

ASWA FAX RETURN

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

Member of *The Federation of Houston Professional Women*

VOL. 56 No. 9

April 2008

Membership Meeting

April 22, 2008

Speaker: Sherry Sylvester

Topic: Lawsuit Reform: Strengthening the Texas Economy

CPE: 1 hour Level: Basic Prerequisites: None

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 p.m. Dinner
7:00 p.m. Speaker

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 Melanie Norton at mnorton@bvccpa.com. Please contact Melanie with late reservations, even on the day of the meeting. Special dietary requirements available upon request

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President's Message By Debbie McKenney

Balance Awards

Help Us Promote Women and Companies that Support Work/Life Balance!

Have you demonstrated leadership and mentored others? Are you committed and involved in your community? Do you manage work-life balance within your career? Do you know anyone else who fits the description above? If so, you or someone you know may be eligible for one of the ASWA Educational Foundation's several *Individual Achievement* Balance Awards. We will be selecting regional winners in this category and the six regional winners will be nominated for the national *Woman of the Year* award.

And don't forget to consider your company for a Balance Award! Does your company demonstrate sensitivity to women? Does it provide leadership and mentoring opportunities for women? Does your company show concern for financial issues facing its community? Has it implemented policies, initiatives and programs that promote work-life balance? If your company or one that you know of demonstrates these outstanding qualities, they are eligible for one of the Foundation's *Industry* Balance Awards.

Nominate yourself, a colleague or your firm by filling out the "Call for Award Nominations" form. The deadline to apply is June 30th.

Kind regards,

Debbie McKenney
ASWA President-Houston Chapter

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Deadline for May newsletter: May 6, 2008

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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.**

CALENDAR OF EVENTS

April 22 Membership Meeting — Briar Club
Speaker: Sherry Sylvester
Topic: Lawsuit Reform: Strengthening
The Texas Economy

April 22 Chocolate Bar —after meeting

May — Spa Party at Ann White's —date TBA

June 24 —New Member Orientation/Getting to Know ASWA with dinner meeting massage

August 26—Membership Meeting — Briar Club
Speaker: Craig Krause
Topic: Discovering Your Memory Power

Standing Reservations

Jeri Barthel	Debbie McKenney
Colene Blankinship	Eileen Neucere
Adrienne Brown	Melanie Norton
Sonia Calloway	Eunice Reiter
Kristy Daniels	Ann White
Kristi DeNardo	
Julianne Dorsett	
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

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.

APRIL MEETING

Sherry Sylvester

Sherry Sylvester is an award winning journalist and communications specialist whose career includes national reporting, political campaigns, public policy research and advocacy. Sherry was the Political Writer at the [San Antonio Express-News](#) where she covered the 2000 presidential campaign, the Florida Recount and the last national census. She stepped down in 2003 to found Texas Media Watch, the first statewide media monitoring project in the nation.

In 2005, her alma mater, The Graduate School of Political Management, now at George Washington University in Washington D. C., named her “Alumnae of the Year”, for her professional and civic accomplishments.

Sherry served as the first Neighborhood Crime Prevention program director for the City of Portland, Oregon and has founded two other non-profits – the Mentorship Network for Women on Public Assistance in Bridgewater, New Jersey and the Women in Transition Program in Portland, Oregon. She directed the Somerset County Coalition on Affordable Housing program in New Jersey and has written extensively on criminal justice and public health policy issues.

(Continued on Page 4)

April Meeting (continued from page 3)

Sherry has a Bachelor's Degree in Language Arts from Oklahoma State University in addition her Masters in Political Management. Sherry is a member of the Daughters of the American Revolution and the New England Historical Society. She and her husband, Stephen, live in San Antonio.

ASWA Southwest Regional Conference
Hosted by the Flagstaff Chapter
May 16-17
Flagstaff, AZ
"Accounting with Altitude"
13 hours of CPE
(including 4 hours of ethics)

Dear ASWA Member,

The Flagstaff Chapter invites you to attend the 2008 Southwest Regional Conference. The conference begins on May 16th at 12:30pm with an exciting fun filled day of CPE. The chapter exchange will be Friday evening followed by fun night at the hotel with games, prizes and more. The installation of the ASWA Foundation Board of Directors will take place on Saturday.

If you have any questions please call or email Kelly Robertson at 928-523-3711
kelly.robertson@nau.edu

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 do some of your Christmas shopping, saving some money for yourself and getting some great products, and at the same time, contribute to the scholarship fund. What a deal!

Nominating Committee

President Debbie McKenney appointed Past President Eileen Neucere to chair the nominating committee for the 2008-2009 board. The membership approved Julianne Dorsett to serve as the membership representative and the board approved Kristi DeNardo to serve as the director representative. If you would like to help select the officers for the coming year, please let any of these individuals know. If you would like to serve in any capacity, please let them know. If you do not volunteer, you may be drafted!

Raffle Items Needed

Raffle items are needed for the May Public Relations Luncheon. If you have any items you would like to donate, please contact Arlene Dilworth. We have at least two national board members who will be attending the luncheon, and we would love to make a good impression.

Federation of Houston Professional Women

2008 Women of Excellence Awards

The Federation of Houston Professional Women (FHPW) and the FHPW Educational Foundation hold a Women of Excellence Awards Gala each year to honor outstanding business women from FHPW member organizations and to raise funds to support scholarships for women in our community.

The Houston Chapter ASWA selected Julianne Dorsett as our Woman of Excellence for 2008 at our March business meeting. Julianne will be recognized at the awards banquet later this year. Congratulations, Julianne, and thank you for all your hard work on behalf of ASWA!

Federation of Houston Professional Women

Next Meeting: April 28
Web site: www.fhpw.org

Location: H.E.S.S. Building
5430 Westheimer (between Chimney

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.

Scenes from The Mad Potter



Balance Award Nominee—Eunice Reiter

Each year the ASWA Education Foundation (The Foundation) recognizes companies and individuals whose commitment to work/life balance place them in the enviable position of earning the prestigious Balance Award.

Eunice Reiter, ASWA Houston Chapter President 1983-1984, our nominee for this year's Individual Achievement Award, South Central Region, is an exceptional woman. She has demonstrated leadership in her career, in our organization and in her community. Mentoring is second nature to her. If you want eloquence, just ask Eunice.

Colleagues say that if you want something done, and you want it done with style, and with the candor and good humor that fills her life, you want Eunice.

She was born in Dallas, educated at the University of Texas and has called Missouri City home for over four decades. Throughout her 49 year career as wife and mother, and her 44 year accounting career, she has found the time - - or made the time - - to also have a career of voluntarism, both in her profession and in her community.

Eunice was the Federation of Houston Professional Women's 1986 honoree as Outstanding Professional Woman, is listed in Who's Who of American Women, has served on H-GAC's Board of Directors since 1999, is president of the Houston-Galveston Area Local Development Corporation, has served on many cultural and charitable organization boards, was a Missouri City Planning & Zoning Commissioner from 1989 to 1994, and joined City Council in 1994.





SUCCESS: How Do You Get From There to Here?

If you are in business, you might want to think about these questions. It doesn't matter if you work for yourself or someone else, these are critical questions for anyone in business today! I have written about sales people, in particular, and remember, we are all sales people—as soon as we get out of bed each morning!

1. Where are you now in terms of your sales?

Where are you now based on your sales results and sales skills? Is it where you want to be? What about your performance? Just getting by or a top performer? What position or rank do you have in your sales force? Top, middle or bottom? Are you growing your territory and your top 10 accounts or do you have excuses why you can't? Have you lost or are you about to lose an account to a competitor? What happened? How are you managing yourself and your time in your territory? What are your biggest challenges and how are you overcoming them? What are your biggest opportunities and how are you taking advantage of them?

2. What will happen if you don't change?

What if you don't acquire new skills? Will this hurt your performance, chance for promotion, visibility in the company? What if the competition gets your largest client? Do you have a backup plan? What if you keep doing the same things with your customers? Will they get bored? Are your competitors becoming more creative? What will your customers say? If your boss/company has given you an increase of 25% or more in your expected growth for this year, how will handle it in order to make your numbers?

3. What are you goals for this year?

Have you written something down for both your personal as well as professional growth? Have you identified your accountabilities along with time stamps? Have you listed your top 10 accounts with written goals for sales, growth, products, for each of them? Have you identified growth strategies for your small and medium accounts? How many books on sales and personal development will you read each month?

4. What's it going to take to get there?

What action steps are you going to take to achieve your goals? Bottom line: you have to walk the talk.

5. What are the metrics?

How will you know if you have achieved your goals? Have you identified metrics for success? In other words, what you want to achieve such as a sales increase of ___% or adding X number of prospects/clients to your database or new customers spending in excess of ___/month? What's the metric? How will you know you have succeeded?

Take the time to spend some time with yourself to answer these questions and put pen/pencil to paper or fingers to computer keyboard so you can see what you want and stay focused on that. Because what the mind focuses on, it achieves.

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American Society of Women Accountants
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Return Service Requested

**Printing Compliments of
Kristi DeNardo**

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—Regional Director for Houston

Empowering Women In The Accounting and Financial Professions Since 1938