

# ASWA FAX RETURN

American Society of Women Accountants — Houston Chapter No. 33 [www.aswahouston.org](http://www.aswahouston.org)

Member of *The Federation of Houston Professional Women*

VOL. 55 No. 8

February 2007

## Membership Meeting

2 hour CE

February 20, 2007

Topic: What Men Don't Tell Women about  
Business"

Speaker: Chris Flett

Pre requisite: None required

Course level: Basic

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 park-  
ing is available.

Time: 5:30 p.m. Networking:

6:15 p.m. Dinner

7:00 Speaker

Prices: \$25 Members with reservations

\$30 Guests and walk-ins

\$15 Students

\$15 CPE only (no dinner)

## SCHOLARSHIP MONEY AVAILABLE

Do you know any accounting students that  
could use \$1,000 in scholarship money? If so,  
read on.

We have had very little response so far to this  
year's scholarship campaign. The original  
deadline was February 2, 2007, but we have de-  
cided to extend the deadline until February 16 to  
give students more time to complete their appli-  
cations.

Here is the link to the scholarship information  
[http://www.aswahouston.org/pdf/scholarship\\_let-  
ter.pdf](http://www.aswahouston.org/pdf/scholarship_letter.pdf)

Here is the link to the scholarship application  
[http://www.aswahouston.org/pdf/scholarship\\_ap-  
plication.pdf](http://www.aswahouston.org/pdf/scholarship_application.pdf)

Please pass this information on to any account-  
ing students you know. Scholarship funds that  
are not awarded this year will return to the kitty  
for next year's scholarships.

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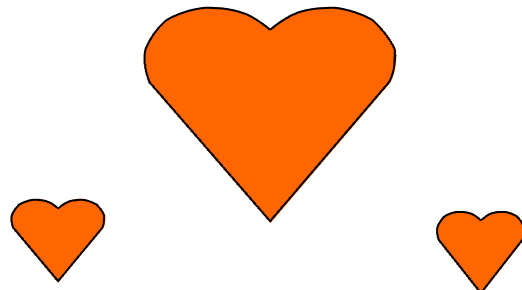
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by: Eileen Neucere—President

HAPPY VALENTINES DAY



2006-2007 Officers & Committee Chairs

<b>President</b> H 281-894-5253 W 281-894-5253	<b>Eileen Neucere</b> eneucere@earthlink.net F 281-807-1520	<b>Director</b> H 713-660-8728 W 713-221-8596	<b>Orapin Duangploy</b> duangployo@uhd.edu F 713-226-5238	<b>Student Activities</b>
<b>President Elect</b> H 713-927-2679 W	<b>Debbie McKenney</b> mckdeborah@yahoo.com C 713-927-2679	<b>Member Relations</b>	<b>Director</b> H 832-595-5587 W 713-365-5432	<b>Kristi DeNardo</b> kldenardo@houston.rr.com C 713-365-5423
<b>Vice President</b> H 281-659-7508 W	<b>Sonia Calloway</b> cpacalloway@yahoo.com C 281-659-7508	<b>Programs</b>	<b>Kathy Pearce</b> H 713-688-4057 W 713-831-5412	<b>Newsletter</b> papandkap@aol.com F 713-831-8653
<b>Treasurer</b> H W	<b>Julianne Dorsett</b> julianne_dorsett@petrochemintl.com C 832-563-3840		<b>Meeting Arrangements</b>	<b>Melanie Norton</b> nortonmelt@hotmail.com mnorton@bvccpa.com
<b>Secretary</b> H 713-459-5874 W 281-313-9400	<b>Ann White</b> ann.white@rbgltd.com F 281-313-9444		<b>Publicity</b> H 281-419-9323 W 281-569-2751	<b>Arlene Dilworth</b> Dilworth@totalbackoffice.com C 936-443-5947
<b>Past President</b> H 281-894-5253 W 281-923-6213	<b>Eileen Neucere</b> eneucere@earthlink.net F 281-807-1520	<b>Database</b>		

Deadline for March newsletter: March 10, 2007  
 Newsletter Editor: Kathryn Pearce  
 Home: 713-688-4057  
 Work: 713-831-5412  
 Fax: 713-831-8653  
 Email (home): papandkap@aol.com

**Additions and changes to the mailing list should be submitted to Eileen Neucere**  
 Home: 281-894-5253  
 Fax: 281-807-1520  
 Email: aggie1978@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**

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

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**

- February 13 Board Meeting—American Gen.
- February 20 Membership Meeting—Briar Club  
“What Men Don’t Tell Women About Business”
- March 13 Board Meeting—American Gen.
- March 27 Membership Meeting—Briar Club
- April 10 Board Meeting—American Gen.
- April 24 Membership Meeting—Briar Club

For more information or to sign up, please contact Melanie Norton at mnorton@bvccpa or by phone at 713-353-1942.

## 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.

**CALLING ALL MEMBERS TO STEP UP TO THE PLATE AND VOLUNTEER FOR COMMITTEES AND BOARD POSITIONS FOR THE YEAR 2007-2008.**

There will be a sheet circulating at the next meeting so you can let the nominating committee know your preference.

## 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](http://www.nsba.org).

Continued from p.5

### Results Include:

Improved concentration  
Easy Prioritization  
Limited Multitasking  
Increased productivity  
Reduced Stress

What a long-term return in terms of productive hours for a small investment of time blocked on your calendar to get organized.

[www.keyorganization.com](http://www.keyorganization.com)

**For Immediate Release**

**February 20, 2007**

**What Men Don't Tell Women About Business**

**(Business Guru Chris Flett Set To Expose It All In Houston, TX)**

Vancouver, B.C. – Chris Flett, successful entrepreneur, business leader, coach, speaker, and traitor to the male race, is set to tell women across America what really happens in the executive suite, at the water cooler, in the men's washroom – and, more importantly, just after you have left the room. Presented by the American Society of Women Accountants (ASWA), Flett will tell all in his highly engaging, informative and often shocking seminar *What Men Don't Tell Women About Business* on February 20, 2007 in Houston.

"Women need to know what goes on at the office when they aren't in the room," said Flett, a perfect specimen of the alpha male. "Men have ways of sabotaging women in the business world and women are even better at self-sabotage." At great personal risk from the male population, Flett is currently on a speaking tour across the U.S. and will visit 39 cities, speaking to 53 groups. During his presentation, he opens up what men think, how they act and perceive women at work and offers advice on how to deal with alpha and beta males in business situations and come out successful. "I have had lots of men tell me to shut up because I am telling women our secrets," said Flett. "I just laugh. I have also had a few women walk out of my presentation or try to take me on in front of the audience because the content offended them. I'm not telling them how to they should do business, I am just telling them how to do business successfully if they have to deal with men."

"We looking forward to hearing what Chris has to say about what men really think, fear, expect and do in business settings and how to use that information to our advantage," said Eileen Neucere, President, the American Society of Women Accountants. "We know it will be entertaining, but it's also going to be very beneficial."

ASWA is a professional non-profit organization whose mission is to enable women in all accounting and related fields to achieve their full personal, professional and economic potential and contribute to the future development of their profession. Membership is available to individuals in public accounting, private industry, non-profit groups, government agencies and academia. A CPA certificate is NOT required.

With clients throughout North America, Europe and Australia, Chris Flett has built his group of companies into success stories. Through Flett Training and his current speaking tour, he is determined to share previously undisclosed information with women's business organizations. *What Men Don't Tell Women About Business* opens the male 'playbook' to business. Since 2003, Flett has worked primarily as an advisor to female business owners, sharing his insights on how to better engage men in professional settings, while maintaining authenticity and creating success and abundance. Please visit [www.flettventures.com](http://www.flettventures.com).

-END-

For more information on Chris Flett and his speaking tour, please contact Ruth Atherley at AHA Creative Strategies at 604-303-1052 or [ruth@ahacreative.com](mailto:ruth@ahacreative.com)

## **The Benefits of Time Management Training for Your Business**

by Denise Landers

Do any of these sound familiar?

- Never seem to get enough done
- Multitasking all the time
- Lack of focus
- Difficulty prioritizing
- Overlooked deadlines

Stress and Anxiety

The above points are some of the reasons for exploring ways to improve time management. Few people have been taught how to create effective schedules, how to group activities for maximum productivity, how to limit interruptions in a day, how to develop a practical filing system, or techniques for clearing inboxes.

Fortunately there are simple antidotes. Time management techniques that zero in on creating immediate, easy-to-implement processes for daily work flow will give you the tools to work both effectively and efficiently, get more done within the actual workday, and decrease stress.

What systems do you want to focus on when you are getting started?

1. **Time:** Try to set up daily schedules that allow for periods of time with limited interruptions so you can focus on the tasks that require the most concentration. Then look for smaller blocks of time where you can group similar tasks like reading, processing email, clearing your inbox, data entry, filing, and paying bills.

**Paper:** Without a system for paper, you will never be a good time manager because you lose minutes looking at the same items again and again to determine daily priorities, as well as hunting for specific items. Stacks of papers surrounding you are also distracting, contributing to lack of focus. Make a decision the first time you handle that paper as to what the next step is and when you will have a reasonable chance of accomplishing it.

**Email:** Create folders both for your reference files and for daily action. The same issue occurs with your email inbox as with your paper inbox when you fail to make a decision on a message the first time and move it to the appropriate action category. Soon you are scrolling through your inbox several times a day, looking at the same messages again and again because you do not want to overlook a due date.

**Filing:** Choose one system for your reference files. Be selective in what you choose to keep. Eighty percent of what you file will probably never be looked at again. You know you have an effective filing system when you can find anything you file within seconds, whether it is next month or five years from now. You also need to be able to tell someone else where to find it. Consider a numbered filing system tied in with software to give you greater flexibility and allow you to use the computer's memory instead of relying on your own.

Finding an effective time management system can be the best investment you make. Continued P3

2 Hours of CPE



**EVERYONE IS ENCOURAGED TO ATTEND**  
a special meeting on a special date  
of the Houston Chapter of ASWA  
on a topic that's affected us all!

### **What Men Don't Tell Women About Business**

This is an engaging, entertaining, informative and authentic presentation about the conversations men have about women in business. For the first time, women will find out the content of what the male discussions are at the water cooler, in the boardroom, and in the locker room and what happens before they get into the room and after they leave.

This presentation is meant to share previously undisclosed information with the female audience, including the 10 factors that drive men in business, the 14 things women do on a daily basis to undermine themselves in business, and steps women can take to be taken seriously in a business setting.

Christopher Flett, the speaker for this provocative topic, is also a business coach and has personally worked with over 1,800 business owners (75% of which are women) on a one-on-one basis.

**Date:** 02/20/2007

**Time:** 5:30 p.m.—8:30 p.m.

**Location:** 2603 Timmons Lane, Houston, TX  
(corner of Westheimer and Timmons Lane)

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

**Reservations:** Melanie Norton 713-353-1942 or [mnorton@bvccpa.com](mailto:mnorton@bvccpa.com)  
(Reservations due by noon on Thursday, February 15, 2007)

**Price:** Members with reservations \$25  
Members without reservations and guests \$30  
Students with ID \$15

Report on 1st Qtr FHPW meeting:

**Business Portion:**

Packets for the 2007 Woman of Excellence Selection Chair were made available to member organizations and the officers of FHPW and the Educational Foundation were introduced. It was reported that FHPW is seeking new member organizations and encouraged members to invite other organizations to join the group. Additionally, FHPW is expanding its web site to spotlight member organizations. Sheri Parrack introduced two scholarship recipients from the 2006 Gala. Both recipients reiterated the importance that the scholarship has had in enabling them to reach their educational goals.

**Featured Speaker:**

The speaker for the evening was Bobbie Head M.D., PhD. She stated that during her 30 year career great strides have been made to increase the survival rate of women who have been diagnosed with breast cancer. She emphasized the importance of breast health and stated that women are most commonly diagnosed with the disease during their mid 30's to mid 50's. She acknowledged that there are two things that women can do for their breast health. One is to be aware of the characteristics of their own breasts so that when something unusual occurs the individual is aware of the change and brings it to the attention of their physician. The second thing is to have professional breast exams at least annually, which is generally done in conjunction with annual gynecological examinations. Dr. Head admitted that the medical profession is still unable to conclusively identify the risk factors associated with breast cancer. She reported that the greatest challenge faced today in the treatment of breast cancer was in identifying a blood test to determine whether or not breast cancer cells had entered the patient's blood stream. With this information, doctors could more accurately determine whether or not radiation treatment was necessary. She concluded her presentation by reporting that only 3% of women today die of breast cancer as a result of early detection efforts and improvements in treatment over the last 30 years.

Respectfully submitted by Arlene Dilworth, President of Total BackOffice Solutions, Inc.

**Federation of Houston Professional Women**

Next quarterly Meeting: April 23, 2007

Location: At H.E.S.S Building

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

5430 Westheimer

ASWA Delegates: Melanie Norton, Kathryn Pearce

Alternates: Pam Ahlers, Eileen Neucere

**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.

ASWA  
American Society of Women Accountants  
Kathryn Pearce  
5714 West 43rd Street  
Houston, Texas 77092

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**ASWA National Headquarters**

800-326-2163

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

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

Region 4—South Central Area Directors—

Jacqueline Vassar, CPA, CIA, CISA, CCSA—

[jvassar@deloitte.com](mailto:jvassar@deloitte.com)

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