

# ASWA FAX RETURN

**American Society of Women Accountants — Houston Chapter No. 33**

Member of *The Federation of Houston Professional Women*

VOL. 52 No. 7

February 2004

## MEMBERSHIP MEETING

**1 Hour CPE**

**February 24, 2004**

Topic: One More Time:  
How Do You Motivate People?

Speaker: Quentin Dinardo, Ph.D.  
QED Consulting, Inc.  
(See page 7 for more info)

Prerequisite None Required

Course Level: Basic

Method: Discussion with Outlines Provided  
Administrative Policy: Per ASWA standing rules, if you register and do not attend you will be charged the \$25.

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

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

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

### 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.. Telephone 615-220-4200. Web site: [www.nasba.org](http://www.nasba.org)

## Meeting Prices

- \$25 Members with reservations
- \$30 Members who do not make reservations
- \$30 Guests
- \$15 CPE only (no dinner)

**RSVP by 2/19/04 to Judy McMillian at:  
713-529-9871 (H)  
rhart96@aol.com**

The chapter meets on the 4th Tuesday of each month except December (holiday party) and May (annual luncheon).

**Reservations need to be made by the Thursday preceding the meeting. Special dietary requests available on request.**

CPE Contact: Kelly D. Bennett  
Contact Address: c/o Margolis, Phipps & Wright  
1400 Post Oak Blvd, Suite 900  
Houston, TX 77056-3009

### ASWA National Headquarters

800-326-2163

Web site: [www.aswa.org](http://www.aswa.org)

Email: [aswa@aswa.org](mailto:aswa@aswa.org)

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**Empowering Women In The Accounting and Financial Professions Since 1938**

**2003-2004 Officers & Committee Chairs**

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		<b>Newsletter</b> C 713-817-0318 W 713-924-9763	<b>Kathryn Pearce</b> kathryn_pearce@aigvalic.com F 713-831-8653

Deadline for March newsletter: March 5, 2004  
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 Work: 713-924-9763  
 Fax: 713-926-9960  
 Email (work): colene\_blankinship@petrochemintl.com

**Additions and changes to the mailing list should be submitted to Kathy Pearce**  
 Home: 713-688-4057  
 Work: 713-831-5412  
 Email: Kathryn\_pearce@aigvalic.com

**Standing Reservations**

Loyce Anderson	Kathy Pearce
Colene Blankinship	Eunice Reiter
Kelly Bennett	Julia Schreiber
Judy McMillian	Mary Simpson
Ellie Moore	Darlene Taylor
Kajal Nagrani	Ann White
Melanie Norton	Lisa Wilson

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

Please contact Judy McMillian to be added or deleted from the Standing Reservations List.

H—713-529-9871 rhart96@aol.com

**CALENDAR OF EVENTS**

Feb. 10 Board Meeting  
 Feb. 24 Membership Meeting  
 Mar 9 Board Meeting  
 Mar 23 Membership Meeting  
 Apr 24 Loaves & Fishes—Community Service  
 Apr 27 Membership Meeting  
 May 18 Annual Public Relations Luncheon  
 May 20-22 NW Regional Conference—Billings MT  
 June 4-6 SW Regional Conf—Phoenix AZ  
 June 22 Membership Meeting  
 Nov 10-12 ASWA/AWSCPA Annual Conference

## **64th Annual Conference**

### **The ASWA/AWSCPA Joint Inspired Solutions Conference**

**November 10-12, 2004, Chicago, Illinois, Hotel Inter-Continental**

What is an Inspired Solution? It's more than just a correct answer...an Inspired Solution is a response to a unique set of circumstances. An Inspired Solution carries weight...it reflects passion and spirit. In short, an Inspired Solution does more than just respond to a challenge...it drives you to be your very best.

That is precisely what we intend to accomplish at the 2004 ASWA/AWSCPA joint conference...to help you achieve sustained excellence, to be your very best both professionally and personally.

We believe that bringing together ASWA and AWSCPA in this joint format is in itself an Inspired Solution. More opportunity...more energy...more ideas...more fun.

We know the demands on your time are considerable, and like all professional women, you are pulled in different directions in all aspects of your life. What is your own Inspired Solution? Take a few days away from the cacophony of daily demands to focus on yourself...recharge your batteries...energize your mind and spirit.

Break from the routine...Inspired Solutions await you.

***Mark your calendar now for the ASWA/AWSCPA Joint Inspired Solutions Conference in Chicago, IL, November 10-12, 2004, at Hotel Inter-Continental. You won't want to miss these three education and networking packed days.***

Preliminary programs will be available in the spring. Until then, be sure to make your initial plans to attend the ASWA/AWSCPA 2004 Joint Inspired Solutions conference.

For sponsorship opportunities, call Shaughna Giracca at ASWA headquarters (703) 506-3265.

## STOP SETTING GOALS— 98% of the people today have already learned this!

Goals are overrated – so stop setting them! The process is so complex and convoluted that frustration and anxiety are often the main results! Save yourself the angst and the time! 98% of the people today have already learned this – so join the masses, which means you can just let life happen.

There are web site that will help you track your goals and their progress. Reminder e-mails to keep you on track. Processes that you can adapt to meet those far reaching and near term objectives. It's much easier, requires no thought and certainly habits can remain in the comfort zone. I say, "Stop the madness." On the other hand, as an inspired leader of life, you may be interested in the strategies of the two percent of highly successful people. They have learned how to simplify success. For over twenty-five years these steps have paved the path of success for many people, including me!

*You must have long-range goals to keep from being frustrated by short-term failures.*  
–Charles N. Noble

Use this three-step process and make 2004 the year of your achievement. My motto this year is "More in 2004" and to me that interprets as more time for doing what I want to do including speaking, writing, fun and friends. If "More in 2004" is your focus, you must ask yourself what does "more" means to you?

*You have a rudder-like control on your life, and you get that control largely by the goals you set with deep desire.*  
– Earl Nightingale

So here are the steps:

1. Write your objective as though you have already it achieved. For example, "I fit in all my clothes and they are comfortable" or "I lead my team with ease and the camaraderie lifts the spirits of all." Use the "I am" language and dump the "Some day I hope to...", or "It would be great if..." language. You must think in your mind that you have already achieved the goal, or self sabotage takes over.
2. Have an action plan. This means you have to change what you are doing and unlearn old habits and create new ones. If your goal is to exercise more, an action would be to buy a workout tape. The second action would be lay out your workout clothes by your bed so the FIRST think you do in the morning is get up and exercise. I started doing this 8 months ago and have dropped two dress sizes!
3. Stay focused. Read your goal at least weekly – or better yet, keep them with you and review them when you are standing in a line or waiting in an office. You plant the seed in your head so your activities move you to success. This is the best time management tool you can use. Evaluate what actions pull you away from achieving your goals and why. Then change the focus.

*If you don't know where you're going,  
you will probably end up somewhere else.*  
– Laurence J. Peter

Now to answer the questions we all really want to know about Goals: **Who's to blame for this GOAL thing anyway**, and do they have an e-mail address so we can flame them?

Well, we're out of luck on the e-mail address, but it looks as if the tradition is as old as New Year's celebrations. The **Babylonians** celebrated New Years Day over four thousand years ago, although their celebration was in March rather than in January, coinciding with the spring planting of crops.

*(Continued on page 6)*

**PRESIDENT’S MESSAGE**

**Ellie Moore**

The next few months are going to be very busy for most of us. When we add tax season, year ends and auditors, even the start of spring sports on top of everything else we do, it can be overwhelming.

This is where ASWA can help. Our meetings are designed to offer you the opportunity to expand your business contacts, stay current on topics that effect what you do, earn CPE and remain informed about our organization.

Please go the calendar of events and update your schedule. We are scheduled to prepare and serve lunch at “loaves and Fishes” on April 24th. The scholarship luncheon is going to take place on May 18th. These are both great ways to support what ASWA is about—serving others in a personal way. Look for articles on both of these and other activities in this newsletter.

The nominating committee will be getting together this month and start making calls for next year’s board and committees. Please let them know how you would like to serve your Chapter. Let’s stay in touch, call a friend to join us and see you at the meeting Feb. 24th.

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**Newsletter Survey**

What would you like to see different in this newsletter?

What do you like the most about the newsletter?

What do you like the least?

Email or fax your response to the editor, Colene Blankinship.

**NOMINATING COMMITTEE**

This year’s nominating committee is comprised of Colene Blankinship, chair, Eileen Neucere, and Deborah McKenney.

If you are interested in serving on the board of the Houston Chapter of ASWA, please contact them. Serving on the board as an officer or director is a great way to develop your leadership skills. These skills are “job transferable” and will make you a valuable asset not only to ASWA but also to the company you work for.

For more information about serving on the board or to volunteer, contact one of the nominating committee members. Contact information or Colene Blankinship and Eileen Neucere can be found on page 2 of this newsletter. Deborah McKenney’s email: dmckenney@immucor.com

**REMEMBER:** This is your organization.

**ASWA COMMITTEES**

**Membership:** Initiate membership drive, prepare and distribute new member packets, verify applications and send to National for processing, hospitality/greeters at meetings.

**Member Relations :** Annual orientation of new members, telephone committee, meeting arrangements, job bank, follow up on membership renewals, work with Publicity on community events.

**Bulletin:** Monthly newsletter (except December) including distribution.

**Publicity:** News releases, Christmas Party, Annual Scholarship Luncheon, assist Member Relations with community events.

**Programs :** Topic, speakers for monthly meetings, CPE forms, speaker evaluations, and speaker gifts.

**Student Activities:** Scholarship applications to students and professors for local and National scholarships, review applications and submit recommendations to Chapter Board, contact with Universities and Colleges.

<b>Federation of Houston Professional Women (FHPW)</b>	
www.fhpw.org	
ASWA Delegates:	ASWA Alternates:
Melanie Norton	Pam Ahlers
Kathryn Pearce	Ellie Moore

Goals—continued from page 4)

So if you must break your resolution, break it with pride! You'll be continuing a long tradition of broken resolutions dating back to the dawn of recorded history! And if you had a false start, you can start again in March, à la Babylonia!

The beginning of a New Year, no matter when people have celebrated it, has always been a time for **looking back** to the past, and more importantly, **forward** to the coming year. It's time to reflect on the changes we want, or often need, if we're to have the motivation to move forward. Resolutions are a reflection of the Babylonians' belief that what a person does on the first day of the New Year will have an effect throughout the entire year.

The choice is yours. You can either stop the madness and live life as it happens, or take control of your future and plan your success. Personally, I'm going with "More in 2004" and will achieve the year in total control of my future.

Wishing you everything you want in 2004!  
Marsha

If you want to invest in moving you and your team to exceed goals and expectations contact Marsha.  
[Marsha@MarshaPetrieSue.com](mailto:Marsha@MarshaPetrieSue.com)

Sign up for Marsha's fabulous "Sue News" monthly on line magazine. It's free!!  
<http://marshapetriesue.com/newsletter.html>

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For all your Mary Kay needs  
Please call Kathy Pearce  
713-305-6220 or email her at  
[kpearce3@marykay.com](mailto:kpearce3@marykay.com)

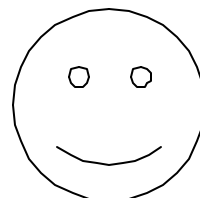
## PUBLIC RELATIONS LUNCHEON By Ann White

The scholarship luncheon will be held on Tuesday, May 18, 2004. Our speaker for the luncheon will be Rachel Seff Koenig, Ed.D. The topic of discussion will be "Choose Your Attitude". The meeting place has not been determined yet.

Rachel Koenig is the National Manager of Recruiting and Development for Consolidated Graphics, the largest commercial printing company in the United States. She directs college recruiting, training and development, and leadership and succession planning for this \$780M public company with 66 business units in 25 states.

A Yankee by birth and a Texan by choice, Rachel received her undergraduate degree from George Washington University and her Master's Degree from Texas A&M University. She completed her doctorate in Educational Leadership at the University of Houston in 2001. She is well known to the academic and corporate community, having served as the Director of Career Services at the University of Houston College of Business Administration and the Coordinator of Career Services for the University of Houston Law Center. She has also directed admissions and marketing for the Rice University MBA Program.

"Dr. Rachel" has fifteen years of experience in human capital planning, both at the individual and corporate level and is the co-author of "60 Minutes to Success: The Ultimate Guide to Power Lunching."



**SPEAKER & TOPIC INFORMATION**  
**February 24, 2004 Meeting**

On February 24th, Dr. Quentin Dinardo will speak on the topic, "One More Time, How Do You Motivate People?" It will qualify for 1 hour of CPE credit. He will tell us why the carrot and stick approach doesn't work; motivation opportunities for clients and employees, etc.

Dr. Dinardo is an inspiring coach and speaker who brings experience as a psychologist to his presentations. He is the founder and president of QED Consulting, Inc. He has consulted and coached top executives from Exxon, GE Capital, Houston ballet Academy, Santa Fe Energy and many others.

**Houston Chapter ASWA MEMORIAL FUND**

One way that we fulfill our mission is through the awarding of scholarships to deserving accounting students.

These scholarships are presented each year at our annual luncheon. The recipients are students that have shown dedication and outstanding academic achievement. The financial assistance we provide is recognition of their efforts and achievements.

We are able to make these awards thanks to the generous contributions of our members, friends and supporters. Through your contribution to the Memorial Fund, you are personally contributing to the future development of the accounting profession.

Please consider making a contribution to honor friends and loved ones. Your gift does make a difference.



**I would like to make a contribution to the Houston Chapter ASWA Memorial Fund**

**Amount \$** \_\_\_\_\_

**In Memory of**

**In Honor of**

*Print Name* \_\_\_\_\_  
*(individual is deceased)*

*Print Name* \_\_\_\_\_  
*(individual is alive)*

Send acknowledgement to  
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Send acknowledgement to  
*(Name/Relationship)* \_\_\_\_\_

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*(City State Zip)* \_\_\_\_\_

Make checks payable to  
Mail to

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

ASWA  
American Society of Women Accountants  
c/o Collector, Dart & Associates, P.C.  
3000 Richmond, Suite 270  
Houston, Texas 77098

**Return Service Requested**

**PRINTING AND POSTAGE  
COMPLIMENTS OF  
COLLECTOR, DART & ASSOCIATES, P.C.**

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 editors know which form you would like to receive the newsletter.**

The CPE Rules for AICPA and State Boards vary. Attendees are responsible for their individual state requirements. We feel the seminar presented will qualify in most states.

Registered with the TSBPA as a sponsor of continuing professional education. State boards of accountancy have final authority on the acceptance of individual courses.

#### **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

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