

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. 1

July 2007

Membership Meeting

July 24, 2007

Speaker: Pamela Grant

Topic: Reinvent Your Life

CPE: 1 hour

Field of Study: Personal Development

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 Speaker

Prices: \$25 Members with reservations

\$30 Guests and walk-ins

\$15 Students

PRESIDENT'S MESSAGE

by: Debbie McKenney

This past year has been so amazing and successful for the Houston Chapter. Many thanks to Eileen Neucere for her leadership and overall commitment to ASWA and what it represents.

As we move into a new year, I would like to build on our past success and continue our focus on increasing membership participation and giving back to the community. This is, of course, in addition to offering high-quality CPE and networking opportunities with fellow accounting professionals.

We have some great events and activities planned and others in the works. On Saturday, August 4th, our Chapter will be sponsoring a "Donation Day" to benefit Beech-nut Manor Nursing Home and Magnificat House, Inc. We are also working on a new members orientation.

I want to extend a special thanks to those serving as chairpersons and on the board. I also encourage our members to get involved and participate on the committees. We welcome your ideas and look forward to another wonderful year!

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2007-2008 Officers & Committee Chairs

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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	Eileen Neucere
Jeri Barthel	Debbie McKenney
Colene Blankinship	Melanie Norton
Adrienne Brown	Kathy Pearce
Sonia Calloway	Eunice Reiter
Julianne Dorsett	Ann White
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

CALENDAR OF EVENTS

- July 21 Board Meeting
- July 24 Membership Meeting—Briar Club
Speaker: Pamela Grant
- August 28 Membership Meeting—Briar Club
- September 25 Membership Meeting—Briar Club
- October 25-27 Joint National Conference—
Orlando, FL
- October 30 Membership Meeting—Briar Club
- November 27 Membership Meeting—Briar Club
- December 11 Christmas Party

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.

Member News

Congratulations to Sonia Calloway who started a new job with Helix Energy Solutions as a senior tax analyst on June 29.

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.

JULY MEETING

Pamela C. Grant, MSOE is an author, speaker, internationally recognized coach and management consultant, as well as a Licensed Career Counselor. She has more than 22 years of experience in corporate management working with Fortune 500 companies, smaller companies and individuals in virtually every field. Pamela is the founder and President of Life Callings™. She conducts a variety of workshops including her famous “Career Callings” and “Career Callings For Students”.



(continued on page 8)

Operationalize Your Strategic Plan

By: Bill Granda

This is the sixth article in the series on the **difference in performance and results when people get engaged in the business** and in the processes of growth and improvement. We call it "**operationalizing your strategic plan,**" when **everyone and every part of the business knows what is to be accomplished, knows their part in it, and is actively, eagerly, and effectively participating.**

I've seen these **six steps** proven over and over to be critical to the jump in performance and results as people's engagement in the business grows:

1. **Make** sure everyone understands the vision and top goals of your company and the contribution needed from them to hit those goals.
2. **Get** rid of inner circles.
3. **Pass** problems down in your organization and solutions up.
4. **Give** positive feedback.
5. **Encourage,** expect, help employees to learn constantly.
6. **Own** your own attitudes.

Encourage, expect, help employees to learn constantly.

When we develop a strategic plan, when we set new goals for our business, we're taking the business to a new place, a place it's never been before. Doesn't it follow that if we're going to succeed in achieving new things, getting to new places, we'll need to do some things in ways we haven't done in the past? Chances are we're looking at new skills, new knowledge, probably new attitudes or thinking habits too, all the ingredients involved in doing things in a new way.

Here are some examples. Let's say you're running a bank and you conclude you could get much better results if you increased the average number of accounts each of your customers had with the bank. That might involve loans, deposits, and/or investments, areas handled by different groups of people. To increase the average, somebody is going to have to do some things differently. Or maybe you own an insurance agency and realize you're leaving a lot of money on the table because you're not cross-selling between business and personal lines or between property & casualty and life & health. Here too different people handle the different product lines. And here too somebody is going to have to do things differently on a consistent and on-going basis if you're going to achieve significant improvements.

Of course from time to time importing new talent may be the answer to filling specific gaps in our business. But if we've got an organization where people can learn and grow and turn the learning into consistent action, aren't we better positioned to hit new goals and adapt to new situations? In other words we can consistently do things to keep raising the organizational IQ. Certainly if we're going to pass problems down and solutions up in our business, as suggested in an earlier article, we need people who can think and solve problems and an environment in which people are encouraged and expected to do that. Funny thing, I've found that when you expect people to think, they will.

On-going learning and growth in four areas will have a strongly positive impact on your ability to improve results:

Technical skills and knowledge - the industry- specific knowledge necessary to do whatever your business does.

Business acumen - understanding how your business makes money, the key ingredients and processes, and how individual performance links to the company's success.

People skills - the ability to build rapport and trust with customers, to work collaboratively with fellow employees, and to lead/manage in ways that bring out the best in others.

Sales and/or influencing skills - the ability to help customers buy what they want/need and/or the ability to "get a man to do what you want done because he wants to do it" (Dwight D. Eisenhower).

When people in your organization are constantly learning and growing, both from formal, structured learning and from the informal day-to-day learning experiences on the job, typically your organization will run much more smoothly, be more easily managed, produce with better quality in shorter time; in other words with much improved productivity. And when you can turn things around more quickly, at lower cost, and better quality, when your organization is humming smoothly, won't that likely result in happier customers? And what do you suppose the impact will be on your top and bottom lines when customers are happier and more loyal, when it's easier to get new ones and keep the ones you have? Perhaps that's stated a bit simplistically, but it does catch the correlation between learning, development, growth of your organization and the results you get.

Office Installation Report

What a memorable officer installation we had in June at The Briar Club.

Our own Ann White, past president of our organization, conducted the installation of officers. She utilized the recent Star Wars commemorative stamp release to charge each officer with the duties of her position.



Patty Long, one of our scholarship winners, was presented with a national scholarship certificate.



The remainder of the meeting was spent visiting and discussing the goals and objectives that our new chapter president has for our chapter for the coming year.

We enjoyed the ministrations of two excellent massage therapists as well. Boy was that a wonderful and relaxing back massage!



SOUTH CENTRAL REGIONAL CONFERENCE

By Colene Blankinship

The 2007 South Central Regional Conference featured 14 hours CPE, incredible networking and fun in Springfield, Missouri. Attendees were from Missouri, Kansas, New Mexico, Oklahoma, Texas, Nebraska, and Iowa.

The attendees raised almost \$1,800 for the ASWA Educational Foundation. The most popular fund raising event was the putting challenge.

Life's a game...so we learned how to play with our opening session – The Great Game of Business. As with any game, there are objectives, rules and keeping score as well as a stake in the outcome. Through mini-games you can drive your team's performance as you focus on a common goal and develop a winning attitude. The mini-game can be used on many different targets (billable hours, retention, average collection days, etc.) and should be shorter than the annual plan. The suggested time frame is 6 weeks to 3 months. Let me know if you are interested in more information on this.

All of the sessions were great! My two favorite technical subjects were Fraud Awareness: Lessons from the Trenches and Sarbanes Oxley Compliance. I know that sounds strange, but what made them great were the speakers.

The Fraud Awareness speaker, Angela Morelock, CPA, CFE, ABV is also a Certified Forensic Accountant and really knew her stuff. I can honestly say it was the best session I have ever attended on fraud and internal control.

O'Reilly Automotive's Sarbanes Oxley Compliance Methodology was presented by Angela Hakala and David Turney, CPA, CIA. You guessed it, what made it unique was the level of detail and actual methodology used. I came away with better knowledge and some good examples.

Next year's regional conference will be in New Orleans. Although a date has not yet been set, it is generally in May or June. Hope to see you there next year!

Member Relations Report:

The Houston Chapter is sponsoring a "Donation Day" benefiting both the Beechnut Manor Nursing Home and Magnificat House, Inc. The date is Saturday, August 4th from 9 a.m. to 3 p.m.. The place is Debbie McKenney's home at 12707 Boheme Drive, #504, Houston, TX 77024. Debbie's cell is 713-927-2679 if you need to call for directions.

Items being collected for Beechnut Manor include pictures, artwork & painting for the walls, afghans and throws, small furniture items (chairs, accent tables, bookcases, etc.), and non-breakable decorative items (baskets with artificial flowers, greenery, artificial trees, etc.).

Items being collected for Magnificat House to benefit the Women's Shelter include furniture (couches, chairs, tables, etc.), kitchen appliances and housewares, linens (twin sheet sets, bedding, blankets, towels, washcloths, etc.), ladies sleepwear, and travel size toiletries.

We appreciate your support in this effort!

Our membership campaign was successful for 2006-2007. Let's make 2007-2008 even more successful. Listed below are the new members for this year and the month that they joined the Houston Chapter. If you see them at a meeting be sure and give them a big welcome.

Sheree Clinkscales 4/07
Katrina Kiselenchev 4/07
Natalie Mukes 4/07
Tammy Zgaby 4/07
Stacy Milton 4/07
Kelly Everhardt 4/07
Michelle Jones 4/07
Shelia Hardy 4/07
Tina Carter 2/07

Lara Peeler 11/06
Jodi Probst 8/06
April Dilli 8/06
Crystal Whitt 8/06
Karen Genise 7/06
Mary Faris 9/06
Carrie Morris 6/07
Patty Long 6/07 (one of our scholarship winners)
Katherine Shuler 6/07

Also, Tamalla Green transferred to the Houston Chapter

Federation of Houston Professional Women

Next quarterly Meeting: July 23,2007

Location: H.E.S.S Building

Web site: www.fhpw.org

5430 Westheimer

ASWA Delegates: Melanie Norton, Kathryn Pearce

Alternates: Pam Ahlers, Eileen Neucere

FHPW QUARTERLY MEETING - July 23, 2007

ONCE IN A LIFETIME

Dream....Achieve.....Inspire

Introducing the 2007 Women of Excellence

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.

SPEAKER BIO

(continued from page 3)

Her new book, "Career Callings™; *Bringing Who You Are To What You Do*", is based upon these seminars. Pamela is a much sought after speaker for training, keynotes, group events and conferences.

Pamela's unique combination of education and experience has produced exceptional results for both her corporate and personal clients. She uses proven assessments, needs and values analysis, and a variety of other consulting and coaching techniques. One of the unique aspects of her work is determining and addressing the factors that undermine personal and corporate success.

In her previous career, she worked as a senior manager for several major airlines until receiving her Masters of Occupational Education. She then formed Life Callings™ in order to help others avoid the stagnation and lethargy she had felt in her own corporate career.

Pamela's principal innovation in the career-counseling field is to bring the concept of "spirit-centered" investigation to the process of finding what's best for each individual. She believes that each person brings a unique set of qualities and needs to the job and that these, as well as aptitudes, need to be factored into the search for what's best for them.



Attitude is everything! How many times have you heard that and how many times have you actually stopped and thought about it and considered if your attitude is impacting your business or your job? Whether you believe it or not, it does! If you want to achieve your desired results, it has to begin with the right attitude. I believe an angel (positive) attitude can help you achieve the results that you want and a monster (negative) attitude will take you down along with your business or department or section. Why? Because attitudes are a contagious disease! It doesn't matter if it's positive or negative—both are contagious. Personally, I would rather catch a positive contagious disease than a negative one!

Attitude begins as soon as you open your eyes in the morning—even before you get out of bed so make certain that those first 30 minutes are filled with something positive. Wake up to a Zen alarm or if you must have an radio alarm, set it to a station that plays classical or jazz—the key is NO WORDS to ruin your day. That's right because when you hear George Strait singing about how she broke his heart, it begins setting your attitude for the next hour. Then as you're eating breakfast and listening to CNN (Constant Negative News) and hearing about the wars, murders, etc, how do you think you're going to feel getting into the car or onto the bus or train. Pretty lousy!

Start your day off right with some inspirational reading material or music or CDs. Find these at your library, book store or Amazon.com. When you do, you will find that your day goes smoother, easier and lighter!

Remember, in business, the amount of angel attitude (positive energy) that you apply to your work or your business will always lead to a directly proportional amount of positive outcomes or results.

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—Regional Director for Houston

Empowering Women In The Accounting and Financial Professions Since 1938