



American Society of Women Accountants

FORTY-FIRST ENTRY

Volume 59, Issue 5
January 2009

President's Message

ASWA Members and Friends:

Happy New Year! I hope everyone had an enjoyable and restful holiday season.

I want to thank our joint meeting committee lead by Sheila Robak and assisted by Janet Sargent, Sue Christensen, Sue Press and Sue Jaekel for putting together our 1st joint meeting event with IMA. Despite the snowy/icy weather, there was an excellent turnout, a great speaker plus lots of opportunity to network with other professionals and get the word out about our organization. In addition, as part of the Member Anniversary Celebration, Carol Butula was recognized for her 15 years in ASWA. Additional joint events are being planned including tours of several Rexnord facilities. See the inside of the bulletin or contact Janet Sargent for additional information.

Join us on January 27th for annual tax update presented by Caryl Ehler. This is a great opportunity to invite your colleagues and friends to hear the latest tax changes at both the federal and state level.

February 24th is Student Activities night including the raffle of the Becker CPA review class. Kathy Burzynski has put together a fabulous event to introduce students to our organization and the profession and to raise scholarship funds. (See inside the bulletin for additional information on the program.) There are numerous ways as a member or friend of the organization that you can support this event.

1. Attend and invite other guests including students
2. Donate raffle prizes – please bring them to the January meeting – Chris Yard will coordinate
3. Visit schools prior to the event – contact Kathy Burzynski if you could assist with visits or have specific contacts
4. Invite a company to purchase a table at the meeting (\$50 covers the meal for one person plus includes a table and an opportunity to give a 3 minute speech about their company). Let Kathy know if you have a company that is interested or if you can provide her with specific contact information.
5. Have a company or individual donate a big ticket item for a silent auction (Value of \$45 or higher)
6. Donate directly to the scholarship fund. The scholarship donation form is included in the bulletin. My matching challenging continues through January 31st.

Please take an opportunity to introduce yourself at our next meeting to our newest member, Pat Flynn.

A special thank you to the Board for taking time out of their busy holiday schedule to get together for a mid-year planning meeting.

Kudos to Vivian Moller, CPA nominated as President-Elect to serve as the ASWA National President in 2010-2011.

If you have an issue or concern, please feel free to contact me at Linda285@aol.com or 262-821-1861. See you at the January 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 or www.aswamilwaukee.org.

JANUARY PROGRAM

Ring in the New Year with Caryl Ehlert from Kolb+Co. presenting important up-to-date tax information. The tax update will discuss the changes passed in recent years in both federal and Wisconsin tax law which became effective in 2008 and will impact the preparation of the 2008 tax returns. The update will also include changes established under the new federal bills passed in 2008 including, the Housing and Economic Recovery Act passed in July of 2008 and the Emergency Economic Stabilization Act of 2008 passed in October of 2008.

Caryl Ehlert, tax supervisor with Kolb+Co. and member of the firm since 1994, has been in public practice since 1986. She received her bachelor of business administration in accounting and a certificate for state and local taxation and master of science in taxation and international business from the University of Wisconsin – Milwaukee. Caryl has gained experience in tax planning and compliance for closely held businesses and their owners. She has expertise in the health care industry as well as personal accounting services. Caryl is an active member of the American Society of Women Accountants (ASWA) and is currently serving her second term as education chair.

NEW MEMBER INTRODUCTION

Our Chapter has approved the application for membership for a new member. Patricia (Patti) Flynn is a Controller for CertainTeed Ceilings, a division of Saint Gobain Corp. She is responsible for two plants – one in Plymouth, WI, and one in L'Anse, MI. The other members who work or live in West Bend will be happy to see that Patti also lives in West Bend.

Please be sure to introduce yourself to Patti when you see her at our meeting!

Sue Christensen
Membership Chair

Congratulations to Sierra Medinger — ASWA's 2-Year Scholarship Recipient

We are pleased to announce our 2-year scholarship recipient for the 2008/2009 school year from the Dorothy Philippi Scholarship Fund.

Sierra Medinger is currently attending Milwaukee Area Technical College, and plans to graduate in either December, 2009 or June, 2010. She is working full-time in the accounting department at Western Building Products while attending school, and has been taking on many challenges in her job and receiving promotions as a result. She is also a member of the Next Door Foundation/Educare policy council. In addition to all of those duties, she is the mother of two sons, ages 3 and 4. She wrote that she has received a lot of support from her teachers at MATC, her parents, and her boss. Her application for the scholarship shows a true desire to face the challenges in life and attack them head on. Sierra is definitely the type of student we want to help support, and we wish her continued good luck in her studies and career! Sierra has been invited to attend one of our meetings, so please take some time to introduce yourself to her and congratulate her on her achievements so far.

Thank you again to our members who work to raise money to fund the scholarships through the sale of Entertainment Books and Pocket Peelers, purchase of raffle tickets, and direct donations to the scholarship fund.

Scholarship Committee
Sue Heaton (Chair), Jean Williams, Sue Christensen



ENTERTAINMENT '09, GOLD C BOOK, AND FALL EDITION POCKET PEELER SALES

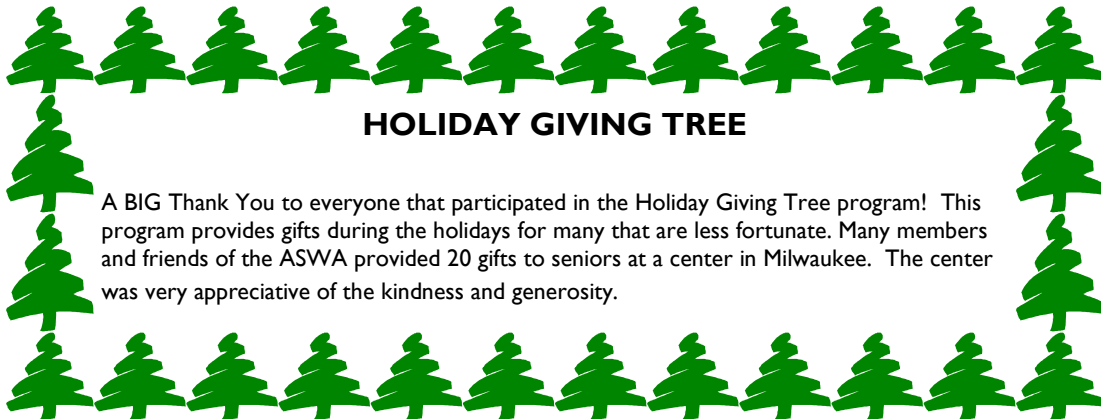
Even though I returned to the post office the 4 unsold boxes of Entertainment '09 and Gold C books and the sale has officially ended, we still have 1 Entertainment '09 book and 2 Gold C books left to sell. This year we sold 32 Entertainment Books and 19 Gold C Books (last year we sold 42 Entertainment Books and 23 Gold C Books). So far we made a \$292 profit and if we sell the remaining three books we will make a total of \$357.

Of the 20 Fall Edition Pocket Peelers we purchased, we sold 12 so far for a \$20 profit. We still have 8 Fall Edition Pocket Peelers available for sale and if we sell these our total profit will be \$100. Since the sales have been sluggish and the Spring Edition of the Pocket Peelers usually doesn't change, we most likely will not be selling the Spring Edition of Pocket Peelers.

Thanks to everyone for making this another successful year for our Entertainment Book and Pocket Peeler sales! We raised a total of \$312 between both sales with a few more left to sell for 100% profit. Hopefully next year Entertainment Publications will take my advice and get the Pick 'n Save coupons back in the book!

Ann Neshek

Fundraising Chair



Here's to a happy and more prosperous new year in 2009!



invites **all** Accounting and Finance Students (men **and** women) to

Student Night

Tuesday, February 24th, 2009

Klemmer's Banquet Center

10401 West Oklahoma Avenue, West Allis

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!

Networking with Sponsors from Milwaukee Area Businesses!

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

Excellent speakers!

Speakers:

Peter Henrikson, – Metavante

Preparing yourself for your career in accounting, finance and beyond!

Melody Wolske, CPA – PricewaterhouseCoopers

Insights into dynamic careers in public accounting!

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

RSVP BY 02/16/2009

*Scholarship recipient must register for the course by August 24, 2009!

Make your checks payable to **American Society of Women Accountants** (Members \$22, Students \$19, Guests \$24)

Return registration form with payment to:

Kathy Burzynski

Burzynski Employment Solutions, LLC

6394 Scenic Drive East

West Bend, WI 53095

Name: _____

Address: _____

School: _____

Phone: _____

Email: _____



Rexnord/Falk Tours

The Greater Milwaukee Chapter of the Institute of Management Accountants (GM-IMA) and the Milwaukee Chapter of the American Society of Women Accountants (ASWA) are jointly offering a free series of tours of Rexnord facilities. All members of the IMA and ASWA, and their guests, are welcome to participate in the tour of three Rexnord facilities.

Headquartered in Milwaukee, Wisconsin, and employing approximately 7,000 people worldwide, Rexnord is a leading, diversified multi-platform industrial company comprised of two key platforms: Power Transmission and Water Management. Rexnord power transmission products include gears, couplings, industrial bearings, flattop, aerospace bearings and seals, industrial chain, special components, and after-market product services. Rexnord's water management products are sold primarily under the Zurn and Wilkins brand names and products include specification drainage, water control, PEX, and commercial brass.

Each of the facilities produces entirely different products and the tours will each offer participants a unique experience. According to Janet Sargent, a Rexnord employee, "The only thing similar about the plants is their name".

Safety glasses will be provided and flat, hard sole shoes are required, no high heels or open toe shoes will be allowed. All participants must register in advance, and should meet at the front entrance approximately 15 minutes before the scheduled tour time.

Tour Information

Rexnord Couplings - New Berlin

DATE: Monday, January 19, 2009
(Prior to GM-IMA dinner meeting)
TIME: 3:30 p.m. to 4:30 p.m.
LOCATION: 5555 South Moorland Road
New Berlin, WI

In over 80 years of coupling manufacturing Rexnord has seen and solved virtually every problem a coupling application can present. End-users receive the benefit of that experience in a broad line of couplings: from Omega® elastomeric to Thomas® disc couplings.

Falk Rexnord Geared Products - Milwaukee

DATE: Thursday, February 5, 2009
TIME: 3:00 p.m. to 4:00 p.m.
LOCATION: 3001 Canal Street, Milwaukee, WI

High-quality, reliable and rugged gear designs are installed in the world's most challenging applications. More than 100 years of experience, a full product line, technical support and local service allow for maximum performance and the lowest total cost.

OPTIONAL: Socializing and dinner at T.G.I. Friday's, One Brewers Way, following tour. Participants are responsible for own dining costs.



Rexnord FlatTop - Grafton


DATE: Monday, February 16, 2009
(Prior to GM-IMA dinner meeting)
TIME: 3:00 p.m. to 4:00 p.m.
LOCATION: 1272 Dakota Drive, Grafton

Rexnord FlatTop conveyor chains and components are designed to continuously improve the productivity of every application. Comprised of three strong brands - Rexnord, MCC and Marbett - Rexnord conveying chains and components are manufactured to perform better and last longer.

Rexnord/Falk Products

Additional information about Rexnord/Falk products can be found at: <http://pt.rexnord.com/>

Registration Information

Registration for all three tours is FREE! 
You can register on-line at: www.ima-gmc.org or mail reservation form on back. Contact Marcia Brown with any questions you may have at mbrown@aweware.com or by phone at (414) 427-5488.

Maps & Directions for Rexnord/Falk Tours

Rexnord Couplings - New Berlin - Monday, January 19, 2009



Map of 5555 S. Moorland Rd., New Berlin, WI by Mapquest
<http://www.mapquest.com>

Directions for I-43 from Milwaukee

Take I-43 SOUTH toward БЕЛОIT
 Take the MOORLAND RD exit, EXIT 57
 Take the MOORLAND RD SOUTH ramp
 Turn LEFT onto S MOORLAND RD/CR O SOUTH

Falk - Rexnord Geared Products - Milwaukee - Thursday, February 5, 2009



Map of 3001 W. Canal St., Milwaukee, WI by Mapquest - <http://www.mapquest.com>

Directions for I-94 (From West and East)

Take I-94 EAST toward MILWAUKEE (or WEST toward MADISON if coming from downtown)
 Take the 35TH STREET exit, EXIT 309A
 Take the 35TH STREET NORTH ramp
 Turn LEFT onto N 35TH ST (or RIGHT if coming from downtown)
 Turn RIGHT onto W MOUNT VERNON AVE
 Turn RIGHT onto N 32ND ST
 Turn LEFT onto W CANAL ST

Maps & Directions Continued...

Rexnord FlatTop - Grafton - Monday, February 16, 2009



Directions for I-43 from Milwaukee

- Take I-43 NORTH toward GREEN BAY
- Take the WI-60/CR-Q exit, EXIT 92 towards GRAFTON
- Turn LEFT onto WI-60/CR-Q WEST/ULAO RD.
- Continue to follow WI-60 W
- Turn LEFT onto DAKOTA DR

Tour Reservation Form

Membership Type

- Member
- Guest/Non-Member
- Student Member
- Emeritus Life Member

- Rexnord Couplings - New Berlin
- Rexnord Falk - Milwaukee
- Rexnord FlatTop - Grafton

Name _____

Address _____

Phone _____

Email Address _____

You can register on-line at: www.ima-gmc.org or mail reservation form to:

Greater Milwaukee Chapter IMA
 c/o Marcia Brown
 11959 W. Chapman Ave.
 Greenfield, WI 53228

Please contact Marcia Brown with any questions you may have regarding reservations or cancellations at mbrown@aweware.com or by phone at (414) 427-5488.



Maps of 1272 Dakota Dr., Grafton, WI by Mapquest
<http://www.mapquest.com>



REPORT OF THE NATIONAL NOMINATING COMMITTEE SLATED 2009-2010 BOARD OF DIRECTORS

President Elected in the spring of 2008 for a term starting July 1, 2009
Stacey L. Craig, CPA Phoenix Chapter

President-Elect To serve as National President in 2010-2011
Vivian L Moller, CPA Milwaukee Chapter

Vice Presidents Tracy L. Johnson, CPA, AAP San Antonio Chapter
Monika P. Miles, CPA Silicon Valley Chapter
Cheryl Willers Flagstaff Chapter

Secretary Berranthia Brown Atlanta Chapter

Treasurer Catherine A. Mulder, CPA Ames Chapter

Directors To serve two years, July 1, 2009 to June 30, 2011
Mary Duff, CPA Philadelphia Chapter
Linda Harris, CPA Billings Chapter
Barbara Steelman, CMA, CIA, MBA Orange County Chapter
Paula Zanni Mesa East Valley Chapter

Immediate Past President Barbara W. Covington Fort Walton Beach Chapter

Directors Serving the second year of a two-year term - elected in the spring
of 2008 to serve until June 30, 2010
Dianna Patton, CPA, CFP Richmond Chapter
Christina A. Polf, CPA Seattle Chapter
Kathryn Sharp, CPA Member-at-Large
Gina Slack, CPA Des Moines Chapter

Respectively submitted by the National Nominating Committee:
Melody B. King, CPA Richmond Chapter
Anne Christensen Orange County Chapter
Karen J. Gunther (Chair) Boston Chapter

Officers, Board Members and Chairs

Officers

President:	Linda Steinberg President@aswamilwaukee.org
Immediate Past President:	Janet Sargent (ex officio)
Recording Secretary:	Valerie Sheldon RecSecretary@aswamilwaukee.org
Corresponding Secretary:	Sue Press CorSecretary@aswamilwaukee.org
Treasurer:	Cathy Yekenevicz Treasurer@aswamilwaukee.org
Vice President-Programs:	Sandi Chase VPresident@aswamilwaukee.org

Board Members

Program Reservations:	Sue Jaeckel Reservations@aswamilwaukee.org
Publicity:	Christine Yard PR@aswamilwaukee.org
Membership:	Sue Christensen membership@aswamilwaukee.org
Member Retention:	Rhonda Fritz members@aswamilwaukee.org
Fundraising:	Ann Neshek fundraising@aswamilwaukee.org
Website Chair:	Wendi Hall webmaster@aswamilwaukee.org

Committees (Not elected & Nonvoting)

Student Activities:	Kathy Burzynski student@aswamilwaukee.org
Member Education:	Caryl Ehlert Education@aswamilwaukee.org
Scholarship Chair:	Sue Heaton scholarship@aswamilwaukee.org
Scholarship Trustees:	Sue Christensen and Jean Williams

NEXT NEWSLETTER DEADLINE - Friday, January 30, 2009

If you have anything you would like to submit please send an e-mail Sue Press at spress@schlitzpark.com or 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>
January 27, 2009	Breaded Tilapia Baked Chicken Breast Veal Italiano	Tax Update <i>Caryl Ehlert, CPA, MST, Tax Supervisor</i> <i>Kolb Company</i>
February 24, 2009	<i>Family Style</i> Pot Road of Beef Baked Chicken	Student Activities Night
March 24, 2009	Roasted Artichoke Ravioli/Pesto Chicken Cordon Bleu Burgundy Marinated Steak	Tips on Career Planning, Effective Resumes, Interviewing <i>Kathy Burzynski, CPC, Owner/Consultant</i> <i>Burzynski Employment Solutions, LLC</i>
April 28, 2009	Shrimp with Vodka Sauce Chardonnay Chicken Sirloin Steak	TBD <i>Election of Officers</i>
May 26, 2009	Stuffed Filet of Sole Beef Stroganoff Chicken Kiev	TBD
June 23, 2009	Baked Chicken Breast Garlic & Herb Pasta NY Strip	TBD <i>Installation of Officers</i>

Please call Sue Jaeckel at 262-255-2179 or by e-mail to Reservations@aswamilwaukee.org or sjaeckel@wi.rr.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 meet-

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	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.

STUDENT NIGHT — FEBRUARY 24, 2009

ASWA (American Society of Women Accountants) will hold its annual Student Night Event on February 24th, 2009 at Klemmers Banquet. Our Student Night event is for all Accounting & Finance students (men & women, including students pursuing Masters, Bachelors or Associates degree). What has been a real motivation for students to attend is that one eligible student in attendance is going to win a Becker CPA Review Course (courtesy of Becker CPA).

Our main guest speakers will be Melody Wolske, CPA & Partner of PWC and Peter Henrikson Senior Manager at Metavante. In addition to these guest speakers we are inviting various local businesses to also be represented at this event as well. A representative from the company will be given a designated display area, they will offer a 3 minute company promotional speech and will represent their company during the allowed networking session. The small cost for this is \$50 which covers the meal for one person and the balance goes towards the ASWA Scholarship Fund.

The members of ASWA are hoping that your company will consider being represented at this event as well. Please let me know if you (or someone from your company) is interested.

Also, if possible, we are asking for company raffle items which will be raffled during Student Night as well. All proceeds will go toward the Scholarship Fund.

Kathy Burzynski

Student Night Chair

(262) 335-0763 Phone

(262) 334-4299 Fax

Bur@BurzynskiES.com

Give Your Resume an Extreme Makeover

If you're of the boomer generation, and looking for a new career, you could be getting the cold shoulder from employers. Your hair may be saying "under 40", but recruiters put your resume in the geriatric-reject pile. If you're feeling symptoms of age discrimination, your resume could be working against you, making you seem out of date and one step from retirement. There are three reasons your resume may be keeping you out of interviews. Your resume is due for an update if:

1. Your technology skills date you from the stone age
2. Your key industry words are decades old
3. Your resume format doesn't follow current trends

Don't despair if your resume is out of date. You can perform an extreme resume makeover by using the following tips.

1. Get current on your industry's technology. Be aware that technology terms are often used as keywords to filter the best resumes from electronic databases. If your resume doesn't have them, it may never be seen. Make sure your technology skills aren't leaving you behind. Check job descriptions from various sources within your industry to see what technology skills employers are looking for. Determine what's missing from your resume. Then decide what you need to learn or do in order to fill that technology gap. Adult education, college classes, or even online learning are all great ways to catch up.

2. Make sure your resume reflects current terminology. If you have just been adding to the same old resume over the years your early entries reflect outdated key words. Bring your resume up to date with the help of publications from your industry's professional associations. If you don't belong to any professional associations, you might be missing out on the latest industry-speak. Another good resource for current terminology is online job postings. Search job descriptions in your field for recurring key words. Learn to use the current terminology for your industry for optimum results.

3. Make sure your resume reflects today's trends in resume format and style. A decade back, the reverse-chronological format worked fine for you. But now that you have more experience, it may not be your best choice. The more advanced hybrid format will showcase your skills and expertise to your optimum advantage. With a hybrid resume, potential employers will form an impression of you based on your top accomplishments, not just your most recent job description. Many of the old resume rules just don't apply any more. For example:

* "Limit your resume to one page." This idea went out with the advent of electronic resumes. Nothing is harder on the eyes than a trying to read a three-page resume squished onto one page.

* "Your resume should go back no more than ten years." Don't use an arbitrary number to determine how much to include on your resume. Ask yourself, "how far back does my work history relate to my current objection?"

* "One resume should handle everything." Not so! For greater effectiveness adjust your resume to different functions or industries you'd like to explore.

Finally, make sure you use the correct electronic version. You'll want to have (1) a standard Word format (for printouts and email attachments), and (2) a Plain Text version for "text only" online forms.

Give your resume an extreme makeover using these tips to let your experience work for you rather than against you. You'll see increased requests for interviews leading to your best career opportunity ever.

Deborah Walker, Resume Coach, and former executive recruiter understands from an insider's view the resume errors that can spell disaster for job seekers. Her resume advice has helped many continue to reach their career objectives regardless of their age. Visit Deb at <http://www.AlphaAdvantage.com>.



Donation Program to Support the Dorothy Philippi Scholarship Fund

This fund is a 501(c)(3) organization.

Background: The Milwaukee Chapter 41 of the American Society of Women Accountants grants up to two scholarships each year to women students who are majoring in Accounting and attending a Wisconsin school. One scholarship, for \$500, will be awarded to a woman in a two-year program who will be entering or already in her second year in the coming spring semester. Another scholarship, for \$1,500, will be awarded to a woman in a four-year program who will be entering her senior year in the upcoming fall semester. The Milwaukee Chapter utilizes a variety of methods to raise funds including direct donations by members, friends and corporate sponsors.

Please consider supporting our scholarship fund at one of the following donation levels:

- **Benefactor Members** – Contributions of \$1,500 or more (this level can be obtained through payments over a three year period, i.e. \$500 commitment per year)
- **Sustaining Life Members** – Contributions of \$125 or more by a Life Member during the year
- **Life Member** – Lump sum contribution of \$500 or more, completed pledge of \$500 or more, paid in four consecutive annual installments (\$125 or more per year)
- **Sponsor Member** – Contributions of \$250 or more during the year
- **Patron Member** – Contributions of \$100 - \$249 during a year
- **Friend Member** – Contributions up to \$100 during a year

In order to make a donation, please print and fill out the attached form. For additional information, please contact Linda Steinberg, Milwaukee Chapter President, President@aswamilwaukee.org or 1-262-821-1861.

Notes from Carol about Joint IMA/ASWA Meeting

November 17th turned out to be a terrible night for traveling with a light snowfall turning into black ice and creating very slow travel. I left my house to attend the joint meeting with IMA at Alioto's, a ride that would normally take 20-30 minutes. One hour and 15 minutes later I arrived at Alioto's. Turning back didn't occur to me as the first eight miles only took thirty minutes. It was the last two miles that took forever, or so it seemed. Besides that my meal had been prepaid and we Wisconsinites are known to be thrifty.

The majority of people expected showed up. Each place setting had a seating sign stating that it was for an IMA, ASWA or Student, creating a wonderful mix of people at every table. The weather easily provided opening conversations. After that it was where do you work, what do you do and when does your organization meet. We were invited to IMA's Christmas party at the Yacht Club.

After a few announcements were made, recognition of five-year anniversaries came along with a presentation of a gift. That came as a big surprise to me as I was recognized for my fifteen years with ASWA. I was more impressed with the man who belonged to IMA for fifty years.

I encourage each of you to attend the next time one of these joint meetings occur. It's a wonderful chance to broaden your network.

Carol Butula

Dorothy Philippi Scholarship Fund Donation Form

Please indicate the donation category:

- Benefactor \$1,500
- Benefactor Installment \$500 (3 year commitment)
- Life Member \$500
- Life Member Installment \$125 (4 year commitment)
- Sustaining Life Member \$125
- Sponsor \$250 or more
- Patron \$100 - \$249
- Friend (under \$100)

Please check (as appropriate)

Employer Gift Matching Form is enclosed

Please send donation receipt to:

Name _____
 Address _____
 City _____ State _____ Zip _____
 E-mail address _____

Contribution:

in honor of _____
 in memory of _____

Please send acknowledgment to:

Name _____
 Address _____
 City _____ State _____ Zip _____

Make check payable to ASWA Milwaukee Scholarship Fund and mail to:

Catherine Yekenevitz
 2330 Chestnut Street #85
 West Bend, WI 53095-2989

**To love what you do and feel that it matters
 — how could anything be more fun?**

— *Katherine Graham*



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.

Successful Succession Planning

“Planning is bringing the future into the present so that you can do something about it now.” — Alan Lakein, author

If you're one of the many baby-boom-age accounting and finance managers planning to retire in the next few years, have you thought about developing a succession plan? Surprisingly, few financial leaders have taken this prudent step. A majority (83 percent) of chief financial officers polled in a recent Robert Half International survey say they have not identified a successor for their positions.

Succession planning might seem like a low-priority endeavor during tough economic cycles, but it's critical to prepare for contingencies — and protect your organization's future — now. By training a protégé to fill your shoes, you'll ensure a smooth transition and provide much-needed stability to your department during times of change. Here are some succession-planning tips:

Know what you're looking for. The first step is to identify and prioritize the professional and personal qualities you consider most essential for success in your role. Your goal should be to identify a promising up-and-coming employee who has the potential to hone the full range of skills and abilities necessary to perform your job.

Offer exposure. Once you've identified your would-be successor, introduce him or her to situations and assignments common in your position. No matter how talented and sophisticated the protégé, professional development in advance of assuming the new role is key. For instance, you might boost the person's visibility by encouraging him or her to tackle some high-profile responsibilities, such as reengineering an important business process or giving presentations to the company's board or an important client.

Embrace mentorship. As your protégé wrestles with real-world management challenges, provide plenty of behind-the-scenes coaching and feedback. And be sure to facilitate the transfer of not just nuts-and-bolts insights for performing certain tasks and managing projects, but also the less-tangible institutional and “insider” knowledge you've acquired over time. Set regular dates to assess your protégé's progress and offer your support as he or she gains the confidence and expertise necessary to lead the department or organization.

For more advice on management and career issues, listen to *The Management Minute*, Robert Half's podcast series at www.rhi.com/podcasts.

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.