



American Society of Women Accountants

FORTY-FIRST ENTRY

Volume 58, Issue 10

June 2008

## President's Message

ASWA Members and Friends,

This is my final address to you as President. It has been my honor and privilege to serve in this leadership capacity. I want to thank everyone that contributed their efforts to make this a successful year, and a special 'Thank You' to the Board Members for all their support and assistance.

The June meeting is our final meeting of the year and will be a fun evening with the topic of "Dress Right for your Body-Type". If you can't make it to the June meeting, have a great summer and I look forward to seeing everyone in the fall.

Never stop growing, never stop learning and remember to celebrate the "woo hoo's".

Best regards,

Janet Sargent  
President

## JUNE PROGRAM Dress Right for Your Body Type

June is our last program for our fiscal year. We usually have more of a "fun" program and this year is no exception! Sunni Boehme of Sunni Seminars & Coaching and Global Goddess Boutique will be teaching us to Dress Right for Your Body Type. Her classes and fashion shows teach women the illusion of camouflage dressing: how to take a basic outfit and learn to accessorize to flatter the pear, apple, T-type and straight body types.

Sunni has coached over 1500 clients to use their energy to "Get clear about what they want and to take action to manifest a life they enjoy." After facing death in a car accident at age 35 she changed everything about her life. Sunni liquidated a very successful business and packed one 40 pound suitcase and traveled Europe and the great unknown for 3 years. She learned what true manifestation is (how to identify what you truly want and use the laws of attraction to bring it to you) and how to teach it to others. She has been leading a fully adventurous life for 20 more years while being a Life Success Coach and challenging others to live life like a daring adventure.

Join us for a fun and informative evening, Tuesday, June 24th!

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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](http://www.aswa.org) or [www.aswamilwaukee.org](http://www.aswamilwaukee.org).

## Scholarship Fund Contributions

A big “thank you” goes out to the following for contributing to the ASWA Chapter 41 Scholarship Fund:

### Undesignated

Carol Butula  
Wendi Hall  
Vivian Moller  
Cheryl Pfundtner  
Sharon Stone  
Catherine Yekenevicz

### Ellen May Seaman Memorial

Sue Christensen  
Marilyn Mueller  
Linda Steinberg  
Cathy Yekenevicz  
Milwaukee Chapter 41

### In the News Briefs

The Internal Revenue Service issued Treasury Regulation Section 301.7701-2 stating that it will no longer allow disregarded entities to elect to have the parent company report the payroll for the disregarded entity’s employees beginning January 1, 2009. Thus, any disregarded entity with employees will need to register for a federal identification number and potentially for the Electronic Federal Tax Payment System prior to January 1, 2009. In April of 2008, the Wisconsin Department of Revenue issued notice that the department is following the federal rules on this initiative. A disregarded entity with Wisconsin employees will need to register for a Wisconsin employer identification number too.

In May of 2008, the Wisconsin Department of Revenue reported on a legislative change that is effective with the 2008 tax year. Wisconsin is requiring income tax addbacks from federal taxable income for related-party transactions involving interest expense and rental expenses charged between individual and corporate taxpayers. For purposes of the addback requirement, a “related party” is any person related to the taxpayer as defined in Internal Revenue Code Sections 267 and 1563. The addbacks may not be required if the taxpayer establishes to the Department of Revenue’s satisfaction that the amounts were paid in an arm’s-length transaction that meaningfully changed the taxpayer’s economic position and have a valid business purpose apart from tax avoidance.

FASB Interpretation number 48 (FIN 48), Accounting for Uncertainty in Income Taxes, has been mandated for use by nonpublicly traded corporations for financial statements issued in 2008 (publicly traded corporations have been following the standard since 2007). FIN 48 sets the threshold for recognizing the benefits of tax return positions in financial statements under a “more likely than not” (greater than 50%) to be sustained by the relevant taxing authority. FIN 48 prescribes a two-step evaluation for recording uncertain tax positions. First, determine whether the more-likely-than-not threshold is met. Second, measure the benefit of the tax position at the largest amount that is greater than 50% likely to be realized upon effective settlement. This standard also requires the financial statement to accrue statutory penalties and interest on the difference between financial statement and tax reporting. FIN 48 may therefore create additional work between accounting departments and their outside accounting firms to properly determine the deferred tax liabilities to be reflected on the 2008 issued financial statements.



## How to Reduce the Size of Pictures for E-Mailing

Picture files are often large, and you may want to reduce the file size before you send them to others as email attachments. There are a number of software programs that will do this, but here's the easiest way and it doesn't require any extra software:

1. Save the pictures you want to send in your My Pictures folder.
2. In the My Pictures folder, select the one(s) you want to email and highlight them
3. In the File and Folder Tasks pane on the left side, select Email This File or EMail The Selected Items.
4. When the Send Pictures via Email dialog box appears, select Make all my pictures smaller and click OK. You can click Show More Options in the button left corner of the box if you want to specify the size for the files (small, medium or large).
5. Click OK and XP will create a new message in your default mail client, reduce the size of the pictures and attach them to the message. Type in the recipient's address, subject and a message (the last is optional) and click Send.

## ASWA & IMA Announce a New Relationship

ASWA is excited to announce a new relationship that we have developed with the Institute of Management Accountants (IMA<sup>®</sup>). As part of our partnership, ASWA members will have the opportunity to join IMA at a discounted membership dues rate. Through this agreement, ASWA members can take advantage of a discounted rate for IMA membership of \$175, a savings of nearly 20% on the membership dues rate and registration fee.

"Both IMA and ASWA support the same goal of furthering the accounting and finance profession and the careers of their members," said Lee Lowery, ASWA executive director. "ASWA is the only organization that solely represents the interest of women in the entire accounting and finance community."

With a network of more than 60,000 professionals, IMA provides a dynamic forum for management accounting and financial professionals to develop and advance their careers through its Certified Management Accountant (CMA<sup>®</sup>) program, cutting-edge professional research and practice development, education, networking, and the advocacy of the highest ethical and professional practices.

"ASWA is a perfect match for IMA, considering the growing number of women joining IMA, especially among young professionals," said Steve Weiss, IMA director of corporate development. This partnership of two prominent organizations in accounting and finance will prove mutually beneficial to members."

If you are interested in taking advantage of this special IMA membership opportunity, please [follow this link](#) and enter promotional code CASWA0801 when completing your order. Please note that the discount will be applied manually at IMA before credit cards are charged. Questions regarding IMA membership may be directed to IMA Customer Service at (800) 638-4427.



**ASWA Milwaukee Chapter 41  
Congratulations to Our New  
Officers and Board Members  
For Fiscal Year 2008-2009  
Elected on April 22, 2008**

**OFFICERS**

President	Linda Steinberg
Immediate Past President	Janet Sargent (ex officio)
Recording Secretary	Valerie Sheldon
Corresponding Secretary	Susan Press
Treasurer	Catherine Yekenevicz
Vice President – Program	Sandi Chase

**BOARD MEMBERS**

Program – Reservations	Susan Jaeckel
Publicity	Christine Yard
Membership	Sue Christensen
Member Retention	Rhonda Fritz
Fundraising	Ann Neshek
Scholarship Chair	Sue Heaton
Webmaster Chair	Wendi Hall

**COMMITTEES** (not elected positions)

Scholarship Trustee	Sue Christensen
Scholarship Trustee	Jean Williams
Student Night	Kathy Burzynski
Member Education/Legislation	Caryl Ehlert

**Officers, Board  
Members and Chairs**

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

**NEWSLETTER DEADLINES**

*This is the last newsletter of the fiscal year. There will be no newsletter in July. Please look for your newsletter again in August. In the meantime, if you have anything you would like to submit please send an e-mail Sue press at [spress@schlitzpark.com](mailto:spress@schlitzpark.com) or [gpress@centurytel.net](mailto:gpress@centurytel.net). If you have any questions, you can contact Sue at 414-272-6302 or 262-495-8611. Have a safe but fun summer!*

## ASWA Meeting Schedule for 2007-2008

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

Date	Entrée	Program Topic/ Speaker
June 24, 2008	NY Strip Baked Stuffed Shrimp Mushroom Ravioli	
July 29, 2008	Deli Tray & Fruit Tray	<p>2008-2009 Planning Meeting Held at Linda Steinberg's Home 285 N. Park Blvd. Brookfield (near Brookfield Square) 5:30 pm dinner, 6-7:30 pm Meeting RSVP by June 24 to 262-821-1861 or by e-mail Linda285@aol.com or Linda.Steinberg@we-energies.com</p> <p>I-94 West – exit Moorland Road (Brookfield Square) Go North to Bluemound, turn right onto Bluemound, Go east about 7 blocks to North Park Blvd – turn right 1 block down – red brick ranch - park in driveway or you can park on the side of the road or in the grassy section in the center of the boulevard</p> <p>Alternate route – Bluemound west past Sunnyslope, About 7 blocks – left hand turn onto North Park Blvd 1 block down—red brick ranch</p>

Please call Sheila Robak at 262-246-7258 or by e-mail to [srobak@miller-bradford.com](mailto: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	Sue Jaekel	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

JULY						
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AUGUST						
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SEPTEMBER						
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OCTOBER						
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JANUARY						
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FEBRUARY						
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APRIL						
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JUNE						
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JULY						
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Holiday
  Regular Monthly Meeting
  Special Board Meeting
  Newsletter Deadline

**NEW MEMBER INTRODUCTION**

The Chapter has approved the application for membership for a new member at our May meeting.

Cindy Ausman works for Gartner Partners LLC, which is headquartered in Chicago. She graduated from Drake University, where she majored in Economics and Business Administration.

We're looking forward to having Cindy join our organization. Welcome!

Sue Christensen  
Membership Chair

**Don't forget to visit the ASWA website at [www.aswa.org](http://www.aswa.org) to update your personal information.**

**Future Annual Conferences**

**ASWA/AWSCPA  
Joint Inspired Solutions Conference**  
October 28-30, 2008  
The Fairmont Dallas  
Dallas, TX

For sponsorship or exhibit opportunities, please download the [2008 JNC Sponsorship Brochure](#) or call Lindsey Monson at ASWA headquarters, (703) 506-3265.

**Other Events**

**2<sup>nd</sup> Annual Empowering Today's Accountant Seminar  
July 25, 2008**

Tempe Mission Palms Hotel  
Tempe, AZ

Sponsored by:

Mesa East Valley Chapter

Chapter contact:

Laura Mangan

480-276-5926

[lauralynne@earthlink.net](mailto:lauralynne@earthlink.net)

[www.aswa-mev.org](http://www.aswa-mev.org)

**Tentative 2008-2009 ASWA Meeting Calendar**

July 29<sup>th</sup> – Planning Meeting – Linda's house — Everyone is welcome to attend!

285 N. Park Blvd. Brookfield (near Brookfield Square) 1-262-821-1861 (RSVP) 5:30 pm dinner, 6-7:30 pm Meeting

August 26 (4<sup>th</sup> Tuesday)

September 23 (4<sup>th</sup> Tuesday)

October 21 (3<sup>rd</sup> Tuesday – due to National Convention)

November 10 ((2nd Monday– joint meeting with IMA at Aliota's)

December – no meeting

January 27 – Tax update

February 24 – possible Student Activities Night

March 24

April 27 – Election of Officers

May 26

June 23 – Installation of Officers



## 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.

### Fit the Description: How to Write Compelling Job Descriptions

There's much more to writing a job description that will serve as the basis for a job ad than simply providing a laundry list of tasks and requirements. Your goal should be to capture the essence of the open position and sell the advantages of working at your firm. Basic components include the position's job title and department, a summary of key responsibilities, and the preferred experience, skills and educational background you seek. Here are some more detailed tips on crafting strategically written, persuasive job descriptions:

**Focus on clarity.** Outline the general scope of the work in a clear, concise and orderly fashion. While certain higher-level accounting and finance positions will require more detail than others, verbose and convoluted job descriptions generally turn off job seekers. Write tight, prioritize responsibilities and avoid going into the minutia of every aspect of the job.

**Don't look back.** Don't focus on a job's history when writing a description. Instead, identify what the position will require now and in the near future. Assess your team's current mix of strengths and weaknesses, and look for opportunities in the new position to fill skills and knowledge gaps.

**Be flexible.** Don't paint yourself into a corner by writing a job description that is too rigid or lofty. Remember that what you prefer in an ideal candidate — such as an advanced academic degree — may not be what is required to effectively fulfill the role. This is particularly true when you factor in work experience and professional accomplishments.

**Zero in on soft skills.** Accounting and finance professionals have always needed strong technical skills to be successful. Today, however, soft skills also are critical. A job description emphasizing communication, negotiation and team-building abilities, for example, will help you establish clear expectations and attract the right candidates.

*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 360 offices throughout North America, South America, Europe and the Asia-Pacific region, and offers online job search services at [www.accountemps.com](http://www.accountemps.com).*