

# ASWA FAX RETURN

American Society of Women Accountants — Houston Chapter No. 33

Member of *The Federation of Houston Professional Women*

VOL. 53 No. 11

June 2005

## MEMBERSHIP MEETING

June 28, 2005

Time: 5:30 p.m. Networking  
6:15 p.m. Dinner

Topic: Installation of Officers

Administrative Policy: Per ASWA standing rules, if you register and do not attend you will be charged the \$25.

Where: Palazzo's Restaurant  
3215 Westheimer  
Houston, Texas  
Will order off of the menu.

### Meeting Prices

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

**RSVP by 6/20/05 to Ellie Moore at:  
281-684-5495 or [emoore@cddacpa.com](mailto:emoore@cddacpa.com)  
Note the earlier reservation date.**

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

**Empowering Women In The  
Accounting and Financial Professions  
Since 1938**

## PRESIDENT'S MESSAGE

It's true; time does fly when you're having fun.

It has been a great year for me being president of the Houston Chapter of ASWA. We started out on what seemed a slippery slope with quite a few seasoned members not renewing their membership but ended up picking up a little steam in the last few months adding several new members and receiving many requests for information about our organization. If we all help out by volunteering for a committee or just assisting with one meeting or one event, we can continue the momentum.

ASWA is such a great organization to belong to for many reasons but it needs your help to thrive. Even if you are new to the organization and don't know anyone, you can volunteer to be a greeter for just ONE meeting so that as members and guests arrive you can welcome them and introduce yourself. If that would be too much for one day, how about attending a board meeting and start off getting to know just a few of us. You get out of an organization what you put into it. If all you want is a line item for your resume then joining ASWA is all you need to do but if you want to make that line mean something then we need you to get involved. Enhance your speaking skills by making an announcement at one of the meetings. If you're shy or just not ready to speak in public, let us get to know you by writing an article for the fax return about an achievement you've made or a memorable event in your life. We are all in this together and together we can achieve great things.

Thank you for a wonderful year and I look forward to helping Eileen continue the chapter as your new president. For those of you attending the June meeting to be held at Palazzo's Italian Café, 3215 Westheimer, I will give five dollars to each of the first five members or guests who ask me for it and show me this article. Please do not tell anyone, it is our secret.

Blessings to you,  
Ann White

**2004-2005 Officers & Committee Chairs**

<b>President</b> H 713-459-5874 W 281-313-9400	<b>Ann White</b> awhitetx@houston.rr.com F 281-313-9444	<b>Past President</b> C 281-684-5495 W 713-528-2771	<b>Ellie Moore</b> <b>Member Relations</b> <b>Meeting Arrangements</b> emoore@cddacpa.com F 713-528-6423
<b>President Elect</b> H 281-894-5253 F 281-807-1520	<b>Eileen Neucere</b> <b>Database</b> aggie1978@earthlink.net C 281-923-6213	<b>Director</b> H 713-927-2679 W	<b>Deborah McKenney</b> <b>Membership</b> mckdeborah@yahoo.com F
<b>Vice President</b> H 281-469-0970 W 713-353-1942	<b>Melanie Norton</b> <b>Publicity</b> nortonmelt@hotmail.com C 281-381-3781	<b>Job Bank</b> C 713-298-5029 W 713-623-4700	<b>Karen Amoroso</b> karen.amoroso@accountemps.com F 713-658-1771
<b>Treasurer</b> H 832-445-0543 W 281-847-6025	<b>Lisa Wilson</b> comberge@yahoo.com C 713-301-3145	<b>Newsletter</b> C 713-817-0318 W 713-924-9763	<b>Colene Blankinship</b> coblank@msn.com F 713-926-9960
<b>Secretary</b> H 713-688-4057 W 713-831-5412	<b>Kathryn Pearce</b> kathryn_pearce@aigvalic.com F 713-831-8653		

Deadline for July newsletter: July 1, 2005 Newsletter Editor: Kathryn Pearce Home: 713-688-4057 Work: 713-831-5412 Fax: 713-831-8653 Email (home): papandkap@aol.com	<b>Additions and changes to the mailing list should be submitted to Eileen Neucere</b> Home: 281-894-5253 Fax: 281-807-1520 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

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

**CALENDAR OF EVENTS**

- June 23-25 South Central Regional Conference, San Antonio, TX
- June 28 Installation of Officers at Palazzo's Restaurant—3215 Westheimer
- June 30 Board Meeting—Am General Center
- July 25 FHPW Event
- July 26 Membership Meeting—Briar Club
- Aug 23 Membership Meeting—Briar Club
- Sept 27 Membership Meeting—Briar Club
- 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](mailto:emoore@cddacpa.com) or by phone at 281-684-5495.



Let's say you're the owner of the company or President/CEO of the corporation. And, let's say that you have created values and a mission statement for your organization. Is that part of your job over now? NO WAY! You have only just begun!

If your mission statement is in a frame hanging on the wall, your values are only discussed with a new hire (and then only given to them in the employee handbook), and neither are spoken about on a regular basis, you are not using them to their fullest extent! The authors and creators of values and mission wanted you to do more with them than you have been! Perhaps they just didn't tell you how! So I will!

First of all, your values are how you and your people act in your business! It's about what's right, what's wrong, what's good and bad. If you have values, then you had better be doing your business based on your values! If you're not at the office/store one day, with values, your employees know how to act, what to do when you're not there! Not only that, but this is the way you want your employees to be acting even when you are there! The key: if you don't honor your values, your employees won't either! So don't write down values and forget about them! Use them as a way to set up best practices in your workplace, in your shop. "Where did we honor our values this week and where do we need to improve?"

Once you have your values, then work on your mission. If your mission statement is one page long, who can use it—much less remember it? And it must be remembered if you are going to use it to create a team! Remember, the values tell everyone which uniform to put on, what field to show up at, at what time and what game to play.

*(Continued on page 4)*

## MEMBER NEWS

**Orapin Duangploy** is a visiting professor at the Thammasat University in Bangkok in their Masters of Accounting Program for the summer. She is there now and will return to the United States in August. We pray for good weather while she in Thailand and for her safe return.

## 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](mailto:sa_lsk@yahoo.com). Updates will be posted to our new website, [www.aswasa.org](http://www.aswasa.org). To learn more about San Antonio, visit [www.sanantoniocvb.com](http://www.sanantoniocvb.com).

*(Continued from page 3)*

The mission tells everyone which goal you are defending and which one you want to score on! So the mission must be something that people can sink their teeth into. That means something they can remember. Football players don't learn long plays. It's hup 1, 2, 3! Your mission must be that clear in order for everyone to get on the team! Keep your mission to 10 words or less and use it at every staff meeting! Begin each meeting by asking, "what are we here to do?" If your employees can't repeat back your mission statement, it's not working for you or your business!

The ASWA Memorial Fund acknowledges with gratitude the following contributions:

In honor of Mark Flaga's 40th birthday by:

Ann White

In support of the Memorial Fund by:

Joan Landreth

Ann White

### 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](http://FHPW.org), select News Subscription, and follow simple directions)

Reservation forms may be downloaded from the FHPW website ([www.fhpw.org](http://www.fhpw.org)).

### 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.

## **TIME WASTERS & BRAIN SCAMS: Using Time More Effectively While Increasing Your Intellect**

By: Marsha Petrie Sue, MBA

The newsletter "face2face" recently revealed that those who "over juggle" and who constantly disrupt meetings and important tasks to read and respond to messages, significantly reduce their IQ. In a series of tests carried out by Dr. Glenn Wilson, Reader in Personality at the Institute of Psychiatry, University of London, an average worker's functioning IQ falls ten points when distracted by ringing telephones and incoming emails. This drop in IQ is more than double the four point drop seen following studies on the impact of smoking marijuana.

Similarly, research on sleep deprivation suggests that an IQ drop of ten points is equal to missing an entire night of sleep. This IQ drop was even more significant in men who took part in the tests.

"This is a very real and widespread phenomenon," explains psychologist Dr. Glenn Wilson, "We have found that Info-Mania, if unchecked, will damage a worker's performance by reducing their mental sharpness."

Where do you rank on the "info overload" scale and are you creating your own problem? The information age breeds the need to use all the technology available and some of the application is hurting us rather than helping us.

Consider reviewing and possibly changing these habits:

1. Train yourself to pick up your messages from your device once per hour or perhaps four times per day.
2. Change your voice message to say something like, "I'll be in meetings most of the day and will be returning calls typically between 4:00 and 5:00. Please let me know in your message if you require immediate response." You have now set communication parameters and expectations.
3. In your message, ask the caller to speak slowly and to repeat their number twice. This saves time because you don't have to listen to the message three times to barely understand the call.
4. Turn off the beepers, buzzers and doohickeys that constantly tell you someone wants you.

It is important to provide good customer service and client care but not to the point of distraction and brain damage! Reconsider how often you sign on and ask yourself, "Am I damaging my functioning IQ and wasting time or have I prudently learned how to use technology to enhance my productivity?"

No one can do this for you but you!

E-mail: [Marsha@MarshaPetrieSue.com](mailto:Marsha@MarshaPetrieSue.com) or click the link below:  
website: [www.MarshaPetrieSue.com](http://www.MarshaPetrieSue.com)

ASWA  
American Society of Women Accountants  
c/o Collector, Dart, DiCampli & Associates, P.C.  
3000 Richmond, Suite 270  
Houston, Texas 77098

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**ASWA National Headquarters**

800-326-2163

Web site: [www.aswa.org](http://www.aswa.org)

Email: [aswa@aswa.org](mailto:aswa@aswa.org)

Region 4—South Central Area Directors—

Rita Borne, CPA—[rita@bornecpa.com](mailto:rita@bornecpa.com)

Jacqueline Vassar, CPA, CIA, CISA, CCSA—  
[jvassar@deloitte.com](mailto:jvassar@deloitte.com)

Wendi C. Taber, CPA—[rwtaber721@yahoo.com](mailto:rwtaber721@yahoo.com)

**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.