

# ASWA FAX RETURN

American Society of Women Accountants — Houston Chapter No. 33 [www.aswahouston.org](http://www.aswahouston.org)

Member of *The Federation of Houston Professional Women*

VOL. 57 No. 2

## Membership Meeting September 23, 2008

Speaker: David Ahola, CPA, CIA, CFE

Topic: Current Events in Internal Audit

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 Brandi Lucher at [brandilucher@yahoo.com](mailto:brandilucher@yahoo.com). Please contact Brandi with late reservations, even on the day of the meeting. Special dietary requirements available upon request

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## From the President

By: Kristi DeNardo

Hi everyone!

As I write this note, we have yet another hurricane bearing down on us. It seems that we are often in some sort of storm, physically, emotionally, or at work. Our monthly meetings may serve to calm some of those storms, by providing tools to deal with them.

We had a wonderful, dynamic speaker in August, Mr. Craig Krause, "The Memory Guy". He shared tips on improving our memories, and offered a special deal to chapter members who desire to take the full 2-day memory course. He wowed us by his ability to remember, backward and forward, a list of fifteen unrelated items, and to recall the items by number!

This year's Joint National Conference is October 28-30 in Dallas. This is a terrific conference with tons of networking and CPE opportunities. Please make plans to attend. Melanie Norton, Colene Blankenship, and Phyllis Martin have agreed to serve as delegates to the conference representing the Houston chapter.

Your committee chairs are still seeking committee members. This is a wonderful time for you to decide where you can serve best—the committee list is located on page 2 of the bulletin. Please e-mail the chair if you are interested in serving. Also, please e-mail ideas for meetings to Melanie Norton at [mnorton@bvccpa.com](mailto:mnorton@bvccpa.com) and for the newsletter to me at [kde-nardo@igloocorp.com](mailto:kde-nardo@igloocorp.com).

The Women of Excellence Awards Gala is Saturday, September 27th, where Julianne Dorsett, the ASWA honoree will be recognized.

We have another great speaker lined up for September, Mr. David Ahola. His discussion will cover current events in internal audit.

I look forward to seeing you there!

*Kristi*

2008-2009 Officers & Committee Chairs

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Deadline for October newsletter: October 7, 2008 Newsletter Editor: Kristi DeNardo Cell: 832-595-5587 Work: 713-584-6451 Fax: 713-935-7701 Email (home): kldenardo@hotmail.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: eneucere@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**

- |                    |                |
|--------------------|----------------|
| Jeri Barthel       | Brandi Lucher  |
| Colene Blankinship | Carrie Morris  |
| Adrienne Brown     | Eileen Neucere |
| Sonia Calloway     | Melanie Norton |
| Kristi DeNardo     | Eunice Reiter  |
| Julianne Dorsett   | Ann White      |
| Suzi Martin        |                |
| Debbie McKenney    |                |

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

Please contact **Brandi Lucher** to be added or deleted from the Standing Reservations List.  
713-436-1445 brandilucher@yahoo.com

**CALENDAR OF EVENTS**

- September 23 — Membership Meeting — Briar Club
- September 23 — Board Meeting — immediately following Membership meeting — Briar Club
- September 27 — Women of Excellence Gala — Hyatt Regency
- October 16 — Texas Conference for Women — George R. Brown Convention Center
- October 21 — Membership Meeting — Briar Club
- October 21 — Board Meeting — immediately following Membership meeting — Briar Club
- October 28-30 — 2008 Joint National Conference The Fairmont Dallas

## 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](http://www.nsba.org).

### *The Federation of Houston Professional Women and FHPW Educational Foundation*

### *Women of Excellence Awards Gala*

*Celebrating Successful Women and  
The Power of Teamwork*

*Saturday, September 27th, 2008*

*5:30 - Reception/Silent Auction*

*6:30 Dinner*

*Hyatt Regency*

***ASWA's Honoree: Julianne Dorsett***

## David Ahola, CPA, CIA, CFE

Principal, Internal Assurance Services  
Mir • Fox & Rodriguez, P.C.



With over twenty-five years of experience, David Ahola oversees the Contract Compliance, Fraud, Internal Audit, Litigation Support, Performance Audit, Sarbanes Oxley and SAS 70 readiness services provided by the firm. While working in conjunction with several law enforcement officials and the district attorney's office, Mr. Ahola led a team of auditors whose forensic fraud audit work resulted in twenty-five grand jury indictments.

Mr. Ahola has overseen a wide variety of internal audit and consulting engagements. Client industries range from airlines, airport systems, construction, franchises, metal fabrication services, oil and gas (both upstream and downstream), real estate, restaurants, and utilities. Additionally, he has managed projects for both educational institutions and governmental entities, including fire and police departments. Engagements range in size from a one-day audit of a franchise to a multi-year audit and accounting engagement of a \$3.0 billion construction program.

Mr. Ahola earned a Bachelor of Arts in Economics from Brock University. He has served as a past president of the Houston Chapter of Certified Fraud Examiners, an organization dedicated to the prevention and detection of fraud. He has also served on the board of directors for the Houston Chapter of the Institute of Internal Auditors.

David is also a part-time accounting instructor at University of Houston .

Mr. Ahola's service philosophy focuses on the details. He inspires his team to ensure that all elements of a project are not only well-managed, but implemented with precision.

### Federation of Houston Professional Women

Next Meeting: October 27, 2008  
Web site: [www.fhpw.org](http://www.fhpw.org)

Location: H.E.S.S. Building  
5430 Westheimer (between Chimney  
Rock and Yorktown)

ASWA Delegates: Melanie Norton,  
Arlene Dilworth

Alternates: Pam Ahlers  
Debbie McKenney

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### 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.

If you are a member of ASWA then you are automatically a member of FHPW.

### 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](http://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!

### JOINT NATIONAL CONFERENCE

We elected Melanie Norton, Colene Blankenship, Phyllis Martin, and Kathy Pearce to serve as delegates to the Joint National Conference at our August meeting.

**Save The Date!** – The 2008 Joint National Conference will be October 27-30, 2008 in Dallas, Texas. For hotel reservations at The Fairmont Dallas Hotel, please call (800) 441-1414 and mention the Joint National Conference no later than September 28, 2008. Register by September 26th and save \$50.

## **"Sorry, What's Your Name Again?" Six Steps to Relieve the Most Common Memory Worry**

By Craig Krause

If you live in fear of forgetting prospects' names, sometimes within mere seconds of being introduced to them, you're not alone. Surveys show that 83% of the population worries about their inability to recall people's names. Ironically, while most of us hate having our names forgotten or mispronounced, the majority of us claim we just "aren't good at remembering names" or putting faces together with names when we meet people again.

If you have difficulty recalling names, you know that the two most common scenarios are forgetting the name instantaneously upon being introduced to someone new, and failing to recall the name of someone you've met and interacted with in the past and should know but just can't pull up from your memory bank.

Forgetting names becomes more than just an embarrassing social faux pas in sales. Straining to recall a name can so preoccupy you that you are unable to fully pay attention to your client or prospect. He or she may perceive you not only as unfocused and easily distracted, but also as not very bright if you're unable to devote your full attention to him or her. Even worse, if you forget the name of a client with whom you've worked in the past, he or she may view your memory lapse as a betrayal of trust, which can cost you a great deal of money if that client severs the relationship.

### **Integrating Learning Styles to Improve Name Recall**

While common, this frustrating phenomenon of forgetting names can be relatively easy to overcome when you commit to taking steps to improve your memory. The most important key to really effective learning of any kind is understanding that there are three learning styles: visual, auditory, and kinesthetic (physically interactive). The more you can apply all three of these styles to a task, the more quickly and solidly you will learn anything.

Practice each of the following steps to improve your name recollection in every sales and social situation.

1. When you're first introduced to someone, look closely at his or her face and try to find something unique about it. Whether you find a distinctive quality or not is irrelevant; by really looking for a memorable characteristic in a new face, you're incorporating the visual learning style. And a word of advice: if you do find something that really stands out about someone's face, don't say anything! Within minutes of meeting someone new, it's generally a bad idea to exclaim, "Whoa! That's a huge nose!"
2. The next step utilizes both auditory and kinesthetic learning styles. When you meet someone, slow down for five seconds, and concentrate on listening to him or her. Focus on the prospect and repeat his or her name back in a conversational manner, such as "Susan. Nice to meet you, Susan." Also make sure to give a good firm handshake, which establishes a physical connection with the prospect.

Creating a mental picture of someone's name incorporates the visual sense again. Many people have names that already are pictures: consider Robin, Jay, Matt, or Dawn to name just a few. Some names will require you to play with them a bit to create a picture. Ken, for example, may not bring an immediate image to your mind, but a "can" is very close. Or you might envision a Ken doll. The point is not to create the best, most creative mental image ever, so don't get caught up in your head during this step of the process, thinking, "Oh, that's not a very good picture. What's a better one?" The worst thing

Continued from page 6

you can do when learning is to stress yourself out and over think the process. If an image doesn't come to you right away, skip it and do it later. You'll undo all of your good efforts if you're staring dumbly at your prospect, insisting, "Hey. Hold still for a minute while I try to turn your name into a picture!"

4. Once you've identified a mental image that you associate with a person's name, the next step is to "glue" that image to the person's face or upper body. This bridges the gap many people experience between being able to recall faces but not the names that belong to those faces. If you met a new prospect named Rosalind, for example, you might have broken her name down into the memorable image of "rose on land." Now you must create a mental picture that will stick with you as long as you need it and pop into your head every time you meet her; this should be something fun, even a little odd, that will bring "rose on land" to mind when you see her face. You might imagine her buried up to her neck in earth, with roses scattered around her, for example. Because you created the image, it will come up next time you see her and enable you to recall her name.

5. At the end of the conversation, integrate auditory learning by repeating the prospect's name one more time, but don't ever overuse someone's name in an effort to place it more firmly in your mind. Use the prospect's name only right at the beginning of the conversation, and then again at the end; if you feel like you can do so naturally, you might insert someone's name once or twice in a natural fashion during the course of the conversation, too. But if you've ever had a stereotypically pushy salesperson use your name a dozen times in a five minute conversation, you know how annoying, even weird, this can be, so don't overdo it.

Writing is a form of kinesthetic learning - you're getting a part of your body involved in the learning process - so if you're really serious about wanting to remember people's names for the long term, keep a name journal or a log of important people you meet, and review it periodically.

### **Forget Me Not: It's the Effort That Matters Most**

The most important thing to know about this memory process is that even when it doesn't work, it still works! For example, if you get stuck trying to make a picture out of someone's name, skip it for now. The next day, when you have a chance, give the matter a few minutes of concentrated thought. If you still can't get a picture, stop and take up the matter a week later. Even if you're still unsuccessful at creating a mental image, you've thought about the prospect's name so much, there's now no way you'll ever forget it! So you've actually accomplished what you set to do in the first place.

People can't remember names for one main reason: they're just not paying attention. This process forces you to think. If, for example, you struggle with the step of creating a mental picture, the other steps - looking at the prospect closely, shaking his or her hand confidently and repeating the name a few times - are easy to do, will solidify the name in your memory, and will ultimately convey a positive image of you to clients and prospects. That positive image will certainly make you memorable to prospects, enabling you to close more deals and increase your bottom line.

## Savvy Generation Y Hiring Strategies

Members of the so-called Generation Y, also known as Millennials, are the labor pool from which companies will draw most of their employees in the coming years. To gain insight into what matters most to these individuals when it comes to their jobs, Robert Half International and Yahoo! HotJobs recently commissioned a national survey of more than 1,000 workers, ranging in age from 21 to 28. Based on those findings, here are some tactics you can use to bolster your recruitment efforts among the Millennial generation:

**Show them the money.** Asked to rank the importance of 11 factors relating to job opportunities, Gen Y survey respondents said salary is their most critical consideration. In response to another question, 33 percent cited financial security as their top career concern. To ensure that your accounting firm's starting salaries are above or at least on par with competitors in your region, consult resources such as the Department of Labor's Bureau of Labor Statistics, the annual *Salary Guides* from Robert Half International and trade publications.

**Offer attractive benefits.** Gen Yers are drawn to employers who provide first-rate healthcare and retirement benefits. They are acutely aware that healthcare costs continue rising sharply and that the Social Security safety net may not be available to them later in life. Be proactive and promote your company's benefits programs during employment interviews and on your website.

**Act now.** Accustomed to instant results, Millennials don't like to wait. Therefore, instead of offering delayed rewards (such as the possibility of a raise or bonus after six months on the job), it's better to make an offer they can't refuse upfront. Moreover, Gen Yers don't want to wait three months for healthcare coverage or a year to be vested in your 401(k) plan. Try to enroll them on or shortly after their start date.

*Accountemps is the world's first and largest temporary staffing service specializing in the placement of accounting, finance and bookkeeping professionals. The company has more than 360 offices worldwide and offers online job search services at [www.accountemps.com](http://www.accountemps.com).*



Oculus is the study of eye contact and it is constantly being researched in university settings around the world because of its importance in the business world. Eye contact is something we all do, if we want to succeed in the business world because no eye contact throws up the perception of hiding something, deceiving someone, uncertainty and fear. You can imagine, any one of these is a killer in business relationships.

When you make eye contact with someone, it can show different things. For example, when a staff person walks into your office and you make 2-4 seconds of eye contact with that person, you are showing warmth and attentiveness and recognition. Why do I mention recognition? Regardless of how long you may know someone, for each meeting, until you make eye contact, that person will feel invisible.

You can use eye contact to make the person feel welcome, usually 2-4 seconds. If you want to intimidate them, maintain eye contact for 8-10 seconds or longer. In this respect, the person who maintains eye contact longer will be perceived as more effective, confident and have a higher status.

Longer eye contact is also perceived as intimacy. Remember when you were dating your beloved? How many times did you sit and stare into each other's eyes? Great way to create intimacy!

Using prolonged eye contact is a way of controlling the person or the business situation, particularly in negotiations. Why are there always an equal number of people from opposing sides during negotiations? Because if there is an unequal number, the person who is faced by the most people has the most influence.

So next time you make a sales presentation to a prospect, take along another person such as the sales manager or technical rep so that you have the prospect and the other person facing you, thereby, creating the perception of influence in the eyes of the buyer.

No eye contact can be a power methodology where you might say, "you are not important enough for me to look at" or a control methodology where you say, "I'm angry at you and not willing to see you. When you straighten up, then I'll look at you." Unfortunately we use "no eye contact" without thinking and it has dreadful consequences with staff as they feel invisible and become resentful towards you. This usually leads to decreased productivity and morale issues. The same thing happens at home. When you arrive at home and don't make eye contact, your spouse, kids and the dog feel invisible, taken for granted and lacking. Of course, if you have a cat, they simply don't care.

Use eye contact to create and sustain relationships at work and at home. Remember, eye contact in business is used for a variety of issues, make certain you are saying what you want to say with eye contact or no eye contact.

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