

ASWA FAX RETURN

American Society of Women Accountants — Houston Chapter No. 33 www.aswahouston.org

Member of *The Federation of Houston Professional Women*

VOL. 56 No. 1

November 2007

Membership Meeting November 27, 2007

Speaker: Barbara Hayley

Topic: Turning Simple Phrases into Winning Words!

CPE: 1 hour Level: Basic Prerequisites: None

Where: The Briar Club, 2603 Timmons Lane
(corner of Westheimer and Timmons Lane)

Parking available in the member parking area across the street from the Briar Club. Valet parking is available.

Time: 5:30 p.m. Networking:
6:15 p.m. Dinner
7:00 p.m. Speaker

Early bird reservations by Thursday 5:00 pm prior to meeting:

Members and 1st time guests	\$30
Returning guests	\$35

Late reservations and walk-ins:

Members and 1st time guests	\$35
Returning guests	\$40

Administrative Policy: Per ASWA standing rules, if you register and do not attend, you will be charged for the regular meeting price.

Reservations need to be made by the Thursday preceding the meeting. Special dietary requirements available upon request

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JNC Report

The ASWA/AWSCPA Joint National Conference was held in Orlando, FL at the Disney Coronado Springs Resort October 25—27, 2007. Attending from the Houston chapter were Colene Blankinship, Melanie Norton, and Kristi DeNardo.

The keynote speaker was Cynthia F. Cooper, CPA, CISA, CFE, whose topic was “Worldcom Warnings: What Went Wrong and Corporate Governance Lessons Learned”. She was an inspiring and moving speaker, relating her part in the final days of Worldcom. Cynthia’s talk set the tone for the remainder of the conference.

The conference offered numerous sessions covering both personal and professional areas of interest. In addition, multiple networking opportunities were available. It was a wonderful time of increasing knowledge and job skills, and making and renewing friendships.

The Houston chapter was recognized for Net 10 increase in membership, recruiting more than 9 members from September 2006 through May 2007, and for one member sponsoring/recruiting 11 or more members during the 2006-2007 year.

Many attendees participated in the Forrest A. Kessler Walk for Humanity benefitting the Leukemia and Lymphoma Society. There was a fun walk around the lake on Friday night, and volunteers manned water stations on Saturday evening during a 13 mile run.

Plan to attend the 2008 JNC, which will be held in Dallas—it will be well worth your time!

2007-2008 Officers & Committee Chairs

President H 713-927-2679 W	Debbie McKenney mckdeborah@yahoo.com C 713-927-2679	Director H 281-419-9323 W 281-569-2751	Arlene Dilworth Dilworth@totalbackoffice.com C 936-443-5947	Publicity
President Elect W 713-584-6451 F 713-935-7701	Kristi DeNardo Newsletter kdenardo@igloocorp.com C 832-595-5587	Director H 281-469-0970 W 713-353-1942	Melanie Norton Meeting Arrangements nortonmelt@hotmail.com mnorton@bvccpa.com	
Vice President H 281-659-7508 W 713-986-3129	Sonia Calloway Programs cpacalloway@yahoo.com C 281-659-7508	Membership H 713-591-8282 W 713-333-4340	Jerilyn Barthel jbarthel@gddcpa.com F 713-621-6907	
Treasurer H 281-478-0778 W 713-374-7784	Julianne Dorsett Member Relations julianne_dorsett@petrochemintl.com C 832-563-3840	Student Activities W (832) 782-5943 C (832) 264-4041	Christine Spray cspray@cfw-cpa.com F (832) 782-5952	
Secretary C 713-906-8060 W 713-561-6528	Adrienne Brown abrown@uhy-us.com F 713-968-7138			
Past President H 281-894-5253 W 281-894-5253	Eileen Neucere Database eneucere@earthlink.net F 281-807-1520			

Deadline for January newsletter: January 8, 2008
 Newsletter Editor: Kristi DeNardo
 Cell: 832-595-5587
 Work: 713-584-6451
 Fax: 713-935-7701
 Email (home): kldenardo@hotmail.com

Additions and changes to the mailing list should be submitted to Eileen Neucere
 Home: 281-894-5253
 Fax: 281-807-1520
 Email: eneucere@earthlink.net

The FAX RETURN is the newsletter of ASWA Houston Chapter 33. It is published monthly, except December. You can receive the Fax Return by email or by snail mail. **Please let the editor know which form you would like to receive the newsletter.**

Standing Reservations

Jeri Barthel	Melanie Norton
Colene Blankinship	Kathy Pearce
Adrienne Brown	Eunice Reiter
Sonia Calloway	Ann White
Julianne Dorsett	Kristi DeNardo
Suzi Martin	Kristy Hughes
Eileen Neucere	
Debbie McKenney	

The Chapter will bill for reservations that are not cancelled by noon Thursday prior to the meeting.

Please contact **Melanie Norton** to be added or deleted from the Standing Reservations List.
 713-353-1942 mnorton@bvccpa.com

CALENDAR OF EVENTS

- November 10 Nutcracker Market
- November 17 Ellison's Greenhouse—poinsettias
- November 24 Loaves & Fishes
- November 27 Membership Meeting—Briar Club
- December 11 Christmas Party—Briggs & Veselka, 6575 West Loop South, Suite 700, Bellaire, TX 77401
- December 18 Controller's Workshop—Sheraton Brookhollow Hotel, 610 and 290
 Speaker: Bruce Anderson with Thinking Partners, Inc.
- January 22 Membership Meeting—Briar Club

Houston ASWA Memorial Fund

The Houston ASWA Memorial Fund was chartered in 1973 with the two-fold purpose of:

- Providing scholarships to deserving accounting students
- Furthering the mission of the American Society of Women Accountants -- “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”.

The Memorial Fund receives contributions, in lieu of flowers, for members and their loved ones during times of grief. We receive contributions to celebrate special occasions and in honor of special people.

Please consider the ASWA Memorial Fund as an opportunity to honor or to memorialize the people in your lives.

Contributions should be made payable to:

ASWA Memorial Fund
c/o Eunice H. Reiter
5005 Woodway, Suite 200
Houston, TX 77056-1789

If your contribution is in honor or in memory of someone, be sure to include information regarding where to send the acknowledgement.

Meeting Notice

Please note that our meeting cost has increased as a result of price increases from the Briar Club.

Pricing is now: \$30 for members and \$35 for guests with earlybird reservations, \$35 for members and \$40 for guests registering late or walk-ins.

ADVERTISING RATES

The ads are to be emailed to the newsletter chair no later than the 1st of the month in which the ad is to appear.

\$300/ year—full page
\$160/ year—1/2 page
\$ 10/ month—business card size

The Fax return is published monthly except December.

Official National Registry Statement

ASWA is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State Boards of Accountancy have the final authority on the acceptance of individual courses of CPE credit. Complaints regarding registered sponsors may be addressed to the National Registry of CPE Sponsors: 150 Fourth Avenue, Nashville, TN 37219-2417. Web site: www.nsba.org.

NOVEMBER MEETING

Barbara Hayley
Hayley Ranch Consulting, Inc.

Barbara is the Chief Evangelist Officer for Hayley Ranch Consulting, Inc a company founded on a commit to “**Greatness in the Workplace**”. She will motivate, train and inspire you and your employees to achieve greatness. She believes that people will perform best when working in an environment where every one contributes their own brilliance and appreciates what others have to offer.



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SPEAKER BIO

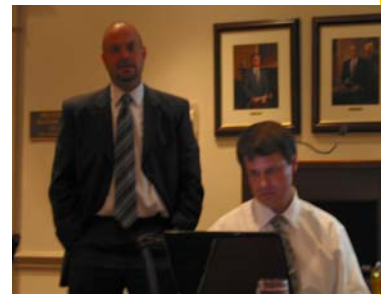
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From 1998 until 2006 Barbara was the Senior Performance Officer for a \$3.5 billion dollar Houston based financial institution with 15 consecutive years of record earnings.

Barbara Spear headed a campaign for her company to apply for Fortune Magazine's "**100 Best Companies to Work For**", which was ranked #26, #25, & #49. She successfully pioneered a 1st of its kind, leadership program for surgical residents at a prestigious medical school; results were published in the November 2004, *American Journal of Surgery*. She is currently serving on the board of directors of the Houston West Chamber of Commerce, the Houston Galveston Area Council, and Gulf Coast Health Services Steering Committee. She is a member of the Daughters of the American Revolution and lives in Houston Texas with her beautiful 9 year old daughter.

October Meeting Report

We had an interesting membership meeting in October at the Briar Club.



Kathy Pearce shared the happy/sad news that she has accepted a new job and will be leaving us by the end of the year.

Our speakers were Julio Gonzalez and two other gentlemen from Engineered Tax Services, Inc. Their topic was Understanding the Crux of Cost Segregation Studies, Energy Tax Credits, and Research & Development Credits, with the latest updates from the IRS.

Arlene Dilworth gave an update on the Job Target/Career Center and Controller's Corner.

President Elect Kristi DeNardo conducted the meeting in the absence of President Debbie McKenney.

Current Fundraiser

Our chapter has been registered with the Current Fundraiser Online program. It is very simple—all you have to do is shop online at www.CurrentFun.com, and when you check out, select:

State: **Texas** Organization: **ASWA – Houston** City: **Houston**.

Our chapter will receive a check quarterly for 50% of online sales that are attributable to our organization. Tell your friends and relatives, and help raise money for our scholarship fund. You can do some of your Christmas shopping, saving some money for yourself and getting some great products, and at the same time, contribute to the scholarship fund. What a deal!

Getting to Know Our Officers—Christine Spray Student Activities Director

Director of Business Development, CF & W

Christine R. Spray is responsible for leading the firm's efforts in new business development, strategic planning and collaborative relationship development. She has over 15 years of broad-based sales, marketing, advertising, community relations and business development experience. She also has experience in a variety of areas; health care, fitness, human resources, hospitality, and professional services.

She is former Director of Practice Development for a mid-size accounting firm in Houston, former Managing Director of a large staffing firm focusing on finance and accounting personnel, former Vice President of Sales and Marketing for a premier hospitality expert in Houston, former Regional Director of Sales and Operations for one of the largest real estate developers in Houston, and former Manager of the largest Wellness Center in Houston. Christine has vast knowledge and experience in start-ups and restructures in the local Houston market.

She supports and participates in numerous citywide organizations, including the Greater Houston Partnership, Galleria Chamber of Commerce, Intown Chamber of Commerce, Leadership 20/20 Graduate, University of Houston Alumni, MIT Enterprise Forum, Houston Technology Center, Association for Accounting Marketing, American Marketing Association, Asia Society, American Society of Women Accountants, Women's Exchange Network, Houston Interactive Marketing Association, Women's Energy Network, Texas Business Hall of Fame, Turnaround Management Association, Association of Corporate Growth, Texas CPA Society, The Entrepreneur Institute, National Association of Corporate Growth, Institute for Internal Auditors, The Professional Group, UH CEO Network Partners and more.

Christine holds a Bachelor's of Science in Biology from the University of Houston.



Federation of Houston Professional Women

Next Meeting: January
Web site: www.fhpw.org

Location: H.E.S.S. Building
5430 Westheimer (between Chimney
Rock and Yorktown)

ASWA Delegates: Melanie Norton,
Arlene Dilworth

Alternates: Pam Ahlers
Debbie McKenney

Federation of Houston Professional Women (FHPW)

The Federation of Houston Professional Women is an alliance of women's professional organizations, chartered by the state of Texas as a non-profit, non-partisan business league. Each FHPW member organization, although diverse in style and structure, has professional or businesswomen members focused on education, networking, specific careers or community service.

FHPW offers quarterly events designed to bring its diverse membership together to promote a place of POWER and INFLUENCE. Quarterly events are open to both members and guests and allow Houston professional women the opportunity to network, have some fun and learn something new.

If you are a member of ASWA then you are automatically a member of FHPW.



You may or may not have 4 generations in your workplace, however, I would suspect you might have at least 3: the baby boomer, generation X and generation Y. These 3 generations are so diverse it could drive a person crazy just trying to keep up with the differences. So here's how to make it easy for everyone, including you!

1. Instead of looking at 3 or 4 different communication styles, look at your leadership styles for each individual. These are: a. very focused where you give lots of direction; b. coaching where you give lots of support and ideas; c. cheerleader where you gives lots of validation; d. let them go-- give them their head and let them run (as we say in Texas!).
2. Give them what they want and when they want it. Performance reviews are a pain in the you know what. Everyone hates them. Instead of yearly performance reviews, why not communicate in the moment. In other words, communicate all the time with your folks. Not just for redirection but also for fun, interaction, keeping informed, etc. You give your folks and yourself many more opportunities to learn when you communicate continuously!
3. Create real-time awards and recognition for those who have actually achieved something big, good, memorable! Is the customer happier? Was revenue increased? Were expenses reduced? Remember, only reward those who have done something.
4. Utilize everyone's strengths on your team/committee, group. Help them identify and use those strengths to achieve goals which show proof of their value in the workplace. For weaknesses, stop focusing on them and manage around them.

Keep the focus on the work and not the diversity! This is what everyone in your workgroup has in common and this is where the attention needs to lie in order to achieve goals.

Start with these practices and add more of your own to create a generationally diverse workforce that makes it all come together and work!

Our Career Center is Live!

The new ASWA Career Center went online on October 1st as scheduled. Arlene Dilworth reported at the regular member meeting on October 30th that there were 6 individual registrations and 6 employer/recruiter registrations (and they we NOT the same people) during the month. Additionally, there are 46 positions from the greater Houston area (including Conroe, Kingwood and Katy) currently listed.

Arlene reminded members to encourage their friends and colleagues to register and that there is not cost to individuals to post their resumes. Members can help by letting their HR Departments at work know about the site. Using the site is a win-win-win-win proposition because 1) employers gain access to a pool of specialized job seekers, 2) individuals seeking employment in accounting and finance can easily connect with employers/recruiters looking for candidates with those skills, and 3) the ASWA raises funds that it uses to 4) provide scholarships to worthy individuals.

Support a worthy cause by spreading the news about the ASWA Career Center today!



2007
SAGEMONT

Christmas FESTIVAL



Featuring:
50-foot
Christmas Tree

"Dreams"
Musical
Production

Family
Activities
Including
Snow
Food
Petting Zoo
Rockwall
Games
Crafts
Inflatables

Free
Admission!!

*Bring your
lawn chairs
for the
outdoor
program*

Everyone Is Invited To This Community Christmas Event!

Saturday, December 1
Sunday, December 2



Family Activities Begin 3:30 pm
Tree Lighting/Program Begins 5:45 pm



Sagemont Church is located at
11300 S. Sam Houston Pkwy E.
www.sagemontchurch.org

ASWA
American Society of Women Accountants
Kristi DeNardo
8810 Lady Laura Lane
Richmond, TX 77459

Return Service Requested

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ASWA National Headquarters

800-326-2163

Web site: www.aswa.org

Email: aswa@aswa.org

Region 4—South Central Area Directors—

Patti Bell —pattim@cheneybrothers.com

Mesha Shelburne —mesha.shelburne@ey.com

Janice E. Bass —janbass@charter.net

—Regional Director for Houston

Empowering Women In The Accounting and Financial Professions Since 1938