

ASWA FAX RETURN

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

Member of *The Federation of Houston Professional Women*

VOL. 57 No. 7

Membership Meeting February 24, 2009

Speaker: Barbara Nowotny

Topic: The National Disaster Relief Act

CPE: 1 hours Level: Update Prerequisites: 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 parking is available.

Time: 5:30 p.m. Networking:
6:00 p.m. Dinner
6:45 p.m. Speaker (including Q&A)

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

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

Late reservations and walk-ins:

Members and 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 Wednesday preceding the meeting to Brandi Lucher at brandilucher@yahoo.com. Please contact Brandi with late reservations, even on the day of the meeting. Special dietary requirements available upon request

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Happy Valentines Day! I hope you are surrounded by those you love and receive all the flowers and chocolates your heart desires.

It's hard to believe that January is already over, and almost a week of February is gone as well. My how time flies.... I wanted to share with you all a note of sadness. Our beloved Sonia Calloway shared with me at our last meeting that she was leaving us and moving to the Dallas area. Please keep Sonia in your thoughts and prayers as she pursues new opportunities in that area. On another sad note, Colene Blankenship lost her father in January. Please keep her and her family in your thoughts and prayers as well.

On a positive note, your board has planned some wonderful and informative meetings for the next few months, and is working on plans for the Scholarship Luncheon to be held Thursday (note different day of the week) May 14th. I am sure that we will have some deserving recipients to honor that day, and an inspirational speaker as well.

Our speaker for February is Barbara Nowotny from Briggs & Veselka Co., and she will discuss the National Disaster Relief Act. I look forward to her presentation, and know that she will have suggestions for our members who have experienced loss from Hurricane Ike. Please let your friends and co-workers know about the topic, and invite them to join us for the evening!

Please review the proposed Bylaws and Standing Rules changes which were sent out in January. Most of the changes are to match the National by-laws changes approved at the JNC. The membership will vote on the changes at the February membership meeting. If you need a copy of the proposed changes, please contact Eileen Neucere.

It is not too late to sign up for the memory seminar presented by our August 2008 speaker Craig Krause which will be March 3rd and 4th in New Braunfels. Several of our members are planning to attend and improve their memories. If you want more information, please contact Julianne Dorsett.

I heard a rumor there are plans to go to the Chocolate Bar after the March meeting, so mark your calendars!

Have a happy Valentine's day,
Kristi

2008-2009 Officers & Committee Chairs

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Additions and changes to the mailing list should be submitted to Eileen Neucere
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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	Debbie McKenney
Colene Blankinship	Brandi Lucher
Adrienne Brown	Carrie Morris
Sonia Calloway	Eileen Neucere
Ursula Cornish	Melanie Norton
Kristi DeNardo	Eunice Reiter
Julianne Dorsett	Ann White
Suzi Martin	

CALENDAR OF EVENTS

February 24 —Membership Meeting—The Briar Club—Barbara Nowotny—National Disaster Relief

June 12-13 —St. Louis ASWA Regional Conference

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

Please contact **Brandi Lucher** to be added or deleted from the Standing Reservations List.
713-436-1445 brandilucher@yahoo.com

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.

Charitable Project

Please remember to gather your sample toiletries when you travel and donate them to Miryam's Hostel which is on the second floor of the Loaves and Fishes Soup Kitchen. It is a place where 6 – 8 women can spend the night, wash their clothes, take a shower and sleep in a bed. Then they are back out on the street. It is sponsored by Magnificat House which is affiliated with the Catholic church. They can use toiletries, towels, twin bed sheets, pajamas etc.

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.



The first requirement to getting along with others is to think of them first! For many this is a lot easier said than done. For the sales person who calls on a client or prospective client: When you sit directly across the desk from the client you are in a confrontational position. It's difficult to make a sale when you are visually confronting them. For the leader who uses a double hand shake to shake the hands of staff members he has never met before: There are no instant relationships, these take time and cannot be manipulated with body language. Politicians still don't get this! For the sales associate who doesn't make eye contact with the customer: Why expect the customer to make a purchase when there is no connection, no relationship, no validation? For the administrative person to expect the sales person to turn in complete sales orders: You expect your sales folks to build a relationship with their customers so why aren't you taking the time to build a relationship with your sales staff? Just because someone works with you does not mean an "instant relationship." Times have changed! Next time you're with a business associate, regardless of their position, think about how they perceive you and what you are doing. It's like walking a mile in their shoes.



Barbara Nowotny, CPA, CFP
Tax Supervisor

Barbara has more than 25 years of experience providing tax services to clients in various industries. She prepares and reviews a wide variety of tax returns and provides consulting for partnerships, corporations, trusts, estates and individuals.

She is a member of Bellaire Methodist Church where she serves as president of both the Community Service Group and the Grief Care Team. She and her dog participate in the Church's Pet Therapy program and visit children and adults in hospitals.

Barbara earned a B.B.A. degree in Accounting from Texas A&M University. She became a CPA in 1985 and a CFP in 1990.



Many people believe under-management is not providing clear performance requirements for the job or clear and measurable goals with deadlines or performance metrics or feedback on a timely basis or even a lack of at-a boys or at-a girls. And you would be correct, however, there is also under management when a manager's body language is telling on him or her. How does that happen?

1. When the boss/manager says s/he has an open door policy but when a staff member enters, the boss keeps on working without looking up.
2. When the boss/manager schedules a meeting with the staffer and then takes phone calls during the meeting.
3. When the boss/manager stays seated behind his/her big desk and puts the staffer directly across the desk from him/her. Always a confrontational position.
4. When the boss leans back in his chair and crosses her arms as he speaks with the staffer. Who is s/he comforting?
5. When the boss/manager's hand is supporting the face with the index finger pointing up the cheek, the thumb cradling the chin and the middle finger cradling the lower lip. Tell-tale sign of disbelief!

Under-management is always about the boss/manager not being congruent when speaking with a staff person. In other words, what the boss is saying non-verbally does not match what s/he is saying verbally. Congruence counts especially with staff.

Federation of Houston Professional Women

Next Meeting: February 23, 2009
Web site: www.fhpw.org

Location: Hotel Indigo
5160 Hidalgo
Houston, TX 77056

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.

Career Center

Please remember to encourage 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!

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 save some money for yourself and get some great products, and at the same time, contribute to the scholarship fund. What a deal!

Three Tips for Surviving Corporate Change

The biggest difference between today's employment world and that of our fathers' is the rapid pace of corporate change. Expectations of company stability and long lasting employment are a thing of the past. If one isn't tuned into the signals of corporate change it can mean an unexpected layoff and months of unemployment and job searching. Do you have a career management plan to ensure your career growth in times of corporate chaos?

To prevent career disaster, live by these three rules of career management:

- Expect Change
- Adjust quickly to change
- Build a strong professional network in good times

1. Expect change

Change in the work place is far less traumatic when it is expected as the norm. One of the most important career management skills is the ability to detect signs of corporate change. For instance:

- * Rumors of corporate merger or takeover
- * Corporate profit levels spiraling downward
- * No end-of-year bonuses given
- * Hints of layoffs to trim the budget
- * Upper management suddenly resigning
- * Your peers jumping ship to the competition

Don't get caught off guard by holding on to a false sense of security or misplaced loyalty. Those who fear change trust corporate loyalty rather than face the reality of their precarious position in the corporate food chain. Expect change and keep your eyes and ears open—or you could be the last in line when it's time to find new career opportunities.

Don't wait for change to strike. While your job is secure and your work environment is stable, take steps to keep your skills highly desirable in the job market. For starters:

- * Stay current with technology trends of your industry
- * Get certified if appropriate
- * Keep your resume current at all times
- * Be ready to interview at a moment's notice

Adjust quickly to change

Your ability to keep your career momentum building in the midst of corporate chaos depends on your skill at adjusting quickly to change. First, don't over analyze your dilemma. Too often valuable time is wasted trying to figure out ways to make a bad situation work. Second rule, don't take it personally, or you won't be able to plan your exit strategy clearly. Third, take action as soon as possible.

If your resume is kept current at all times you will be ahead of the pack when others consider moving on as well. Your resume should be updated every six months. For quick updating keep an ongoing record of your accomplishments as you overcome work challenges.

Maintaining confidentiality during a job search while still employed is a challenge that requires discretion and level headedness. Ideally, no one in your company should even suspect that you are looking for other employment. Resist the urge to speak to coworkers about your decision for action. Keep your regular work hours and try to schedule interviews during off-work time. Avoid posting your resume online where your employer may find it.

Build a strong professional network in good times.

One thing that hasn't changed over the decades is the fact that a majority of people still get new positions faster through networking. What used to be called the "good ol' boy system" is as active in the job market as ever. Technology hasn't replaced the effectiveness of a vast network of people who can help you find new career opportunities quickly.

The problem is that most people ignore their network until they need it. Bad idea. If you haven't kept in touch with former coworkers how will you know how to find them when you need them?

There are many great venues for building your network: professional associations, college alumni groups and former colleagues to name a few. Take time to meet with non-work people on a regular basis. Build relationships around mutual interests, friendship and trust. Make this your lifelong habit and you'll never be without help when you need to make a career change.

More than ever, proactive career management is essential to professional growth. Keep these rules of surviving corporate change as the building blocks of your career management plan and you'll stay in control of your professional growth and income potential.

Four Memory Slips That Can Cost You Sales

By Craig Krause

Your palms begin to sweat and you avoid eye contact with someone you know is a client, but you just can't remember his name.

Your heart sinks as you hang up the phone after a phone call with a furious prospect; you forgot you'd made an appointment with her.

You pound your forehead in frustration as you realize, too late, what you should have told a customer that would have made the sale.

Have you ever thought, "If only I'd been born with a better memory, I'd be better at sales?" Unfortunately, no one is inherently talented at instant memory recall; scientists have been unable to prove that "photographic memory" even exists. Like almost anything related to sales, memory improvement is a learned skill that anyone can cultivate.

You can become a highly effective and well-respected sales person. Begin by learning how to prevent these sticky memory-related situations that you may already have experienced.

Memory Slip #1: Instantly forgetting a prospect's name.

You meet a prospect and shake his hand. He tells you his name, and no sooner does the handshake break than you have forgotten it. Socially, people find very few things more annoying than having their names forgotten or mispronounced, and in sales, what's annoying can become deeply offensive, enough so that you can lose sales.

When you immediately forget a prospect's name, two challenges arise. First, because you know that you have forgotten the name, you become totally preoccupied with trying to remember it, so it's difficult to pay attention to what the person is saying. Second, if the prospect perceives that you've forgotten his or her name, it sends a very negative message about you, as if you don't care about the person or as if you're not very smart. Typically, neither of these perceptions is true, but if you can't pay attention long enough to remember a name, you give that impression.

With a little practice, you'll find that this particular memory slip is the easiest to avoid. First, slow down and listen. Focus on the customer for five seconds at the beginning of the introduction and concentrate on his or her name. Next, repeat the person's name back to him or her in a conversational manner. When someone says, "My name is Bob," respond with, "Bob. Nice to meet you, Bob."

Memory Slip #2: Forgetting the name of an established client.

If you're a real estate agent, for example, you may run into someone at a meeting that you sold a house to or for, or if you're a car dealer, you may go blank as you see a previous customer showing up unexpectedly on the lot. Most often, this slip occurs when you meet the client outside the context of your profession: You know that you know the person, but you don't know how. You may even remember the details of the sales transaction, but you can't for the life of you remember the person's name.

This phenomenon is not only frustrating and embarrassing; it can also cost you a lot of money. Learning to avoid such a situation takes a commitment to work on improving your memory. You can improve your chances of remembering a forgotten client's name by learning to manage your stress. When you know that you know something, but you can't pull it up in your mind, it's usually because you are stressing yourself out about it. The stress blocks your brain's ability to retrieve the information. So try taking a deep breath and doing a little positive self-talk. Tell yourself, "You know that you know this. Just hang in there and be a little patient." Oftentimes, the name or other necessary information will then come to you.

Memory Slip #3: Forgetting an appointment or showing up late.

Any sales person knows that showing up late is terrible, but forgetting an appointment altogether is even worse. The solution is simple but requires a commitment on your part to be better organized and to take the time you need to plan. Many common memory challenges arise when people have too much going on and try to rush to get everything done. A simple, common sense solution is to keep your memory jogged by writing everything down, in a daily planner, on sticky notes, wherever will help you to remember. Take an hour once a week to review what you have coming up and to plan what you need to do and when.

Memory Slip #4: "I should have said..."

If you've ever thought of the perfect thing to say to someone ten minutes after you needed to say it...you're just like every other human in the world. But in a professional context, this can easily cost you a sale. Have you ever thought of the perfect answer to someone's question or objection right after the prospect walked out the door? Wondering why you didn't make the sale, your brain suddenly turns up again and you think, "Oh, no! I'm so stupid! I should've said that!" (Or shown them that property or demonstrated that feature or followed that procedure in my sales manual.)

You can overcome this challenge by memorizing information systematically. Systematic learning is not rote memorization - the way you learned your multiplication tables - but developing a system to help you store and retrieve information easily.

To recall information and train your memory, you must learn to speak the language of your memory, which means creating pictures. When you must recall information, if you can see something, it becomes much easier to recall it, even with a great deal of detail.

When giving sales presentation or searching for particulars of product knowledge, you must create mental images and organizational systems in your brain, in a sort of mental file folder system. Once you organize the information in your brain, it's quite easy to find; if it's in a big pile, you may know it's there somewhere, but who knows how long it will take you to find it!

Learning leads to confidence, the key to success

Sales people need to take their business seriously enough to put effort into learning. Many "wing it," and don't make nearly as much money as they want to as a result. No one gets rich in selling by accident. Those who dedicate themselves to learning and growing are always the most successful.

The good news is that you can learn to overcome memory slips and will grow as an effective sales person as you do, because you will gain greater confidence. And all other things being equal, the salesperson with more confidence will always get the business over someone who has less confidence. The formula for success is the same as the formula for improving your memory: preparation, listening, and proper learning.

Craig Krause is an instructor with Freedom Speakers and Trainers, a company that specializes in memory training. Sign your office up for complimentary memory training with Craig. To learn more, visit www.deliverfreedom.com, call 512-869-1037, or e-mail craig@deliverfreedom.com

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