



American Society of Women Accountants

FORTY-FIRST ENTRY

Volume 59, Issue 2

September 2008

## President's Message

## Inside this issue:

ASWA Members and Friends:

The August meeting turned out to great networking opportunity for both our members and our guests. Along with 16 of our returning members, three new members attended for the first time along with five guests. I look forward to seeing each of you at our next meeting.

Our August speaker, Dennis Tomorsky, CEO of WICPA, provided comments on the activities of the WICPA, the benefits of belonging to a professional association, and the challenges facing our profession now and in the future. Let me just mention two of the key takeaways from his talk that I view as important to our members and our organization. In future articles, I or other members of the Board will provide updates on some of the other topics.

1. Belonging to a profession organization provides leadership, educational and networking opportunities. As different opportunities arise, consider taking a board or committee position in ASWA or volunteer to present a topic at a meeting. These activities will provide you with a safe, non-threatening environment in which to develop skills needed to move ahead in a profession career. As a reminder, it is not too late to register to attend the Joint National Conference in Dallas, October 28-30, 2008.

2. Current and future challenges to the profession include finding, recruiting and retaining accounting professionals. At the local level, through our scholarships for both the 2 year and 4 year degree, we continue to contribute to the future development of the profession. In addition, Kathy Burzynski, our Student Activities Chair, is setting up an active Student member group along with expanding our Student Activity Night. Each of these activities offers an opportunity for all of us to become involved.

Two announcements from National:

- ASWA announced a new relationship with BDO Seidman, LLP. This accounting firm will support ASWA in all facets of the organization, including their commitment as a platinum-level sponsor for our national conference, through active member participation, and through member access to BDO corporate resources. I will be following up regarding local participation.
- 2008-2009 Membership campaign. The chapter is eligible to obtain free registrations to the Joint National Conference to be held in Las Vegas, NV on October 19-21, 2009. A free registration is available for any member if we meet the 90 % retention goal. In addition, for every 10 new members we add, we receive a free registration. The first free registration is for use by a first-time attendee to the Conference. We are off to a terrific start as we already have 2 new members. Please encourage colleagues and other professionals to attend a meeting and join our organization.

For our September 23<sup>rd</sup> meeting, Scott B. Franklin, from Kohler and Franklin, will present "Estate Planning, Wills and Power of Attorney." Plan on joining us for an educational evening and be sure to bring your pressing questions.

If you have an issue or concern, please feel free to contact me at [Linda285@aol.com](mailto:Linda285@aol.com) or 262-821-1861. See you at the September meeting.

Linda

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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).

## SEPTEMBER PROGRAM

Do you have questions about Estate Planning? Wills? Power of Attorney? Then join us for our September meeting when Scott Franklin of Kohler and Franklin will take center stage to give us up to date information and answer all your questions.

Scott is a lifelong resident of Milwaukee and a second generation attorney. He has presented Continuing Legal Education seminars for the Milwaukee Bar Association, the State Bar of Wisconsin, and the American Bar Association's Section of Family Law, among other organizations. Both print and broadcast media have interviewed Scott for general and specialized news reports.

## ENTERTAINMENT '09, GOLD C BOOKS, AND THE FALL EDITION OF POCKET PEELERS WILL BE AVAILABLE AT THE SEPTEMBER 23RD MEETING!

The Entertainment '09 and Gold C books will be available for everyone to pickup and start selling at the September 23rd meeting. The Entertainment '09 books still sell for \$35 and the Gold C books still sell for \$15 with 20% of the sale price going to our group. Also this year, if we sell more than 65 Entertainment '09 books we will receive 50% profit for all books sold over 65! The coupons are good to use right away and most likely won't expire until 11/1/09.

The fall 2008 edition of Pocket Peelers will also be available for everyone to pickup and start selling at the September 23rd meeting. They can be viewed at [www.pocketpeelers.com](http://www.pocketpeelers.com). On this edition there are Ace Hardware coupons! They still sell for \$10 each with half of the price going to our group and they expire on 9/30/09.

If you would like to pickup a book or a Pocket Peeler before the September 23rd meeting, or if you can't make it to the meeting, just contact me at the number or e-mail listed below to arrange how I can get them to you. Let's make this another successful year for our Entertainment Book and Pocket Peelers sales!

Ann Neshek, Fundraising Chair

Phone: (414) 443-1911

E-mail: [Aneshek@wi.rr.com](mailto:Aneshek@wi.rr.com)

## MEMBERSHIP DRIVE

Do you LOVE Las Vegas? The lights, the glamour, the slot machines, Cher, and Wayne Newton? Or do you just think it would be a great opportunity for a chapter member who has never been to a Joint National Conference (JNC) to attend one without paying a registration fee? The 2009 national conference will be held in Las Vegas October 19-21, 2009, and the 2008/2009 Membership Campaign is "Hit the Membership Jackpot!" The goal at the national level is to recruit 777 new members, and to achieve 90% retention for each chapter.

By recruiting 10 new members from July 1, 2008 through May 31, 2009, our chapter can receive a free JNC registration for use by a first-time attendee. For each additional 10 new members we recruit, we would earn additional free registrations for use by any chapter member, not just a first-time attendee.

The second way to earn a free JNC registration (also available to any chapter member) is to retain 90% of our chapter members, based on the number of members as of June 30, 2008. For our chapter, this means no more than 4 non-renewals. (We're in the process of contacting those who haven't yet renewed, but if you know any of those who haven't renewed, please personally encourage them to do so.)

Please send me names and contact information for anyone you know who you think would be a good candidate for membership so that I can get information out to them. Also, please continue to bring guests and prospective members to our meetings. Thank you for all your efforts in helping with recruiting!

Sue Christensen

Membership Chair



The logo for the American Society of Women Accountants (ASWA) features the letters 'ASWA' in a large, bold, serif font. A horizontal line with arrowheads at both ends passes through the center of the letters. Below the logo, the full name 'American Society of Women Accountants' is written in a smaller, serif font.

American Society of Women Accountants

The American Society of Women Accountants, Milwaukee Chapter 41, grants a scholarship each year to a woman student who is in a two year program and will be entering or already in her second year in the coming semester. She must be majoring in accounting and attending a Wisconsin school.

The January, 2009 grant will be for \$500 payable in one installment at the beginning of the semester. Applicants are judged on grades, extra curricular activities, life experience and an essay. Payment is contingent upon the recipient providing proof of enrollment for the Fall 2008 semester, academic level at that time from the previous semester and maintaining personal conduct at the school she attends. Only the award recipient need supply this corroborating documentation. An application is all that is needed at this time.

The successful applicant will be notified no later than the first week in December. 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](http://www.aswamilwaukee.org) and submitted to the Scholarship Chair.

Application deadline is October 15, 2008.

Sue Heaton, CPA  
Scholarship Chair  
Suby, Von Haden & Associates  
P.O. Box 1910  
Brookfield, WI 53008-1910  
[heatons@sva.com](mailto:heatons@sva.com)

fax cover letter is essential with my name  
to 262-641-6880



## Keep Your Cell Phone Safe from Hackers and Thieves

As technology improves, we increasingly rely on our cell phones for more than just making calls; we're using them to send e-mails, schedule meetings and surf the Internet. The Better Business Bureau (BBB) warns that the downside of having a little computer in your pocket is that (like the computer on your desk) there are people out there ready, willing and able to exploit it.

More and more cell phones are reported lost or stolen each year. If your phone lands in the wrong hands, you're not only saying goodbye to all your contacts but also potentially facing a very high phone bill. Some victims report having received bills for more than \$25,000 after their phone was stolen.

Even if your phone never leaves your side, it's still vulnerable to hackers — or "phreakers," as they're called. Just by walking past you, phreakers can hack into your cell phone and listen in on your calls or steal personal information without your knowledge. They do so by exploiting the short-range Bluetooth wireless connections between cell phones and hands-free headsets or PCs. Phreakers can also spread viruses through text messages, e-mails and memory cards.

**The BBB offers a number of simple steps you can take to protect yourself and your personal information.**

**Don't lose it!** Your best defense against thieves and hackers is to keep close tabs on your cell phone. If other people can't get their hands on it, they're going to have a much harder time trying to take advantage of it.

**Contact your cell phone provider as soon as your cell phone is lost or you think it's been hacked.** If your cell phone is lost or stolen you'll want to discontinue service immediately before the thief can run up a big bill. Check your provider's policy because, while they may offer to cover charges if the phone is stolen, they are not required to, and you could be held responsible.

**Password protect your phone.** Locking and password protecting your phone is just as important as having passwords on your computer.

**Turn off your Bluetooth.** Disabling your Bluetooth wireless connection when you're not using it will significantly decrease a phreaker's opportunity to wirelessly hack into your phone.

**Download anti-virus software and keep it updated.** New viruses are created every day, so it's important to have anti-virus software on your cell phone — if it's available for your model — and update it regularly.

**Don't accept files and text messages from strangers.** You wouldn't download an attachment to an e-mail you received from a stranger to your PC. For the same reason you want to be very careful about opening unsolicited files and text messages on your cell phone.

The BBB has advice you can use on keeping up and keeping safe with emerging technology. For more tips and information, go to [www.us.bbb.org](http://www.us.bbb.org).

## Officers, Board Members and Chairs

### Officers

<b>President:</b>	Linda Steinberg <a href="mailto:President@aswamilwaukee.org">President@aswamilwaukee.org</a>
<b>Immediate Past President:</b>	Janet Sargent (ex officio)
<b>Recording Secretary:</b>	Valerie Sheldon <a href="mailto:RecSecretary@aswamilwaukee.org">RecSecretary@aswamilwaukee.org</a>
<b>Corresponding Secretary:</b>	Sue Press <a href="mailto:CorSecretary@aswamilwaukee.org">CorSecretary@aswamilwaukee.org</a>
<b>Treasurer:</b>	Cathy Yekenevicz <a href="mailto:Treasurer@aswamilwaukee.org">Treasurer@aswamilwaukee.org</a>
<b>Vice President-Programs:</b>	Sandi Chase <a href="mailto:VPresident@aswamilwaukee.org">VPresident@aswamilwaukee.org</a>

### Board Members

<b>Program Reservations:</b>	Sue Jaeckel <a href="mailto:Reservations@aswamilwaukee.org">Reservations@aswamilwaukee.org</a>
<b>Publicity:</b>	Christine Yard <a href="mailto:PR@aswamilwaukee.org">PR@aswamilwaukee.org</a>
<b>Membership:</b>	Sue Christensen <a href="mailto:membership@aswamilwaukee.org">membership@aswamilwaukee.org</a>
<b>Member Retention:</b>	Rhonda Fritz <a href="mailto:members@aswamilwaukee.org">members@aswamilwaukee.org</a>
<b>Fundraising:</b>	Ann Neshek <a href="mailto:fundraising@aswamilwaukee.org">fundraising@aswamilwaukee.org</a>
<b>Website Chair:</b>	Wendi Hall <a href="mailto:webmaster@aswamilwaukee.org">webmaster@aswamilwaukee.org</a>

### Committees (Not elected & Nonvoting)

<b>Student Activities:</b>	Kathy Burzynski <a href="mailto:student@aswamilwaukee.org">student@aswamilwaukee.org</a>
<b>Member Education:</b>	Caryl Ehlert <a href="mailto:Education@aswamilwaukee.org">Education@aswamilwaukee.org</a>
<b>Scholarship Chair:</b>	Sue Heaton <a href="mailto:scholarship@aswamilwaukee.org">scholarship@aswamilwaukee.org</a>
<b>Scholarship Trustees:</b>	Sue Christensen and Jean Williams

**NEXT NEWSLETTER DEADLINE - Wednesday, October 1, 2008**

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.

## ASWA Meeting Schedule for 2008-2009

**Location:** Klemmer's Banquet Center, 10401 W. Oklahoma Avenue  
**Time:** Social 5:30, Dinner Promptly at 6:00, Program Promptly at 7:00  
**Fees:** Members \$22, Retired Members and Students \$19, Guests \$24

<u>Date</u>	<u>Entrée</u>	<u>Program Topic/ Speaker</u>
September 23, 2008	Mushroom Ravioli Marsala Chicken Kiev Mesquite Grilled Pork Chop	<b>Estate Planning, Wills &amp; Power of Attorney</b> Scott B. Franklin, JCPA, JD Kohler & Franklin
October 21, 2008 (3rd Tuesday)	Salmon Filet NY Strip Chicken Saltimbocca	TBD
November 10, 2008 (2nd Monday—in conjunction with IMA at Alioto's on Hwy 100)	TBD	<b>Mergers and Acquisitions</b> Victoria Fox, Managing Director Emory and Co.
January 27, 2009	Breaded Tilapia Baked Chicken Breast Veal Italiano	<b>Tax Update</b>
February 24, 2009	Family Style Pot Road of Beef Baked Chicken	<b>Student Activities Night</b>
March 24, 2009	Roasted Artichoke Ravioli/Pesto Chicken Cordon Bleu Burgundy Marinated Steak	TBD
April 28, 2009	Shrimp with Vodka Sauce Chardonnay Chicken Sirloin Steak	TBD Election of Officers
May 26, 2009	Stuffed Filet of Sole Beef Stroganoff Chicken Kiev	TBD
June 23, 2009	Baked Chicken Breast Garlic & Herb Pasta NY Strip	TBD Installation of Officers

**Please call Sue Jaeckel at 262-255-2179 or by e-mail to [Reservations@aswamilwaukee.org](mailto:Reservations@aswamilwaukee.org) or [sjaeckel@wi.rr.com](mailto:sjaeckel@wi.rr.com) by the Thursday before our meeting to make a dinner reservation.**

**PERMANENT RESERVATION LIST: (Call in ONLY if you wish to cancel!)**

Kathy Burzynski	Sue Christensen	Rhonda Fritz	Wendi Hall	Susan Hallberg
Sue Heaton	Sue Jaeckel	Linda Steinberg	Vivian Moller	Ann Neshek
Cheryl Pfundtner	Sue Press	Sheila Robak	Valerie Sheldon	Janet Sargent
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.



## Detecting Fraud in Your Organization

By Mary Schaeffer

No one likes to think their employees will steal from them. But the fact remains that the most likely culprit is one of your long-term, trusted employees. Most accounting professionals will experience fraud in their organizations at some point in their careers. Some will be unfortunate enough to have it happen more than once. While it is never possible to completely eliminate fraud, there are best practice strategies that your organization can put in place to detect it early before it gets out of hand.

Here are eight techniques your company can use to uncover fraud:

- 1. Install an anonymous hotline.** A hotline provides a mechanism for employees to report something that doesn't look right without getting personally involved. The Association of Certified Fraud Examiners (ACFE) reports that over one-third of all frauds are uncovered by a tip. Sure, some discontented staff member may use the hotline to cause trouble for another employee, but the odds are high a good portion of those tips will be legit. An even better reason to have this installed is to lower your losses when a fraud does occur.
- 2. Surprise audits.** The internal audit function should have the authority to go in and audit any group without advance notice. This could be in reaction to an anonymous tip or as part of its regular rotation. This is especially important whenever cash is involved, as in petty cash box.
- 3. Run your employees' addresses against the address file of your vendors in the master vendor file.** Any matches should be investigated. There are legitimate reasons why there may be a match, but generally these are limited. Make sure you make adjustments if your traveling employees are included in the master vendor file.
- 4. Create a *Changes to the Master Vendor File Report* and have it reviewed by a senior executive.** It should be run periodically as appropriate for your activity, either weekly or monthly. Its purpose is to identify any unusual or potentially fraudulent activity.
- 5. Do background checks on any employee handling money.** Someone who has committed fraud before is likely to repeat it, especially if the individual is having personal financial difficulty.
- 6. Vendor applications should be required and reviewed in accounts payable or somewhere outside the department recommending the new vendor.** The review can be cursory; simply checking to make sure the vendor exists on public records is a control to ensure an employee isn't setting up a fraudulent vendor.
- 7. Employ the "eyeball test" when it comes to reviewing data.** Train your employees to take a step back and look at the data objectively. Does it make sense?
- 8. Set up responsibilities employing appropriate segregation of duties.** Sometimes when a new function or process is put in place, the segregation issue is completely overlooked. Occasionally, a company employs perfect segregation of duties and then ruins it by giving one person access to everything — usually a manager responsible for the function.

While it would be ideal prevent fraud entirely, the best thing a manager can do is to uncover it before the fraudster gets too far along in the game. The goal of these tactics is to help your organization do just that.

I've learned from experience that the greater part of our happiness or misery depends on our dispositions and not on our circumstances.

— Martha Washington

## How to Get Rid of Text on Desktop Icons

We all know what the Internet Explorer icon is, as well as the Word icon and Excel icon, but do we really need the text underneath to tell us what it is, and take up space? If you like to keep a clean, clutter free desktop, here's how to rid yourself of that text:

1. For the first icon, right click the shortcut and click Rename.
2. Hold down the ALT key and type 255 on the keypad
3. For the second icon, do it twice (ALT + 255, ALT + 255)
4. For the third, do it three times, and so on.

ALT + 255 is a blank character. You can't name two shortcuts the same thing, so you have to name the second one with two blanks, etc. Now there is not any text displayed beneath your icons so you have a more streamlined look and can place them closer together if you wish.

## Important Tax News

Wisconsin Withholding Tax Deposit Report Booklets (Form WT-6) Have Been Discontinued.

Wisconsin Tax Booklets for Partnership and Corporation Income and Franchise Taxes Have Been Discontinued.

Wisconsin Changes Will Provide for Certain E-Filing Mandates.

Check out <http://www.revenue.wi.gov/taxpro/news> for more info.

The Internal Revenue Service and the Wisconsin Department of Revenue invite you to attend one of our annual ERO Working Together Workshops. We will also have one workshop available to view on-line. To find out more and to register for one of our workshops, please link to: <http://www.revenue.wi.gov/training/ero.html>

### FORGET THE FRIDAY E-MAILS...

Based on an analysis of 300 million e-mails sent by 3,200 companies in the second half of 2007, e-mail list management company MailerMailer has released a report on trends in e-mail marketing metrics. E-mails sent on Monday had the highest open rates; e-mails sent on Tuesdays had the highest click rates. Friday e-mails received the lowest percentages of opens and click-throughs. E-mails with short subject lines (less than 35 characters) outperformed those with longer

## MANAGEMENT ACCOUNTANT-SENIOR (Employees' Retirement System)

**THE PURPOSE:** The Management Accountant-Senior calculates various benefits for members of the City Pension Trust.

### MINIMUM REQUIREMENTS:

1. Bachelor's Degree in Accounting, Business Administration, Finance, or a related field from an accredited college or university.
2. Two years of professional experience in accounting, finance, or a related field. **NOTE:** Equivalent combinations of education and experience may be considered.
3. Residency in the City of Milwaukee within six months of appointment and throughout employment.

### DESIRABLE QUALIFICATIONS:

- Experience working with enterprise software applications, such as financial or payroll systems.
- Experience administering pension benefits, particularly calculating benefits for a defined benefit plan.

**THE CURRENT SALARY RANGE (04) IS: \$44,194 - \$61,871** annually with excellent benefits.

Here is a link to the job announcement:

<http://www.city.milwaukee.gov/jobs/MgmtAcctSr>.

## Future Annual Conferences



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

ASWA National Headquarters  
1760 Old Meadow Road, Suite 500  
McLean, VA 22102  
Phone (703) 506-3265 Fax (703) 506-3266

## IMPORTANT REMINDERS

If you haven't already, don't forget to renew your membership! If you recall, national headquarters will handle renewals differently this year. Current members will renew July 1 and continue with that renewal date. New members will be renewing on their anniversary date.

If your address, phone numbers or e-mail addresses change, please remember to update your information on the national website, <http://www.aswa.org>. You will need your member number to do that.



## 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 Generation Y Hiring Strategies

Members of the so-called Generation Y, also known as Millennials, are the labor pool from which companies will draw most of their employees in the coming years. To gain insight into what matters most to these individuals when it comes to their jobs, Robert Half International and Yahoo! HotJobs recently commissioned a national survey of more than 1,000 workers, ranging in age from 21 to 28. Based on those findings, here are some tactics you can use to bolster your recruitment efforts among the Millennial generation:

**Show them the money.** Asked to rank the importance of 11 factors relating to job opportunities, Gen Y survey respondents said salary is their most critical consideration. In response to another question, 33 percent cited financial security as their top career concern. To ensure that your accounting firm's starting salaries are above or at least on par with competitors in your region, consult resources such as the Department of Labor's Bureau of Labor Statistics, the annual *Salary Guides* from Robert Half International and trade publications.

**Offer attractive benefits.** Gen Yers are drawn to employers who provide first-rate healthcare and retirement benefits. They are acutely aware that healthcare costs continue rising sharply and that the Social Security safety net may not be available to them later in life. Be proactive and promote your company's benefits programs during employment interviews and on your website.

**Act now.** Accustomed to instant results, Millennials don't like to wait. Therefore, instead of offering delayed rewards (such as the possibility of a raise or bonus after six months on the job), it's better to make an offer they can't refuse upfront. Moreover, Gen Yers don't want to wait three months for healthcare coverage or a year to be vested in your 401(k) plan. Try to enroll them on or shortly after their start date.

*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 worldwide and offers online job search services at [www.accountemps.com](http://www.accountemps.com).*