



American Society of Women Accountants

FORTY-FIRST ENTRY

Volume 58, Issue 6

February 2008

President's Message

ASWA Members and Associates,

I hope that you all made it safely through one of the worst snow storms in decades. It certainly was a white-knuckle ride home! Hearing the reports of how many people were stranded made me realize just how important it is to be prepared. How many of us have emergency kits in our cars in case we are stranded? I have made it a goal to purchase an emergency bag and keep it stocked in my trunk, keep my cell phone charged and always have more than half a tank of gas. Below are some other tips:

Carry a Winter-Survival Safety Kit in your vehicle:

- Bring along blankets and a bright piece of cloth to tie on your antenna if you become stranded.
- Flashlight with spare batteries.
- Extra change of clothing to keep dry.
- Non-perishable foods such as candy bars, canned goods, or high calorie food like Power Bars.
- A can and waterproof matches (used to melt snow for drinking water).
- A compass, shovel and sand, tow rope, and jumper cables.

Before traveling:

- Check the latest forecast
- Check the latest road conditions before you head out into winter weather.
- Let someone know where you are going and when you think you will reach your destination.

If you become stranded in your vehicle during a winter storm:

- Stay in your vehicle
- Run the engine at 10 minute intervals for heat.
- Maintain proper ventilation by making sure the exhaust pipe is not plugged.
- Leave the windows open slightly to avoid carbon monoxide poisoning.
- Make yourself visible to rescuers. Tie a bright cloth to your antenna or door handle.
- Turn on the dome light at night, but only when running the engine

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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.

POCKET PEELERS WILL BE AVAILABLE AT THE FEBRUARY 26TH MEET-

After taking a vote we will be selling the spring 2008 edition Pocket Peelers even though it doesn't include the Home Depot coupons this time. Pocket Peelers will be available for pickup at our February 26th meeting and they still sell for \$10 each with a 50% profit for our group. If you would like to see what the Pocket Peelers spring 2008 edition looks like you can visit their website at www.pocketpeelers.com. The coupons on the spring 2008 edition are good until March 31, 2009.

If you can't make it to the February 26th meeting but you would like a Pocket Peeler, you can contact me at the number or e-mail address below after February 13th 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

E-mail: fundraising@aswamilwaukee.org

Phone: (414) 443-1911

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

AUDIT OPPORTUNITY: Looking for someone to do pro-bono audit for a 501(c)3 that raises money for work in Guatemala. About 99% of funds raised go for program services. No wages are paid and very minimal administrative expenses. See their website at <http://www.ssnd-mile.org/gprw.htm>. They are currently advertising for the position at http://www.wicpa.org/For_Members/vol/opps.html. Click on "view current postings" and see GPRW.

FEBRUARY PROGRAM

Our topic for February is "The Importance of Clutter" given by Rosemary Jacobson. Rosemary will talk about clutter's place in our lives and give helpful hints on organizing office spaces.

Rosemary has a passion for creating calm, organized spaces and systems to keep them that way. Three years ago she retired from Lee Hecht Harrison and established her own consulting company, "Strategies", offering services in three areas:

- Resumes & Career Coaching
- Retirement Planning [Chartered Retirement Planning Counselor
- Senior Downsizing and Space Planning/Organizing

Her expertise is in helping people. Her special skill is to help them create methods to organize and maintain the efficient flow of the papers and things of daily life.

Her counselling background [20 years in Minneapolis as a Hospital Chaplain, Certified Chemical Dependency Counselor & Director of a Pain Rehabilitation Clinic] gives her good insight into working with people.

Seventeen years ago Rosemary resigned her job, re-married and moved to Milwaukee. She joined her husband Jake in his work as an Outplacement Consultant and Career Coach.



NEW MEMBER INTRODUCTION

I'm pleased to announce that our Chapter has recently approved the applications for membership for two new members. This brings us to 5 new members so far this year.

Karen Cornelius works at Russel Metals Williams Bahcall. She graduated from Mount Mary with an accounting degree, and also has her CPA. Karen has attended a few meetings already, so some of you have already met her.

Amber Marsh works at Madison Investment Advisors. She attended Golden Gate University where she received a BA in accounting.

Please be sure to welcome Karen and Amber when you see them! We look forward to their contributions to our Chapter.

Sue Christensen
Membership Chair

JOB CHANGE? ADDRESS CHANGE? NAME CHANGE?

There is no better time to update your contact and/or employment information in the ASWA directory – than now! Just visit www.aswa.org to edit your own information anytime.

Here is the process:

1. Go to www.aswa.org.
2. Click on “Members Only”. Sign in using your last name and member ID (if you don't know your member ID, contact Sue Christensen at membership@aswamilwaukee.org).
3. Do a “Member Search” for yourself.
4. Click on “Edit My Profile”

Not only will this help you get your renewal notice, but it is also helpful during the year so that we can get in touch with you if we need to. Thank you for your help!

Get ASWA Logo Merchandise!

Have you heard? ASWA has their own gear! Simply go to our website, www.aswamilwaukee.org, and click on the Get ASWA Logo Wear button to be directed to the site. Or click on the flashing CafePress.com button to get in on the latest sale!

What can you get? T-shirts, hoodies, coffee mugs, bags, magnets ... even a t-shirt for your dog! A portion of each purchase returns to our chapter so get your ASWA merchandise now!

TAX NEWS

Rebate Checks for Individuals

The check isn't in the mail yet, but it should be beginning in May. Many individuals will be receiving an advance tax credit for 2008 of up to \$600 for single filers and \$1,200 for joint filers. The maximum credit is available, plus an additional \$300 per qualifying child, provided there is a net tax liability shown of at least the credit amount on the 2008 tax return. If not, those individuals will still get at least \$300 for single filers, and \$600 for joint filers. For high income individuals, this credit disappears at the rate of 5% of adjusted gross income in excess of \$75,000 for single filers, \$150,000 for joint filers. On the other end of the spectrum, low income individuals will not receive a credit unless they have at least \$3,000 of qualifying income (earned income, Social Security, or pensions).

Of course, waiting until 2008 tax returns are filed in 2009 won't do much to stimulate the economy now. So, the IRS will be issuing advances on this credit beginning in May, based on the tax liability and the adjusted gross income amount shown on your 2007 returns currently being filed. If the 2008 return indicates an additional credit is available over what was received in advance, you will be able to claim the additional amount on the 2008 tax return. On the other hand, if the 2008 return indicates you should have gotten less than the advance payment, you will not be required to refund any of the advance.

NEWSLETTER DEADLINES

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

The deadline for the next newsletter bulletin is Tuesday, March 4, 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.

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 Yekenevicz 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

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
Feb 26, 2008	Chicken Saltimbocca	The Importance of Clutter
	Veal Italiano	Rosemary Jacobson
	Garlic & Herb Pasta	Strategies
Mar 25, 2008	Salmon Filet	Computer Troubleshooting & Tips
	Chicken Cordon Bleu	Geoff Hall
	Mushroom Ravioli	Small Office Solutions
Apr 22, 2008	Chardonnay Chicken	Advanced Microsoft Word Techniques
	Baked Cod	Melissa Stucynski
	Roasted Artichoke Ravioli	Adjunct Instructor
May 27, 2008	Shrimp with Vodka Sauce	TBA
	Mesquite Grilled Pork Chop	
	Garlic Herb Pasta	
June 24, 2008	NY Strip	lia sophia, Jewelry
	Baked Stuffed Shrimp	Nancy Meier
	Mushroom Ravioli	
July 2008		2008-2009 Planning Meeting

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 payment.



2007-2008

ASWA MEETING CALENDAR

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JULY						
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Holiday
 Regular Monthly Meeting
 Special Board Meeting
 Newsletter Deadline



Congratulations Tina Wang! Our 4-year Scholarship Recipient

We are pleased to announce our 4-year scholarship recipient for the 2008/2009 school year from the Dorothy Philippi Scholarship Fund.

The winner of \$1,500 scholarship is Tina Wang. Tina attends the University of Wisconsin-Madison, and intends to graduate with her bachelors degree in May 2009, and a masters degree in 2010. She is planning on taking the CPA exam after graduating. She is the Social Chair of the Beta Alpha Psi-Sigma Chapter, and a co-founder of the American Red Cross-Bucky Chapter. She has been on the Dean's List for 3 semesters. Tina is currently working part-time as a Study Skills Coordinator at Greater University Tutoring. She is scheduled for an internship at S.C. Johnson this summer, and then an internship in public accounting in 2009. She hopes to use her experience during those two opportunities to help her decide on her career path after graduation. Tina's essay shows that she is motivated by challenges, recognizes the value of continuous learning, and is willing to work hard. She will be a credit to our profession.

Congratulations to Tina! We hope to meet her at one of our future meetings.

Thank you again to our members who work to raise money to fund the scholarships. We appreciate the chance to provide scholarships due to the commitment of our members!

The Scholarship Committee

Sue Heaton, Chairperson

Jean Williams, Trustee

Sue Christensen, Trustee

This message was sent to Sue Heaton from Tina on January 23, 2008:

Hello Ms Heaton,

I know we just spoke this morning but I wanted to thank you and the ASWA again for the scholarship. The news caught me by surprise this morning so I do not think I was able to express my thanks very well. This scholarship will go a long way in helping me as I work towards my accounting degree and I really appreciate it.

You had mentioned the possibility of attending a dinner meeting later this year and, if it works around my school schedule, I would love to come to Milwaukee to attend one of these events! Right now it is a bit early to determine which Tuesday will work best; however, once I have more information, I will let you know which date works best.

I look forward to keeping in contact with you this year. Hopefully, we will be able to meet in person sometime later this year!

Best wishes,
Tina Wang



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.

Savvy Recruitment Strategies

To remain competitive in today's market, companies must put more time, thought, energy and creativity into recruiting highly skilled accounting and finance professionals. Generous compensation packages and the prospect of employment stability are no longer enough to woo top candidates. Organizations must provide challenging and meaningful work, career development opportunities and a more individualized approach to management that addresses the preferences of a wide array of workers with differing needs and priorities.

These are some of the findings of the Robert Half International Financial Leadership Council (www.financialleadershipcouncil.com). The group, which is comprised of distinguished industry influencers from public accounting, private industry, legislative bodies and academia, gathered to discuss important issues and workforce trends affecting the accounting, finance and audit professions. Here are a few of the specific recruitment solutions and strategies they recommended:

Focus on work-life balance. Flexibility is in great demand today. Emphasize programs that enable employees to more harmoniously balance their professional and personal obligations. These can range from telecommuting options to an on-site fitness facility or cafeteria.

Tap internal resources. Starting a referral bonus program (or enhancing the incentive currently offered to employees who refer new hires) is an effective and relatively inexpensive recruiting technique.

Get on message. Consistent and unified messaging from everyone who interacts with recruits will help the prospective employees understand exactly what your organization stands for and how their work will tie into your values and overall vision.

Capture the imagination of your recruits. Paint a broad picture of the long-term career opportunities your employees enjoy. Has an entry-level payroll professional moved up the ladder to become a senior manager at your firm? Highlighting instances like these will show your firm's commitment on grooming internal staff for leadership roles.

Consider temp-to-hire arrangements. Bringing in highly skilled professionals on a temporary or project basis with the assistance of a specialized staffing firm is a smart and cost-effective way to identify potential candidates for full-time positions.

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 North America, Europe and the Asia-Pacific region, and offers online job search services at www.accountemps.com.