

ASWA FAX RETURN

American Society of Women Accountants — Houston Chapter No. 33

Member of *The Federation of Houston Professional Women*

VOL. 53 No. 9

April 2005

ASWA/AWSCPA JOINT MEETING WHAT IS A SHELF ASSET?

Speaker—Carol Cooper, CPA
2 Hours CPE
April 21, 2005

AWSCPA—Houston Affiliate will be hosting the joint meeting. The meeting will be held at the Sheraton Brookhollow, 3000 N. Loop West, Houston, TX 77018.

Registration at 5:30 p.m., dinner at 6:00 p.m., the speaker starts at 6:45pm. For reservations call Barbara Courtright, Arrangements Chair at 713-991-2355 or email barbcourtright@houston.rr.com.

Reservations have to be called or emailed by 5:00pm on the Friday before the meeting.

Cost - members \$25, non-members \$30. Reservations after Friday deadline, \$35.

Note: Only checks or money orders will be accepted for payment for the joint meeting..

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PRESIDENT'S MESSAGE

Baseball season is in full swing and so is your President-Elect. Let's consider what makes a great organization. I think it is the players.

ASWA is filled with a variety of women from all areas of accounting and finance, nationalities and backgrounds. In a way, ASWA is like a baseball league and the Houston Chapter could be considered the Houston Astro's. Each Astro's player has a position to play and each ASWA member has a position to fill.

Are you content with just sitting on the bench or watching from the bleachers or are you eager to join in the game/organization and assist the team/chapter in achieving its goals?

Committee chairpersons are needed for the upcoming year and you can join in the game and be an active part of a great organization by volunteering to be a chairperson or at least to help someone with their committee. It only takes a little time each month. You can help turn this chapter around and help it grow again by contacting Eileen Neucere, President-Elect.

Remember a major part of a baseball team's success is in its scouting team. Always be on the lookout for potential members and let's ROOT, ROOT, ROOT for the home team.

Peace be with you,
Ann White
President

Ann Laufman, speaker at the April 26 regular membership meeting, will be distributing a "Women and Investing" book to each attendee, and she will be giving away some other promotional items to our group through a raffle.

2004-2005 Officers & Committee Chairs

President H 713-974-6360 W 713-528-2771	Ann White awhitetx@yahoo.com awhite@cddacpa.com F 713-528-6423	Past President C 281-684-5495 W 713-528-2771	Ellie Moore Member Relations Meeting Arrangements emoore@cddacpa.com F 713-528-6423
President Elect H 281-894-5253	Eileen Neucere Database aggie1978@earthlink.net	Director H 713-926-2679 W	Deborah McKenney Membership
Vice President H 281-469-0970 W 713-353-1942	Melanie Norton Publicity nortonmelt@hotmail.com C 281-381-3781	Job Bank H W 713-623-4700	Karen Amoroso Karen.amoroso@accountemps.com F
Treasurer H 832-445-0578	Lisa Wilson comberge@yahoo.com	Newsletter C 713-817-0318 W 713-924-9763	Colene Blankinship coblank@msn.com F 713-926-9960
Secretary H 713-688-4057 W 713-831-5412	Kathryn Pearce kathryn_pearce@aigvalic.com F 713-831-8653		

Deadline for May newsletter: May 9, 2005 Newsletter Editor: Colene Blankinship Home: 713-817-0318 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 Eileen Neucere Home: 281-894-5253 Work: 713-681-8481 X 3006 Email: aggie1978@earthlink.net
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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

- | | |
|--------------------|----------------|
| Loyce Anderson | Melanie Norton |
| Colene Blankinship | Kathy Pearce |
| Ellie Moore | Eunice Reiter |
| Eileen Neucere | Ann White |
| Debbie McKenney | |

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

Please contact **Ellie Moore** to be added or deleted from the Standing Reservations List.
281-684-5495 emoore@cddacpa.com

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

CALENDAR OF EVENTS

- April 23 Loaves & Fishes (9 am.) cook and serve lunch at the shelter
- April 21 Joint ASWA & AWSCPA Meeting
- April 26 Membership Meeting– 2 hours CPE
- April Southwest Regional Conference, Las Vegas, NV
- May 24 Public Relations Luncheon
- June 9-11 Southeast Regional Conference, Huntsville, AL (Natl. Bd. Installation)
- June 23-25 South Central Regional Conference, San Antonio, TX
- June Installation of Officers
- Sept 28-
- Oct 1 ASWA/AWSCPA Annual Conference Philadelphia, PA

For more information or to sign up, please contact Ellie Moore at emoore@cddacpa.com or by phone at 281-684-5495.

MEMBERSHIP MEETING

1 hour CPE
April 26, 2005

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

Topic: Never Kissed a Frog

Speaker: Ann Hauser Laufman, LUTCF

The seminar will show you how:

- To thrive financially during life's many passages
- A well managed strategy of savings and investing may be your best option.
- To help build and protect the funds you've set aside.
- To start or fine tune your wealth building strategy.

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.

Meeting Prices

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

**RSVP by 4/21/05 to Ellie Moore at:
 281-684-5495 or emoore@cddacpa.com
 Reservations need to be made by the Thursday preceding the meeting. Special dietary requests available on request.**

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

FPHW

Chris Noble, FHPW President has made the following requests of each member organization:

- Have all members of the organization sign up for the FHPW news group. (Go to FHPW.org, select News Subscription, and follow simple directions)
- For the April 25 quarterly event, have members send digital pictures of themselves **at work** to chris@marnoble.com (Include name and member organization). For info and questions call Chris Noble at 713-520-0033.

The theme for the FHPW Event on April 25 is "Working 9 to 5" featuring Director Shinae Chun of the Women's Bureau of the U.S. Department of Labor. Reservations for this event should be made as soon as possible.

Reservation forms may be downloaded from the FHPW website (www.fhpw.org).

CPE Contact:

Ann White
 c/o Collector, Dart, DiCampi & Assoc.
 3000 Richmond Ave, Suite 270
 Houston, TX 77098

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. phone 615-220-4200. Web site: www.nsba.org

**Ten Signs of Job Dissatisfaction—
Don't Ignore Them!**
By Deborah Walker, CCMC

There are ten sure signs that you are experiencing job dissatisfaction. If you:

- Dread Mondays or coming to work
- Can't wait for Friday
- Are often bored at work
- Feel tired or chronically fatigued
- Avoid your boss and dread meetings
- Have no enthusiasm or sense of self-worth
- Feel like you are getting nowhere in your job
- Take work stress home
- Question your choice of industry or occupation
- Can't think of a way out

Any of the above signs indicate a need for change. The biggest career mistake is to ignore those indicators. A head-in the sand mentality can lead to a downward career spiral that ends with disappointment and "what if" regrets.

Here are three great ways to facilitate positive change.

- **Analyze your career choice**

Is the problem your boss or employer—or is it that you have chosen the wrong occupation? Before you take any action, make sure you know what needs to change.

Don't make the mistake of throwing away a good career when the problem is really the person you work for. On the flip side, if you're not cut out for sales, then changing employers isn't going to help the problem.

A career coach can guide you to determine which of these problems is causing your unhappiness and give you ideas for your next career move.

- **Update your resume**

Updating your resume can give you a great confidence boost. You'll feel better immediately if you know you are ready whenever opportunity knocks.

(Continued on page 7)

SPEAKER PROFILE
MEMBERSHIP MEETING
4/26/05

Ann Hauser Laufman is a successful Financial Planner with MassMutual Financial Group. She also consults as a Financial Planner with the Anheuser-Busch Employees' Credit Union both locally and nationally overseeing the Financial Program for 16 branches. She provides clients a broad range of investment opportunities to enhance and preserve wealth for her clientele. Ann works with business owners, individuals, and key executives to develop strategies in the following areas:

- Individual and business Financial Services
- Retirement Planning
- Estate Planning
- Insurance and Investment Analysis
- Employee and Group Benefits Specialist
- Tax Planning

Ann helps her clients seek financial freedom and independence through establishing clear goals and financial discipline. She works with her clients to prepare a plan that takes into consideration their goals, unique needs, time frames and risk tolerance. Ann is committed to educating her clients to make well-informed decisions and to find meaningful financial solutions.

Backed by a team of dedicated professionals and a company committed to service, objectivity, and growth, Ann takes a long-term relationship approach to working with her clients.

Ann has worked in the financial services and insurance industry for over 8 years and has been involved personally with investing for over 25 years. Prior to joining the financial services industry, she owned her own successful business.

Ann holds a Bachelor of Business Administration degree from the University of Texas @ Austin and earned the LUTCF designation in 2000. Her industry affiliations include NAIFA.

Ann is a native Houstonian and resides in Houston, Texas with her husband Ronnie and their two children, Hailey and Billy.

2004-2005 NATIONAL MEMBERSHIP CAMPAIGN

ASWA's 2004-2005 National Membership Campaign has just 5 months to go! That means you have five months to recruit new members for “gemstone” level prizes and to add your name to the drawing for a free trip for two to Cancun, Mexico with \$200 spending money. Each time you recruit a new member your name will be entered in the raffle. The more new members you recruit, the more you increase your odds to win the trip!

The “Recruiting Counts” club levels and awards are as follows:

- **Rhinestone Recruiter**
Recruit 2-5 members and receive a special “Recruiting Counts” lapel pin
- **Sapphire Recruiter**
Recruit 6-9 members and receive an ASWA embossed portfolio and a \$25 gift cheque (\$50 value)
- **Ruby Recruiter**
Recruit 10-14 members and receive an ASWA embossed attaché and a \$50 gift cheque (\$100 value)
- **Diamond Recruiter**
Recruit 15-20 members and receive an ASWA engraved anniversary clock and a \$75 gift cheque (\$200 value)
- **Emerald Recruiter**
Recruit 21-25 members and receive special recognition, an Emerald Recruiter “Recruiting Counts” plaque and a free registration to the National Conference (\$500 value)

Please go to
<http://www.aswa.org/i4a/pages/index.cfm?pageid=3387> for complete information on the New Member Campaign.

2005-2006 OFFICERS

President	Eileen Neucere
President-Elect	Lisa Wilson
Treasurer	Deborah McKenney
Secretary	Colene Blankinship
Director	Orapin Duangploy



SUCCESS: EMPLOYEE RECOGNITION

By: **Linda Talley**
www.lindatalley.com

Sometimes you can't show them the money as Cuba Gooding wanted in the Tom Cruise movie. So what do you do?

1. Across the board pay cuts—including yours!
2. Free tickets to local entertainment.
3. Free services from your company.
4. Birthday as a holiday for the birthday person. Be careful with this. Some people don't like to be by themselves on their birthday.
5. Awards programs.
6. Exceptional days for the exceptional employee.
7. Flex time. Who can't use it?
8. Food!!
9. Training not related to their job.
10. Leadership pathways—not the usual ones.

Special Event for April

By Ellie Moore

Apr 23rd 9 am Loaves and Fishes – across the street (I-45) from Minute Maid Park

Loaves and Fishes is a shelter that feeds the homeless daily. A lot of the work is provided by volunteers. We gather and start around 9. We prepare the meal, set the tables and serve. We also prepare sack lunches for them to take. The work is minimal and the company is fun. We need a head count to make sure we have enough help. Friends and family are welcome. There is plenty for kids to do if you want to bring them along.

Please let me know if you can assist with either of these events. We wouldn't want to start without you. As always, bring a friend. Ellie Moore 281-684-5495 or emoore@cddacpa.com.

QUOTES

Success is a state of mind. If you want success, start thinking of yourself as a success.

Joyce Brothers

You never really lose until you start trying.

Mike Ditka

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.

**PUBLIC RELATION LUNCHEON
 May 24, 2005**

Make plans now to attend the annual Public Relation Luncheon May 24, 2005 at the Briar Club, 2603 Timmons Lane, Houston.

Networking begins at 11 a.m., with lunch from 11:30 a.m. to 1 p.m.

In addition to the presentation of scholarships, Chris Noble, 2005 President of Federation of Houston Professional Women will speak about the Power of Women United.

Make plans to attend and invite your boss, co-workers, friends and colleagues.

**2005 SOUTH CENTRAL
 REGIONAL CONFERENCE
 San Antonio, TX**

Join the San Antonio, Texas chapter for the South Central Regional Conference, **June 23-25, 2005** on San Antonio's famous Riverwalk. We are pleased to announce our Friday luncheon keynote speaker... HELOISE! You have read her hint's (Hint's from Heloise) in newspapers around the Nation, now come and hear her in person.

Eleven hours of CPE will be provided in each of two tracks. One track will include technical areas such as tax, accounting and non-profit and the second will include areas such as personal development and leadership. We are also offering four hours of ethics. In addition to the high quality CPE offered, we will celebrate our chapter's 30 year anniversary with a banquet on Thursday night.

Are you interested in Golf? On Saturday we will hold a golf outing. Come for the conference and stay for a vacation! Explore all our city has to offer, including the Alamo, Fiesta Texas, Sea World & Schlitterban. San Antonio is a place where sounds and flavors of Native Americans, Old Mexico, Germans, the Wild West, African-Americans and the Deep South mingle and merge.

For more information contact Lynn Kupper at sa_lsk@yahoo.com. Updates will be posted to our new website, www.aswasa.org. To learn more about San Antonio, visit www.sanantoniocvb.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 acknowledgment.

MEMBER NEWS

Our heartfelt sympathy goes out to Kathy and Paul Pearce on the death of his father March 26, 2005.

(Continued from page 4)

Be careful, however, that your resume doesn't resemble a house with too many additions, each resembling a different style. If you have simply added to the same old resume job after job, it's time to “tear down that old shack? And rebuild your resume from the ground up.

If your old resume format doesn't live up to your professional image, you may want to consult a resume writer. You'd never wrap a ruby ring in old newspaper, and you should never present your career with anything less than professional polish.

• **Brush up your interview skills**

If you have been on the job for a couple of years, your interview skills are probably rusty. Don't make the mistake of blowing off the first few interviews as practice. They might be the perfect jobs for you!

You'll feel much more confident and comfortable if your interview skills are honed before you step into the first interview. To determine your current level of interview expertise, answer the following questions:

- Do you know the toughest interview questions—and how to answer them?
- Can you answer the salary question without compromising the level of starting salary at offer time?
- Can you recognize the most common interview styles—and respond without showing stress?

If you aren't sure, then it may be time to visit with a career coach who can help you prepare to WOW them in every interview.

Job dissatisfaction is an indication of needed change. Take the steps of change by investing in the appropriate job-search skills and tools, and you will be in a position to change your job—and your life—for the better.

Deborah Walker, CCMC

Resume Writer—Career Coach

To see resume samples and read more job-search tips visit www.AlphaAdvantage.com

Email: Deb@AlphaAdvantage.com

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