

ASWA FAX RETURN

American Society of Women Accountants — Houston Chapter No. 33

Member of *The Federation of Houston Professional Women*

VOL. 52 No. 10

June 2004

MEMBERSHIP MEETING June 22, 2004

Speaker: Bobby Woods,
Certified Handwriting Analyst

(Does not qualify for CPE.)

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. **Consider valet parking due to a swim meet that night.**

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

Meeting Prices

- \$25 Members with reservations
- \$30 Members who do not make reservations
- \$30 Guests

**RSVP by 6/17/04 to Judy McMillian at:
713-529-9871 (H)
rhart96@aol.com**

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

Reservations need to be made by the Thursday preceding the meeting. Special dietary requests available on request.

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

PRESIDENT'S MESSAGE Ellie Moore

This week, our nation is grieving the passing of President Reagan. We are reviewing the effect he had on our state, our country and across the world. We are also being shown the love he had for his wife, the kindness he showed to others, and just the overall gentleness of this man. This is reflected in the outpouring of respect and tradition that will surround this final week.

It is so nice to hear the media report about values that are held high, kindness shown to others and the value of a family. This is such a refreshing change from the abuse to children, the killing of innocent people and the breaking of laws usually shown to us on the evening news.

We may never hear the end of Enron. The effects of what was done may never be revealed or uncovered. But what is evident, is the effect that a few had on an entire industry. When we stop and look at the trust lost, the laws broken, and now the changes as a result of all of this, it makes you wonder where or when things started to change in such a negative way. What if, instead, the ones involved had shown honesty, integrity and built trust?

ASWA is a national organization whose goal, in part, is to build up individuals, support those in the workplace, and assist everyone in bettering themselves. We hope you give the Houston Chapter the opportunity to be a part of your career and see how we, as a Chapter, can help improve your life and you improve ours.

See you at the next meeting!

2003-2004 Officers & Committee Chairs

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Deadline for July newsletter: July 9, 2004
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Additions and changes to the mailing list should be submitted to Kathy Pearce
 Home: 713-688-4057
 Work: 713-831-5412
 Email: Kathryn_pearce@aigvalic.com

Standing Reservations

Loyce Anderson	Melanie Norton
Colene Blankinship	Kathy Pearce
Kelly Bennett	Eunice Reiter
Judy McMillian	Mary Simpson
Ellie Moore	Ann White
Kajal Nagrani	Lisa Wilson

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

Please contact Judy McMillian to be added or deleted from the Standing Reservations List.

H—713-529-9871 rhart96@aol.com

CALENDAR OF EVENTS

June 4-6	SW Regional Conf—Phoenix AZ
June 12	Transition Board Meeting (Current year and next year board members)
June 22	Membership Meeting and Officer Installation
July 13	Board Meeting
July 27	Membership Meeting—Sales tax changes, Trisha Fortune of Ryan & Company
Aug 10	Board Meeting
Aug. 24	Membership Meeting
Nov 10-12	ASWA/AWSCPA Annual Conference Chicago, IL

**TRANSITION MEETING
JUNE 12, 2004**

**ASWA HOUSTON CHAPTER
2004-2005 SLATE OF OFFICERS**

The transition meeting will be held Saturday, June 12, 2004 at Collector, Dart & Associates, 3000 Richmond Ave. Suite 270, Houston, TX 77098 beginning at 10am. Refreshments will be available.

It is critical, for the betterment of the chapter, that all incoming and outgoing board and committee members attend this meeting. Everyone's participation is needed to revitalize the chapter.

Please let Ann know if you will or will not be attending. (713) 528-2771 or (713) 459- 5874 or awhite@collectordart.com.

President	Ann White
President-elect	Eileen Neucere
Vice President	Melanie Norton
Secretary	Kathy Pearce
Director	Deborah McKenney

TREASURER STILL NEEDED!

We are all accountants so the treasurer position should be easy for someone to fill. You collect the money at the dinner meetings, write a few checks, make a few deposits and prepare a simple financial statement for the board to review. If you are unable to attend a meeting, you can have someone fill in for you.

If you are interested in this position, please contact Ann White at (713) 528-2771 or awhite@collectordart.com

ASWA National Headquarters

800-326-2163

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Email: aswa@aswa.org

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Richelle A. Richoux, CPA—rrichoux@ekclcpa.com
Wendi C. Taber, CPA—taber2@cs.com

Federation of Houston Professional Women (FHPW)

Web site: www.fhpw.org

ASWA Delegates:	ASWA Alternates:
Melanie Norton	Pam Ahlers
Kathryn Pearce	Ellie Moore

WHAT IS GOING ON AT THE TEXAS STATE COMPTROLLER WITH OUR STATE AND LOCAL TAXES?

(JULY MEMBERSHIP MEETING)

If you don't know, then you should make arrangements to attend the July 27, 2004 dinner meeting of the Houston Chapter of the American Society of Women Accountants.

Trisha Fortune of Ryan and Company, Inc. will bring us up-to-date on all of the changes have been made, that will be made and those that are still pending such as taxing accounting services.

This is an important meeting you should not miss. It could have a big impact on you, your business or your clients.

Houston Chapter ASWA MEMORIAL FUND

One way that we fulfill our mission is through the awarding of scholarships to deserving accounting students.

These scholarships are presented each year at our annual luncheon. The recipients are students that have shown dedication and outstanding academic achievement. The financial assistance we provide is recognition of their efforts and achievements.

We are able to make these awards thanks to the generous contributions of our members, friends and supporters. Through your contribution to the Memorial Fund, you are personally contributing to the future development of the accounting profession.

Please consider making a contribution to honor friends and loved ones. Your gift does make a difference.



I would like to make a contribution to the Houston Chapter ASWA Memorial Fund Amount \$ _____

In Memory of

In Honor of

Print Name _____
(individual is deceased)

Print Name _____
(individual is alive)

Send acknowledgement to
(Name/Relationship) _____

Send acknowledgement to
(Name/Relationship) _____

(Street) _____

(Street) _____

(City State Zip) _____

(City State Zip) _____

Make checks payable to
Mail to

ASWA Memorial Fund
c/o Eunice H. Reiter
5005 Woodway, Suite 200
Houston, TX 77056

Three Things Every Recruiter Looks for in a Resume

If you are in the middle of a job search, recruiters can be either your friend—or your foe. They make the choice to keep you out of the hiring process or to introduce you to corporate hiring decision makers. The quality of your resume is a key factor in determining how recruiters will treat you in the job market.

There are three things every recruiter looks for in a resume:

- Focus
- Core competencies or transferable skills
- Accomplishments

If your resume lacks any of these crucial elements, then you are probably not capturing the attention you deserve, and you are missing out on important interview opportunities.

1. Focus

Since recruiters' time is at a premium, they must know your career focus within seconds of opening your resume. If your career focus isn't clearly stated, you can't assume the reader will take the time to search through your resume for clues. Most recruiters consider "Career Objective" statements worthless if they contain no real information about the specific position you are looking for and the industry expertise you offer. The best objective statements are concise and to the point.

2. Core competencies or transferable skills

Once a recruiter understands your focus, he/she will want to know if you have the required core competencies or transferable skills to accomplish the job. A thorough research of employer job descriptions will help you identify the core competencies your resume must feature.

You'll capture and hold recruiter attention by including only those core competencies relating specifically to your focus. Be careful not to muddy up your personal marketing message by including extraneous skills. If you remember the all-important rule of relevancy, you'll go a long way toward keeping the reader's attention on your key skills.

3. Accomplishments

Once your resume has made it through the initial screening for focus and skills, the recruiter will want to know how you stack up against other candidates. Remember, with record-high resume response to job openings, recruiters need good, solid reasons to recommend you for consideration over the mountain of other candidates. Clear, concisely stated accomplishments are the best way to distinguish yourself from your competition.

Whether the recruiter works for one corporation or represents many corporate clients as a third-party recruiting consultant, he or she must be able to give valid reasons for promoting you as a viable candidate. You can make their job infinitely easier by including the information they need—and bring your resume to the top of the candidate pile. When your resume sells itself, you gain advantage points, and make the recruiter look good as well.

For optimum impact, write accomplishments that illustrate the strength of your core competencies, transferable skills and focus. An accomplishment is only valuable to your resume if it promotes the skills your target employers are looking for. Remember the rule of relevancy as you craft each of your accomplishment statements.

(Continued on page 7)

COMMUNICATION SECRETS—FOR WOMEN ONLY**By Marsha Petrie Sue, MBA**

1. Don't take it personally.
2. Eliminate the tendency to get too emotional.
3. Don't cry — it ruins credibility.
4. Don't over use "I feel" — it closes the minds of some people, especially men.
5. Really listen to what they are saying vs. trying to think how you will respond.
6. Watch the detail — we typically use five times more words than men.
7. Make the point first — then fill in the detail.
8. Eliminate, "If you don't know, I'm not going to tell you." Mind reading doesn't happen!
9. If working in a male-dominated environment, learn "guy speak" and talk about politics, sports and the outdoors.
10. Don't gossip. If you don't want it said about you, don't say it about others.
11. Call a time-out if you get too upset to talk. Set this up ahead of time so the other person understands your need to think about your response.

Sign up for Marsha's fabulous "Sue News for Inspired Leadership" monthly on-line magazine. It's complimentary! <http://marshapetriesue.com/newsletter.html>

Author of *The CEO of YOU*

P.O. Box 15218 Scottsdale, AZ 85267 Marsha@MarshaPetrieSue.com

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QUOTES

Leadership is the art of getting someone else to do something you want done, because he wants to do it.

Dwight D. Eisenhower

If you really want people to respond to your leadership, you have to have a personal relationship with them. They need to know you're dependable and that you'll be there if they have a problem.

Noreen Haffner

(Resume—Continued from page 5)

In today's extremely competitive job market, employers rely heavily on recruiter to screen out the crowd of applicants. Allow them to present you as one of their best candidates by letting your resume present your best abilities.

Deborah Walker, CCMC
Resume Writer ~ Career Coach
Find resume and job-search tips in the article archive at www.AlphaAdvantage.com
Email: Deb@AlphaAdvantage.com

For all your Mary Kay needs
Please call Kathy Pearce
713-305-6220 or email her at
kpearce3@marykay.com

AWSCPA CHARTER RENEWAL & SCHOLARSHIP DINNER June 17, 2004

The American Woman's Society of Certified Public Accountants will have its Charter Renewal & Scholarship Dinner @ 5:30 p.m., Thursday, June 17, 2004 at the Live Oak Grill, 10444 Hempstead Road (between Dacoma and Long Point).

Topic: The Offshore Outsourcing of Accounting – Capabilities, Considerations and Casualties.

1 hour CPE. Speaker: Dr. Susan Sorensen, University of Houston, Clear Lake. Cost \$25 members. \$30 guests if postmarked by June 10th. \$35 at the door.

Reservations: Anna Marie LaPorte (713) 209-8552.

PUBLIC RELATION LUNCHEON

By Ann White

The 2004 Public Relations Luncheon was exceptional. There were 14 members and 14 guests, including our scholarship recipient Lorena Ponce and our Speaker, Rachel Koenig.

Rachel gave an empowering speech on choices that we make every day that effect our attitude. Being a newlywed, she told the story of baking her first cake for her husband to take to the office. Getting late in the evening, she put the frosting on before the cake had time to cool. Moments later, the cake split down the middle like the Grand Canyon. As her eyes began to tear, her husband walks in and says "mmm cake". To him it looked delicious; to her it looked like a disaster. We must learn to look beyond the exterior and choose the right attitude. Did I want cake or did I want a piece of art? Remember, the flavor is usually the same no matter what it looks like.

The accommodations and service at The Post Oak Grill were first-rate. Having a choice of entrees and dessert's was such a pleasant change from the norm. If you weren't there, sorry we missed you and hope you can attend next years.

MEMBER INCENTIVE PROGRAM 2003-2004 Winners

Come to the June membership meeting to learn the identities of the 2003-2004 member incentive program winners. Surely you didn't think we would announce it before we presented the awards did you?

MEMBER NEWS

Colene Blankinship, president-elect of EFWA, attended the Northwest Regional Conference in connection with the EFWA Board Meeting in Billings, Montana in May. The Conference attendees raised over \$5,000 for the Foundation!

ASWA
American Society of Women Accountants
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Return Service Requested

**PRINTING AND POSTAGE
COMPLIMENTS OF
COLLECTOR, DART & ASSOCIATES, P.C.**

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.**

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

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