



American Society of Women Accountants

FORTY-FIRST ENTRY

Volume 59, Issue 8

April 2009

President's Message

Inside this issue:

ASWA Members and Friends:

At our March meeting, Kathy Burzynski provided some terrific tips on career planning, effective resumes, and interviewing. Even if you are currently not in a job hunt, following Kathy's recommendations will keep you positioned to take advantage of new opportunities as they arise.

Janet Sargent and I have been putting together our 2009-2010 Board. Please consider getting involved in the organization by volunteering to serve as the student activity chair. This is a great opportunity to get involved with our student members. Being on the Board allows you the opportunity to develop and polish your leadership skills. It is a great resume builder especially in these economic times. It also enhances your networking circle and allows you develop new friendships. Please contact Janet or myself for additional information on this position.

Please mark you calendar for our 2nd Joint Meeting with IMA scheduled for Monday, November 16, 2009 (3rd Monday). We will celebrate ASWA's 55 Anniversary at this joint meeting.

The Milwaukee Chapter will be hosting the 2010 North Central Regional Conference on Friday, May 21 (full day – 8 CEU's) and Saturday, May 22 (half day – 4 CEU's) at the Radisson Hotel Milwaukee West – Hwy 100 and North Ave. across from Mayfair Mall.

Fun event on Friday night, May 21st. Chapter exchange at lunch on Saturday. Cheryl Pfundtner and Susan Hallberg will be co-chairing our regional conference. Please save the date.

Please join us for our April 28th meeting at Klemmer's. Dan Donarski from Kolb Technologies will be presenting, "The Value of Visualizing Data."

Our national conference is in Las Vegas this year from October 19-21, 2009. This conference offers 22 credits of CEU plus great opportunities to meet other ASWA members throughout the country including Hawaii and Alaska. As part of ASWA's membership drive this year, chapters are eligible for free registrations at the conference. We currently have 8 new members this year and need to recruit 2 additional members by May 31st in order to be eligible for a free registration. This registration, valued at \$545, will be used by a first-time attendee at the conference. I encourage each of you to recruit other professionals to join our chapter. We had a lot of great activities this year and have additional events scheduled for the coming year. Please contact Sue Christensen if you need additional membership information.

If you have an issue or concern, please feel free to contact me at LSteinberg2@wi.rr.com or 262-821-1861. See you at the April 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.



APRIL PROGRAM

Data Visualization and Business Intelligence Techniques

Dan Donarski, Director – Kolb+Co. Technology Advisers, LLC will focus on best practices organizations use to deliver information dashboards and interactive data analysis that bridge the gap between static spreadsheets and the need for visual, interactive presentations. In other words, how to take spreadsheet data and present it in a way that people can better understand or is meaningful to the group you are presenting it to.

Dan has been providing business technology solutions to clients for over 15 years and has more than 25 years of experience in the Information Technology field. For the past 10 years Dan has been providing business intelligence implementation services, process workflow analysis, and consulting and training for enterprise reporting systems. Vertical market specialties includes manufacturing, healthcare systems, construction and distribution.

NEW MEMBER INTRODUCTION

Our Chapter has recently added for three new members.

Ann Dreikosen works at Service Heat Treating, Inc. in Milwaukee.

Victoria Klein is a controller at HNI Risk Services, Inc. in New Berlin.

Brittany (Britta) Rowe is a student at UW-Milwaukee. Britta is also the winner of our most recent 4-year scholarship.

Victoria was at the last meeting, so a number of you have already met her, and Victoria and Britta were both at student night. We hope that Ann will be able to attend a meeting soon. Please be sure to welcome them all to the organization!

Sue Christensen
Membership Chair



**ASWA Milwaukee Chapter 41
Slate of Officers and Board Members
For Fiscal Year 2009-2010**

Standing for Election April 28, 2009

OFFICERS

President	Sue Jaeckel
Immediate Past President (ex officio)	Linda Steinberg
Recording Secretary	Sue Christensen
Corresponding Secretary	Kathy Burzynski
Treasurer	Catherine Yekenevicz
Vice President – Program	Janet Sargent/Sheila Robak

BOARD MEMBERS

Program – Reservations	Patti Flynn
Publicity	Chris Yard
Membership	Val Sheldon
Member Retention	Linda Steinberg
Fundraising	Ann Neshek
Webmaster Chair	Wendi Hall

COMMITTEES (not elected positions)

Scholarship Chair	Sue Heaton
Scholarship Trustee	Sue Christensen
Scholarship Trustee	Jean Williams
Student Activities Chair	OPEN
Student Activities Committee Member	Victoria Klein
Regional Conference Co-Chairs (May 21 & 22, 2010)	Cheryl Pfundtner & Susan Hallberg
Member Education/Legislation	Caryl Ehlert



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Technology & Tax Tips

- When working in Word, try these shortcuts to select portions of a document:
 - Perform a single mouse click in the left margin of a document to select just that line.
 - Perform a double mouse click in the left margin of a document to select a paragraph.
 - Perform a triple mouse click in the left margin of a document to select the entire document.
- As if income tax day weren't bad enough, there's another deadline coming up this month that will have some folks groaning. April 14th, Microsoft officially drops mainstream support for Windows XP.

Although security updates will still be provided through 2014, nonsecurity bug fixes won't, unless you want to pay for them.
- Biz Times Business and Technology Expo to be held April 28 & 29 at State Fair Convention Center.

4. Changes to COBRA

The Act provides for a new subsidy for certain COBRA beneficiaries. The subsidy is 65% of the COBRA continuation coverage premiums for eligible individuals for up to 9 months. The COBRA beneficiary will pay only 35% of the overall COBRA premium for that period. The new subsidy is available to individuals who have been involuntarily terminated from employment during the period of September 1, 2008 through December 31, 2009 and is eligible to elect COBRA during that time.

The subsidy period expires on the earlier of (i) nine months, (ii) the date the individual becomes eligible for major medical group coverage or Medicare and is subject to significant penalties (110% of the subsidy amount) for failing to do so or (iii) the end of the maximum required period of continuation under COBRA Assistance

Employees with modified adjusted gross income (MAGI) that exceeds \$250,000 (for joint returns) or \$125,000 (for all other filers) will not be eligible for the full premium subsidy. The premium subsidy will be fully phased out for those individuals with MAGI of \$145,000/\$290,000.

Individuals who exceed these income limits must repay any subsidy he/she realized. These repayments are reported on the individual's income tax return.

Individuals may make a permanent election to waive the subsidy.

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, May 1, 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>
April 28, 2009	Shrimp with Vodka Sauce Chardonnay Chicken Sirloin Steak	Data Visualization & Business Intelligence Techniques <i>Dan Donarski</i> <i>Kolb Technologies</i> <i>Election of Officers</i>
May 26, 2009	Stuffed Filet of Sole Beef Stroganoff Chicken Kiev	LinkedIn Networking Tool <i>Stephanie Kern</i>
June 23, 2009	Baked Chicken Breast Garlic & Herb Pasta NY Strip	Dressing for Success <i>Michelle Dhein</i> <i>Tom James of Milwaukee Clothier</i> <i>Installation of Officers</i>
July, 2009 <i>Actual Date TBD</i>		Annual Planning Meeting <i>Location TBD</i>
October 19-21, 2009		2009 Joint National Conference <i>Las Vegas, NV</i>
November 16, 2009 <i>3rd Monday</i>		Joint Meeting with IMA <i>ASWA 55th Anniversary Celebration</i>
May 21-22, 2010		2010 North Central Regional Conference <i>Milwaukee, WI</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.



GET MORE DONE WITH THE TIME YOU HAVE

It's easy for time to slip away unproductively at work. There are just too many people or tasks competing for attention...and that can lead to poor work habits.

"Most people have to put in long hours because they work ineffectively. They're unable to delegate. Or they let people rob them of their valuable time." This is the opinion of time-management expert B. Eugene Griessman, author of *Time Tactics of Very Successful People*. "An employer or supervisor should work constantly to create a time-conscious work culture," suggested Griessman. His tips for better time-consciousness:

- Educate everyone on the value of time at work.
- Teach time-consciousness "etiquette": Employees should recognize when others should not be interrupted -- also when not to "chat."
- Employees must learn to complete delegated tasks responsibly, and in the expected time frame.
- Employees should always bring a pad and pen (or electronic notepad) along when they come in to see a supervisor. They should also bring the pad and pen (or electronic notepad) along to report back on completed tasks.
- Meetings should start on time and shouldn't run too long.

Griessman suggested: "Offer time-management workshops geared to your employees' skill level...Share good time-management books...Put ideas about good time management on the bulletin board or in the organization newsletter...Identify good time managers around your workplace and highlight them as examples."

Set a good example yourself. "Create a 'must' list each day from your usual 'to do' list. Write it down -- don't try to remember it. Include only five or six things that *must* be done today," said Griessman.

To achieve more with the time you have:

- Delegate work to other competent people.
- Let people you're talking to know how much time you have.
- Learn to listen. Don't talk too much. "A person who listens well is more likely to get things right...and recognize opportunities others miss," said Griessman.
- Don't procrastinate. Don't waste time dreading the job. Get it done.
- Be decisive, but don't make important decisions in haste.
- Learn to say "no" when you need to.
- Schedule a specific time for each task on your to-do list, just as you would a meeting.
- Highlight and annotate what you read, for easy reference later.
- Have something to do while you wait.
- Ask yourself: "Is there an easier way to do this?"
- Don't just do it now - finish it now!
- Know when to cut your losses and stop investing your time.
- Sometimes good enough is good enough.
- Don't adopt other people's monkeys.
- Handle a piece of paper once or put it into a specific file for later action.
- If it's not worth doing, be sure not to do it!

Strike a balance. To use time effectively certainly means not wasting time... but it also means not doing things in haste. Haste makes...waste!



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.

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!

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

These quick references are free:

http://www.customguide.com/catalog_quick_reference.htm



FORTY-FIRST ENTRY

American Society of Women Accountants
c/o Susan L. Press
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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.

How to Choose Between Two Equally Qualified Candidates

You posted a job opening and received countless applications. You diligently reviewed a towering pile of resumes, went through the time-consuming task of interviewing the most promising individuals and narrowed the field down to two exceptional accounting professionals.

The problem?

You can't decide whom to choose because both candidates meet your criteria and possess similar experience. While it's an enviable staffing-related problem to have, particularly during a recession, the situation still makes for a difficult hiring decision. Following are tips to consider and additional questions to ask to help you identify the person who's truly best suited for the job:

Look beneath the surface. Ask both candidates back for follow-up interviews so you can dig deeper. Engage them in conversations that provide more insight into their personalities, work styles and critical-thinking skills. Consider asking open-ended questions such as, "Describe a politically sensitive situation in your former workplace and how you resolved the problem," or "What was your biggest professional setback and how did you handle it?" Frequently, what distinguishes outstanding employees is the ability to solve dilemmas and learn from their mistakes.

Put a spotlight on people skills. In today's challenging economic environment, any new hire should possess strong technical skills and a bottom-line focus. But because so much business today is founded on collaboration, it's also wise to focus on less-tangible qualities such as interpersonal abilities. Try to identify the person who possesses the stronger team-building and communication skills. Helpful questions might include: "Tell me about a time when you successfully sold a bold new idea to management," or "Describe a project involving multiple departments and how you coordinated everyone's efforts to achieve the same goal."

Closely examine their excitement level. Which person displays more enthusiasm about the job opportunity and passion for the accounting field? Upbeat applicants who demonstrate eagerness to learn, grow and tackle new challenges will likely bring the same initiative and positive attitude to their jobs. Ask questions such as, "How do you keep your skills current?" to gauge the candidate's career ambitions and commitment to professional development.

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

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