

ASWA FAX RETURN

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

Member of *The Federation of Houston Professional Women*

VOL. 54 No. 9

April 2006

MEMBERSHIP MEETING

1 hour CPE
April 25, 2006

Topic: The Magic of Change—Success and You
Speaker: Tom Britton
Prerequisite: None required
Course Level: Basic
Management Training and Development

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 Dinner
7:00 Speaker

Meeting Prices: \$25 Members with reservations
\$30 Walk-Ins
\$30 Guests
\$15 Students
\$15 CPE only (no dinner)

Reservations should be placed with Melanie Norton by 6:00 p.m. Thursday April 20 at 713-353-1942 or mnorton@bvccpa.com

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PRESIDENT'S MESSAGE

by: **Eileen Neucere**

Since spring is here, that must mean it is time to elect the new board of directors. Ann White, Kathy Pearce and Julianne Dorsett have been working hard to put together a good slate of officers. Thank you, ladies for your hard work. Everyone should plan on attending the April 25, 2006 membership meeting to participate in the voting. The slate of officers is as follows:

President	Lisa Wilson
President Elect	Debbie McKenney
Vice President	Open
Secretary	Ann White
Treasurer	Julianne Dorsett
Director	Orapin Duangploy
Director	Rhonda Gallion
Immediate Past President	Eileen Neucere

We are still looking for someone for the Vice President position. The position is a voting position that would also require some committee work. The position does not automatically progress to the President Elect position, but does give valuable support to the President. Please give it your consideration.

The Scholarship luncheon and recruiting event is fast approaching. Invite your guests and make your reservations. Spread the word that anyone that submits a membership application from May 16 through June 16 will only have to pay national dues. The chapter dues will be waived during this recruiting event. Let's make this the best year ever!

2005-2006 Officers & Committee Chairs

President H 281-894-5253 W 281-894-5253	Eileen Neucere eneucere@earthlink.net F 281-807-1520	Database	Past President C 713-459-5874 W 281-313-9400	Ann White ann.white@rbgltd.com F 281-313-9444	Programs
President Elect H 832-445-0543 W 713-499-7623	Lisa Wilson comberge@yahoo.com C 713-301-3145	Membership	Director H 713-660-8728 W 713-221-8596	Orapin Duangploy duangployo@uhd.edu F 713-226-5238	Student Activities
Vice President H 832-242-5386 W 281-558-1847	Joan Landreth jlandreth@net1.net C 713-542-0198	Member Relations	Director H 713-688-4057 W 713-831-5412	Kathy Pearce papandkap@aol.com F 713-831-8653	Newsletter
Treasurer H 713-927-2679 W	Debbie McKenney mckdeborah@yahoo.com C 713-927-2679		Meeting Arrangements	Melanie Norton nortonmelt@hotmail.com mnorton@bvccpa.com	
Secretary H 713-817-0318 W 713-926-9936	Colene Blankinship coblanck@msn.com F 713-831-8653		Publicity H 281-261-8016 W 713-528-2771	Ellie Moore emoore@cddacpa.com F 713-528-6423	

Deadline for April newsletter: April 7, 2006
 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	Kathy Pearce
Colene Blankinship	Eunice Reiter
Julianne Dorsett	Ann White
Ellie Moore	Lisa Wilson
Suzi Martin	
Eileen Neucere	
Debbie McKenney	
Melanie Norton	

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

- Apr 11 Board Meeting—AmGen Center
- Apr 25 Membership Meeting—Briar Club
- May 16 Scholarship/Recruitment Luncheon—Briar Club
- June 10 Transition Board Meeting—Lisa Wilson’s
- June 27 Membership Meeting—Briar Club
- July 11 Board Meeting—American General Center
- July 25 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.

Paid Advertisement

Mary Kay Cosmetics

Kathryn Pearce—Consultant

Call 713-305-6220 for Mary Kay Products. The first 5 people to call in an order will receive a discount

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

(continued from page 4—Upcoming Events)

and eat lunch before returning back to Houston later in the day. Just for your information the Antique Rose Emporium has many different kinds of plants other than roses. They have herbs, annuals, perennials and vines just to name a few. Below is a link to their web site. I will be getting a head count at the April meeting and will send an email later to determine how many will be making the trip.

<http://www.antiqueroseemporium.com/>

Upcoming Events

Loaves and Fishes

In May we will be volunteering at the Loaves and Fishes shelter. The shelter houses 12 women each night. They provide them with a meal, a shower, a bed and wash their clothes. As in the past, we will be collecting linens, soaps, toiletries, first aid supplies, women's clothing and food (just to name a few of the items they need). If you can't make it to the shelter to help, please bring anything you wish to donate to the April or May meeting and we will make sure the items get to the shelter. Travel size items are preferred, but large bottles are also appreciated.

May 27 – Loaves and Fishes 9am 2001 Congress (see below for link)

The Loaves and Fishes shelter provides Houston's homeless people a meal every day for lunch. Volunteers are needed to make this happen and we are going to be there on Saturday, May 27 at 9am. We cook the meal, set the tables and serve the food along with giving them a sack lunch to eat at a later time. Everyone always has a great time but we need to give the organizers a head count. Please let me know if you can join us - (friends and family are always welcome). Joan Landreth 713-542-0198 or jlandreth@net1.net.

http://www.helpthehomelesshouston.com/html/magnificat_houses.html

Antique Rose Emporium

June makes one think of roses and what better way to celebrate the month than with a trip to the Antique Rose Emporium. We will be going on Saturday, June 17th. Mark the day on your calendar now and plan to join us for a relaxing and enjoyable trip. We will carpool to the nursery

(Continued on page 3)

SPEAKER BIO

Tom Britton is a speaker, a magician and an author. Tom speaks from over thirty years of experience in business, including seven years as a highly successful bank CEO. His down-to-earth, practical approach to real, everyday business issues is enlivened by a big slice of humor and captivatingly fun magic. As a featured speaker at conventions and company meetings for over ten years, Tom's customized presentations always provide focus and receive top ratings.

Some of Tom's associations are listed below.

Past President National Speakers Association, Houston Chapter

Author of Books on Success in Business

John Wolfe Award Winner for Speaking Excellence

Two Term Chairman, Houston Northwest Chamber of Commerce

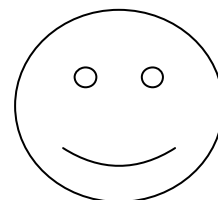
Former CEO of a Top-Rated Houston Bank

Seminar Leader of the Year – American Institute of Banking

Former Faculty Member – Three Schools of Banking

Award-Winning Magician: Texas Association of Magicians

Past President, American Institute of Banking – Houston



2005-2006 ASWA Houston Chapter-Scholarship Luncheon/Recruiting Event May 16, 2006

SCHOLARSHIP TIME!!!! This year ASWA Houston Chapter will hold a joint Scholarship Luncheon and Recruiting Event. The event will take place May 16, 2006 at the Briar Club. Please invite your co-workers, supervisors and managers to the event. The ASWA Houston Chapter will be giving away 3 scholarships to deserving students majoring in Accounting or Finance. The luncheon event will be from 11:30am to 2:00pm, with sign-in beginning at 11:30am. If you are interested in attending please contact Ellie Moore, emoore@cddacpa.com or call (281) 684-5495, for details or visit our website at www.aswahouston.org for details about our organization and this event.

The luncheon will be held at: The Briar Club
2603 Timmons Lane
Houston, Texas 77027

Early Registration		Postmarked after April 28	
Members	\$35		\$45
Guests	\$20		\$30

If you know someone who would like to receive an invitation to the event and is not on the monthly ASWA FAX RETURN, please have them forward their mailing address to emoore@cddacpa.com

MEMBERSHIP

If you are interested in becoming a member of the ASWA Houston Chapter, please email Lisa Wilson at comberge@yahoo.com for an application packet. Be sure to include your mailing address in the email.

Monthly meetings are held on the 4th Tuesday of every month at The Briar Club located at 2603 Timmons Lane (corner of Westheimer and Timmons Lane). Meetings begin at 5:30pm with networking, dinner around 6:15pm and a speaker at 7:00pm. Meeting prices are:

- \$25.00 Members with reservations
- \$30.00 Walk-Ins
- \$30.00 Guests
- \$15.00 CPE Only (no dinner)

Reservations must be received by 6:00pm on Thursday prior to meeting date. Please call Melanie Norton at 713-353-1942 or email her at mnorton@bvccpa.com to make your reservations. If a special diet is needed, please be sure to let Melanie know.

EXPERTISE vs. COMMON SENSE

So you don't consider yourself an expert when it comes to marketing? No Problem!
You don't have to be an expert in order to do a good job! Here is what you need to do:

1. Know your clients/prospects! Why do they want your product/service? What are the benefits to them? When you can articulate this, you can start your marketing!
2. Are your marketing materials consistent with the image you want to project? Is the web site half finished or "under construction"? Don't start marketing until everything is ready! Keep in mind that you can do huge amounts of "personal marketing" about your business/practice, etc without ever having a brochure. Just make sure if you are going to do something, do it right!
3. Do you communicate in your marketing materials everything that needs to be said in order for your customers/prospects easy access to your products/service?
4. Do you have stories about your products/services that you can easily share with customers/prospects? Stories create emotion and this is what makes people buy.
5. Do you keep articles, reports, magazines that would be helpful to your customers/prospects? Remember marketing is about making it easier to buy!
6. Do you provide to your customers what you promise? If there's a gap, you're dead in the water! Do you ask yourself and your staff, "how can we delight our customer?" Get these answers and then follow through on delighting your customers.
7. Do your customers get more than they paid for? If they do, they will do the marketing for you! This is truly the best way!

Marketing is more about what works (common sense) than a science. Personal marketing is almost free and creates the relationship to bring your customers back for more! You don't have to own a manufacturing plant, a retail store or be a distributor. A corporate employee must market him/herself to their internal customers as well as external. Marketing is a daily habit for everyone whether you're marketing yourself or your business!

Clean Out Your Mind as Well as Your Closets: Linda Tally

Hey, it's 4 months into the year and because you've been reading all my enewsletters and articles, I know you have completely cleaned out your closets, your garage, your drawers, etc. Now, have you cleaned out your mind? This is like the last frontier and by the time you get to it, it's usually a mess—a cluttered mess. So you might want to take this opportunity to clean out your mind as well. Now, I'm not talking about a frontal lobotomy. My way is much easier. Here's all you need do.

1. Begin to write down everything that you want to release from your personal life as well as from your business world. This could be the anger you hold against a certain person or someone at work. Or you may want to release your need to keep up with the next door neighbor. It's the thoughts we think that are dragging us down and these are the ones that need to go. These are the limiting beliefs that stop us every time!
2. After writing these down (my list is usually pages and pages long—so don't short change your cleaning effort here), put the list through the shredder or burn the list in the fireplace. As you do, repeat that you are releasing these thoughts/people/beliefs and won't need them in the future.
3. Some of these thoughts might come creeping back in. Don't let them. If they do, tell them to get out, you've released them and there's no room for them in your "closet" this year. Keep your mind closet continually cleaned out and see what you can accomplish. Then show others how to do it, too!

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

Web site: www.fhpw.org

ASWA Delegates: ASWA Alternates:

Melanie Norton Pam Ahlers

Kathryn Pearce Eileen Neucere

Next quarterly Meeting: April 24, 2006
At H.E.S.S Building 5430 Westheimer

Speaker: Mary Ambrose/Vice President Operations, Westheimer Plumbing and Hardware

Plan to attend.

ASWA
American Society of Women Accountants
Kathryn Pearce
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Houston, Texas 77092

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Jacqueline Vassar, CPA, CIA, CISA, CCSA—
jvassar@deloitte.com

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