

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. 12

June

Membership Meeting

June 27, 2006

PRESIDENT'S MESSAGE

by: **Eileen Neucere**

Subject: Meet your New Board

Health Interest: Chair Massage by Kelly McCann

Cost: \$10

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:
6:00 p.m. Dinner

Prices: \$45 Members after June 22
deadline
\$30 Guests

WOW! What a successful year we have had!

- To date we have increased our membership by 34 members; that is 76%.
- We earned a member retention patch and a net ten increase patch for our banner and three national conference registrations to be used this fall.
- We published our own chapter cookbook to raise scholarship funds.
- We awarded \$3,000 in scholarships to worthy students and had a very successful scholarship luncheon.
- We served our community by working at the Loaves and Fishes Soup Kitchen and by contributing goods and a new stove to the facility.
- We had fun at Mad Potter, Ellison's Greenhouse and the Antique Rose Emporium.
- We offered nine hours of continuing education at the monthly dinner meetings.
- We assisted our fellow members affected by hurricanes Katrina and Rita with membership assistance.
- We successfully launched our chapter website at www.aswahouston.org.

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Lisa Wilson has many great ideas for next fiscal year, that will continue building our chapter and bringing value to the chapter membership.

Thank you for your hard work and commitment to ASWA this year!

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
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Deadline for June newsletter: July 8, 2006
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Additions and changes to the mailing list should be submitted to Eileen Neucere
 Home: 281-894-5253
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 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
Sonia Calloway	Ann White
Julianne Dorsett	Lisa Wilson
Suzi Martin	
Eileen Neucere	
Debbie McKenney	
Melanie Norton	

CALENDAR OF EVENTS

- June 27 Membership Meeting—Briar Club
- July 11 Board Meeting—American General Center
- July 24 FHPW Quarterly Meeting—Hess Club
- July 25 Membership Meeting—Briar Club
- Aug. 8 Board Meeting—American General Center
- Aug. 22 Membership Meeting—Briar Club
- Sept 12 Board Meeting—American General Center

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

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.

Loaves & Fishes Soup Kitchen

We served about 350 meals at the Soup Kitchen on May 27. We also took a tour of the women's shelter that is above the kitchen to view what we have donated during the past year. We have been blessed to be able to assist the people who come to Soup Kitchen.

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

Louisiana Thank You

*Eileen,
I wanted to thank you and your members for being great friends to us in La. We really appreciate our neighbor chapter in Houston for their generosity, in particular your participation in the Adopt A Member program that National got started.*

Please let everyone there know how eternally grateful we are and even though we have not met we feel the connection as members of ASWA.

*Sincerely,
Ileana Guion*

To: ASWA Members
From: Orapin Duangploy
Chair, Student Activities
Re: 2006 Proposed Activities

We were all once students in the past. There were many activities that we wished we could have received guidance or assistance that would have made our transition to the challenging accounting career easier. Here is the opportunity for you to make a difference – join the Student Activities Committee! Below is a list of new programs planned for 2006-2007.

Guest Speakers. Our chapter has numerous talented accounting professionals in various fields of accounting. We can have a list of the ASWA names and areas of expertise published and disseminated to the advisors of the student accounting organizations at the various universities in Houston. They could contact you as speakers for their monthly meetings or for their classes. Once we have established contacts with the university, we could recruit student members.

Panel Discussion. I have contacted the UHD faculty advisor last year about the possibility of a panel discussion on the various accounting fields in their Professional Accounting Society monthly meeting. Members of ASWA could be the panelists representing the different fields of accounting. Depending upon the room availability, we may expand the audience to accounting students from other campuses.

Mentoring Program. This program could be a key to success for our attempt to attract students to interact with the accounting professionals. Students are invited to join the ASWA Mentoring Program. The purpose of which is to disseminate the opportunities available in the various fields of accounting and to guide and motivate students in attaining their goals. Students will be required to complete a profile sheet which includes information about their extracurricular activities/interests and the field of profession of the mentor he/she is interested to match with.

ASWA members can serve as mentors who are role models, “Big Sisters”, and sources of support as well as resources for answering questions about the field of accounting. Unlike the traditional mentoring program, the ASWA mentoring program is a simple, flexible program. It ranges from a one-day job shadowing to a one-to-one and/or in small groups at the ASWA monthly meetings and/or field trips to discuss a variety of topics ranging from daily job activities to contemporary issues encountered at work.

This committee is not restricted to accounting professionals. Student members are also encouraged to serve on this committee. I look forward to receiving your responses to this invitation in joining the Student Activities Committee. My e-mail address is “duangployo@uhd.edu”.

Program News

The 2006-2007 Program Committee is in full swing planning meeting presentations for this year. Help us help you by submitting topics you would like to hear more about. Do you know of an outstanding speaker that would be interested in speaking to a diverse group of professional accountants? Do you have a few spare minutes to share in the selection of speakers and topics by participating as a committee member? Please submit topics of interest, potential speakers, and desires to participate as an important committee member to: Program Committee Chairperson, Sonia Calloway via email at scalloway@bdo.com

New Member Profiles

S. Arlene Dilworth, CPA, CTP & Mother

Personally, I am a divorced mother with one child, a son, who has reached the age of majority. However, through the years leading to the age of majority we engaged in a variety of recreational activities such as skydiving, rollerblading, snow skiing, scuba diving, jet skiing, hang gliding, and white water rafting. Oddly enough, even though I sprained my ankle on our sky diving adventure and had to have stitches on our snow skiing trip, rollerblading was actually the most painful of all (probably due to the number of times that I fell). I had sore muscles and bruises for sometime afterward. In fact, I still can't rollerblade to this day! I do however enjoy scuba diving, to the point that I've purchased my own gear. Sadly enough, I don't have a scuba buddy so I seldom get to go. So if there are any divers out there, let me know!

Professionally, I am a CPA and a Certified Treasury Professional (CTP) with a Master of Science degree in Accounting and a Bachelor of Business Administration. I have served in many roles throughout my career, including CFO & Controller, and worked in a number of different industries. Then I faced a situation faced by many others; the company that I worked for was sold. I had to make a decision about what I wanted to do next. I thought long and hard. I could follow the standard career path and work for a larger company, however, facing the politics and bureaucracy that goes with the territory didn't have much appeal. Plus, I had a high level of frustration from having my suggestions for the utilization of technology being dismissed as increases in overhead rather than embraced for their long term potential to increase efficiency and improve processes. I wanted to do something meaningful, something that I could feel good about for the next 20 – 30 years. I had an idea, something that I could do with my knowledge, experience, and drive. As I shared my idea with a friend, she spoke words of wisdom that I could not deny. She said "Arlene, you're not getting any younger, if you're going to do this, now is the time." So, I "bet the farm" so to speak and I did it. I started my own business based on my experience as a CFO and Controller. By creating a package of services not traditionally available from a single provider and utilizing technology to deliver our services in a non-traditional manner, I hope to achieve my new goal that is to change the statistic regarding the high failure rate of small businesses. It hasn't been easy, but then I've never done things the easy way... My interest in joining ASWA is to meet like-minded people, learn a few things, build some business relationships, meet some future employees, and hopefully improve the quality of life for a few kindred spirits. In short, I'm looking forward to meeting you all.

Kim Goodwin

Kim is a native of Louisiana. She relocated to Houston 3 years ago. Kim is married and has no children. Her hobbies include reading and listening to music. Kim is a Certified Public Accountant and volunteers her time to the Parkinson Foundation of Harris County in accounting and also is a lecturer at Holy Family Catholic Church.

Welcome Kim to ASWA Houston Chapter!

Drive...Stop...Back Up
by Denise Landers

70mph...80mph...90mph...100mph...110mph.... That's how so many people charge through each day, accelerating from the time they wake up. No matter how high the speed limit is set, you frequently exceed it—and multi-task while you do it. You often feel as though you are losing control.

There is no doubt that the business world requires you to keep moving. In itself that is positive. You want to be as productive as possible within a certain period of time. The problems start occurring when, instead of moving forward with a prioritized schedule at a planned pace, you end up responding to crises all day long, swerving across lanes as you zip from one task to another.

Sometimes the pace is exhilarating, and sometimes it is scary. In either case, you get pumped on adrenaline. The mechanics of your bodies are amazingly intricate, and adrenaline is one of your body's built-in protections. This hormone is designed to help you survive in dangerous situations.

Shots of adrenaline result in two effects. The first is that you get a burst of energy. Stories abound of incredible feats, such as the petite mother lifting a car off her child.

The second part of the adrenaline rush involves a slowing down of time. Imagine yourself in an earlier period living on the plains of Africa. A lion starts chasing you. You get that shot of adrenaline, and everything appears in slow motion. This enables you to take the right actions with your spear in fighting off the lion. If you are mauled, you will not feel any pain, enabling you to focus all of your resources into protecting yourself.

While that rush is for your protection in extreme situations, you may find yourself operating in that state throughout the day. Resulting symptoms can include a feeling of detachment from reality and from the people around you. You may have the sensation that you are observing life but not participating in it. Then you begin to feel anxious and so you start pumping in more adrenaline as you worry about it.

Another result is that adrenaline diverts energy from your immune system as it refocuses that resource on the perceived threat. The body is primed to take physical action, and when there is no activity, toxins and stress accumulate. The lowered immune system and accumulated waste contribute to illness.

The adage, "Work Smarter, Not Harder," is one antidote. It should not be about how fast you move every day, but rather what important things you accomplished. If you find yourself speeding through every hour, and swerving from task to task... **STOP!**

Pull off to the side of the road, and examine your day's schedule.

- What major activity did you hope to accomplish today?
- Have you begun to work on that yet?
- What is keeping you from completing it?
- How could you manage to change course?

(continued on p. 7)

(continued from p. 6)

BACK UP. Reorganize your schedule to put the priorities first. If you are currently only working on looming deadlines, you may need help to redesign your processes to ensure that you do not overlook any item, that you have it planned out the project step-by-step in advance, and that you have budgeted adequate time to work on those steps.

Daily action files that contain folders for each day in the current month, followed by monthly files for future activities, are one way to accomplish this. You can achieve similar results with a software program for calendars and tasks, provided you also have a place for any papers related that an activity.

Once you have the major issues scheduled, crises can be averted and the adrenaline flow lessened. You can fill in other time slots with the shorter work items. As you develop your systems further, you will be able to group like activities, enabling you to stay in one lane, causing you to be up to four time more productive while moving at a slower speed. You feel in control.

Choose your daily pace:

HIGH SPEEDS

- Swerving across lanes
- Detours
- Slow progress
- Pumping adrenaline
- Dangerous & Unhealthy

SPEED LIMIT

- Single lane
- Defined route
- Steady progress
- Calm
- Safe & Healthy

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

Web site: www.fhpw.org	
ASWA Delegates:	ASWA Alternates:
Melanie Norton	Pam Ahlers
Kathryn Pearce	Eileen Neucere

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

Saluting the 2006 Women of Excellence
 “The Silver Stars Debut”.

Plan to attend

ASWA
American Society of Women Accountants
Kathryn Pearce
4714 West 43rd Street
Houston, Texas 77092

Return Service Requested

**Printing and Postage Compliments of
Kathryn Pearce, CPA**

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