswamilwaukee.org
Treasurer:	Cathy Yekenevich Treasurer@aswamilwaukee.org
Reservations:	Sheila Robak Reservations@aswamilwaukee.org
Publicity:	Linda Steinberg PR@aswamilwaukee.org
Membership:	Sue Christensen membership@aswamilwaukee.org
Member Retention:	Rhonda Fritz members@aswamilwaukee.org
Fundraising:	Ann Neshek fundraising@aswamilwaukee.org
Website:	Wendi Hall webmaster@aswamilwaukee.org
Student Night:	Kathy Burzynski student@aswamilwaukee.org
Member Education:	Caryl Ehlert Education@aswamilwaukee.org
Scholarship:	Sue Heaton scholarship@aswamilwaukee.org
Scholarship Trustees:	Sue Christensen and Jean Williams



The American Society of Women Accountants
invites **ALL** Accounting and Finance Students (men **and** women) to
Tuesday, November 27, 2007
Klemmer's Banquet Center
10401 West Oklahoma Avenue, West Allis

Speakers:

Pam Prosser, CPA, CMA – Harley-Davidson
Exciting career paths in finance with a global manufacturer!

Kelly Janzen, CPA – GE Healthcare
Will discuss careers as a Corporate Controller!

Robert W. Kastenschmidt, CPA, CMA – KPMG
Insights into dynamic careers in public accounting!

Raffle for many prizes including a scholarship for the Becker CPA Review*!

Doors open at 5:30 p.m.

Dinner at 6:00 p.m.

Join us for a fun informative evening and begin sketching the road map of your career!

*Scholarship recipient must register for the course by May 27, 2008!

Please call Kathy Burzynski for more details at (262) 335-0763 (Bur@BurzynskiES.com)

RSVP BY 11/21/2007

Make your checks payable to **American Society of Women Accountants** (Members \$21, Students \$18, Guests \$23)

Return registration form with payment to:

Kathy Burzynski
Burzynski Employment Solutions, LLC
6394 Scenic Drive East
West Bend, WI 53095

Name: _____

Address: _____

School: _____

Phone number: _____

ASWA Meeting Schedule for 2007-2008

Location:	Klemmer's Banquet Center, 10401 W. Oklahoma Avenue
Time:	Social 5:30, Dinner 6:00, Program 7:00
Fees:	Members \$21, Retired Members \$18, Students \$18, Guests \$23

Date	Entrée	Program Topic/ Speaker
Nov 27, 2007	Family Style Baked Chicken or Pot Roast of Beef	<i>STUDENT NIGHT</i>
Jan 22 2008	Burgundy Marinated Sirloin Stuffed Filet of Sole Roasted Artichoke Ravioli	<i>Annual Tax Update</i> June Jaeger-Norman
Feb 26, 2008	Chicken Saltimbocca Veal Italiano Garlic & Herb Pasta	TBA
Mar 25, 2008	Salmon Filet Chicken Cordon Bleu Mushroom Ravioli	Computer Topic TBD
Apr 22, 2008	Chardonnay Chicken Baked Cod Roasted Artichoke Ravioli	TBA

Please call Sheila Robak at 262-246-7258 or by e-mail to srobak@miller-bradford.com by the Thursday before our meeting 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!)

Kathy Burzynski	Sue Christensen	Rhonda Fritz	Wendi Hall	Susan Hallberg
Sue Heaton	Vivian Moller	Ann Neshek	Cheryl Pfundtner	Sue Press
Sheila Robak	Valerie Sheldon	Sharon Stone	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 may contact Sheila Robak. 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 pay-



2007-2008 ASWA MEETING CALENDAR

JULY						
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NOVEMBER						
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JULY						
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Holiday
 Regular Monthly Meeting
 Special Board Meeting
 Newsletter Deadline



CONTROLLING THE INBOX MONSTER

By Rick Telberg

E-mail may be the greatest communications tool since the telephone. But it's probably the single biggest productivity killer. Who'd have thunk it?

Tim Ferriss, that's who. Ferriss began thinking about it back in 2004 when, as CEO of a Silicon Valley company, he was receiving 1,500 e-mail messages per week and realized the obvious: Few of those messages added any real value. He tested his theory by transplanting himself overseas and limiting his e-mail access to once per week. After four weeks, his company's profits increased 30 percent. Far-fetched? Maybe. But Ferriss is getting a lot of attention with his new book, *The 4-Hour Workweek: Escape 9-5, Live Anywhere, and Join the New Rich*, and an article on it in this space has generated some of the biggest response we've ever seen.

Ferriss came across a study that found that a single interruption, such as opening an e-mail, causes people to take up to 45 minutes to regain momentum on what they were working on before the interruption.

But CPAs want more than theory. You've been asking for practicable advice. So, here, due to popular demand, are some of Ferriss' specifics:

1. Restrict your inbox checks to twice a day. Noon or just prior to lunch and 4 p.m. are the optimum times for such checks.
2. Never check e-mail first thing in the morning. Instead use that time to complete your most important tasks.
3. Prioritize. Complete your most important tasks before lunch to avoid using hunger or reading e-mail to justify procrastination.
4. Advise others of your e-mail policy. On your voicemail, leave a message something like this: "Due to high workload and opening deadlines, I am currently responding to e-mail twice daily at 12 p.m. EST and 4 p.m. EST [be sure to note the time zone]. If you require help with something that cannot wait until those times, please call me on my cell phone at (555) 555-5555." Ferriss himself limits e-mail checks to once per day.
5. Remove yourself from the "need to respond" hook. Add a line or P.S. to your e-mail system's auto-responder that reads "Thank you so much for your letter. I make every attempt to respond personally to all who contact me, but due to the high volume of e-mail I receive, this is not always possible. Thank you for understanding and have a wonderful day." Or, "If your e-mail does not contain a question that requires a response, please don't be offended if I do not reply with an e-mail. This is to keep back-and-forth to a minimum for both of us. Please feel free to call my cell if you need a confirmation or anything else."
6. Delegate. To avoid constant e-mail requests for permission on small matters, establish a policy that allows your staffers to use their own judgment to solve issues up to a certain dollar amount.
7. Use "if, then" messages. Sending an "If, then" message can delegate responsibility and avoid unnecessary e-mail overlaps. For example, if you suspect a manufacturing order has not arrived at the shipping facility, send the following message to the shipping manager. "Dear Harry, Has the new manufacturing shipment arrived? If so, please advise me. If not, then please contact John Doe at 555-5555 or via e-mail at john@doe.com (he is also CC'd) and advise on delivery date and tracking. John, if there are any issues with the shipment, please coordinate with Harry, reachable at 555-4444, who has the authority to make decisions up to \$500 on my behalf. In case of emergency, call me on my cell phone, but I trust you two. Thanks."

"Just as 'modern man' consumes both too many calories and calories of no nutritional value," Ferriss says, "the modern knowledge worker eats data both in excess and from the wrong sources." CPAs, and anyone else, can learn to recognize and fight the information impulse.



FORTY-FIRST ENTRY

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

aswamilwaukee.org

The mission of ASWA is 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.

Building an Effective Employee Orientation Program

In a recent survey by our company, one-third of workers said their companies provided them no formal orientation program when they came on board. Failing to provide this initial training, however, could be a missed opportunity for both employer and employee. Eighty-seven percent of the respondents who did go through an orientation said the program effectively prepared them for success with their new firm. Following are tips for establishing orientation initiatives that both educate and build strong bonds with your newest accounting team members:

- Remember the basics. Ease a new hire's first-day jitters by personally greeting the individual and giving him or her a tour of the office, while offering introductions to key colleagues. Also, be sure to provide an up-to-date employee handbook and telephone directory.
- Keep your message consistent. The information conveyed during orientation sessions should closely mirror the ideas expressed during the recruitment process. Pick up where the job interview left off by reinforcing your firm's mission and core values. Also, review job duties, set expectations, explain reporting lines and describe current accounting projects.
- Create an agenda. A well-organized orientation roadmap tells newcomers exactly what they can expect and shows them how your organization conducts business. An agenda enables you to adhere to a schedule and sends the message your company values its employees and wants them to begin contributing as soon as possible.
- Make it a team effort. You don't have to take the entire job of helping new staff acclimate to your workplace on your own shoulders. In fact, it's a good idea to include others in the process. While you can address issues related to the accounting department, a human resources practitioner can better cover the intricacies of company policies and how to enroll in your benefits plan. A motivational appearance by a company executive will add credibility and weight to group orientation sessions.
- Avoid data dumping. Throwing too much information at employees too quickly can be overwhelming. Give people ample opportunity to absorb what they're learning by spacing out the process over several weeks. What team members are experiencing on the job offers a context for orientation and training.

It takes time and resources to develop a top-notch orientation program. But the benefits make it well worth the effort because your new accountants will learn and thrive from day one.

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 350 offices throughout the Americas, Europe and the Asia-Pacific region, and offers online job search services at www.accountemps.com