

ASWA FAX RETURN

American Society of Women Accountants — Houston Chapter No. 33 www.aswahouston.org

Member of *The Federation of Houston Professional Women*

VOL. 59 No. 1

Membership Meeting September 21, 2010

Speaker: Kathryn Sharp

Topic: Excel for Practical Accountants

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 Kathy Long at \[meetings@aswahouston.org\]\(mailto:meetings@aswahouston.org\). Please contact Kathy with late reservations, even on the day of the meeting.](#) Special dietary requirements available upon request

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From the President

By: Julianne Dorsett

I hope all of you had a wonderful Labor Day and are ready to get back to the grind. We are off to a good start increasing our membership. We had two new members in August, Patricia Lechter and Mallory Berryman. Welcome to ASWA and I look forward to meeting you.

We had dynamic speaker s last month, Allison Wammel and Phyllis Martin, "Business Killers". It was a great presentation and all of the members benefited from it. Thank you very much. We also have a fabulous speaker lined up in September. Kathryn Sharp will be presenting "Excel for Practical Accountants" and I am sure it will be fantastic. You will not want to miss it.

This year's Joint National Conference will be held September 27-29 at The Sheraton Music City Hotel in Nashville, Tennessee. Our chapter received a free 2010 JNC registration for a chapter member who will be a first time national conference attendee. Kathy Long, Treasurer of the chapter, will be using this free registration and will be joining Melanie Norton, Colene Blankinship, Kathryn Sharp, Kristi DeNardo and me in representing our Chapter at the conference. I am very excited that so many are attending the conference. I can't wait to report back to the chapter after the conference.

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 email the chair if you are interested in serving. Also, please email ideas for meeting to Eileen Neucere at neucere@earthlink.net and for the newsletter to Kristi DeNardo at kdenardo@igloocorp.com.

The Women of Excellence Awards Gala is Saturday, September 11th. I hope you can attend and support the FHPW. It is really a wonderful evening.

I want to thank my board in advance for filling in for me at the September meeting. I am glad that I have such a terrific board serving this year with me.

I look forward to seeing all of you soon!

Julianne

2010-2011 Officers & Committee Chairs

President C 832-563-3840 W 281-884-5184	Julianne Dorsett president@aswahouston.org	Membership	Director C 832-287-5276	Juliane Cauthron JulianeCauthron@tutoringcenter.com	Student Activities
President Elect			Director H W 281-884-5183	Suzi Martin suzi_martin@petrochemintl.com	Member Relations F 281-884-5199
Vice President			Database	Pam Beaver aswapam33@yahoo.com	Career Center
Treasurer H 281-550-3675 W 281-504-8655	Kathy Long treasurer@aswahouston.org	Meeting Arrangements	Newsletter C 832-595-5587 W 713-584-6451	Kristi DeNardo newsletter@aswahouston.org	F 713-935-7701
Secretary H 713-817-0318 W 281-884-5163	Colene Blankinship Colene_blankinship@petrochemintl.com		Programs H 281-894-5253 F 281-807-1520	Eileen Neucere eneucere@earthlink.net	
Past President H 281-469-0970 W 713-353-1942	Melanie Norton mnorton@BVCCPA.com	Bylaws	Publicity W 713-669-2608 F 713-669-2621	Kathryn Sharp ksharp@stagestores.com	

Deadline for October newsletter: October 1, 2010 Newsletter Editor: Kristi DeNardo Cell: 832-595-5587 Work: 713-584-6451 Fax: 713-935-7701 Email: newsletter@aswahouston.org	Additions and changes to the mailing list should be submitted to Pam Beaver Home: Fax: Email: aswapam33@yahoo.com
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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

- | | |
|--------------------|----------------|
| Colene Blankinship | Ann White |
| Adrienne Brown | Ursula Cornish |
| Kristi DeNardo | Kathy Long |
| Julianne Dorsett | Kathryn Sharp |
| Suzi Martin | |
| Eileen Neucere | |
| Melanie Norton | |
| Eunice Reiter | |

CALENDAR OF EVENTS

- September 11 — Women of Excellence Gala — Hyatt Regency
- September 21 — Membership Meeting — Briar Club
- September 21 — Board Meeting — immediately following Membership meeting — Briar Club
- September 27—29 — 2010 Joint National Conference
Sheraton Music City Hotel, Nashville, TN

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

Please contact **Kathy Long** to be added or deleted from the Standing Reservations List.
281-504-8655 meetings@aswahouston.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 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.

The Federation of Houston Professional Women and FHPW Educational Foundation

Women of Excellence Awards Gala

Celebrating Strong Women in Action

Saturday, September 11th, 2010

5:30 - Reception/Silent Auction

6:30 Dinner

*Hilton Post Oak
2001 Post Oak Boulevard
Houston, TX 77056*

Federation of Houston Professional Women

Next Meeting: October 25

Web site: www.fhpw.org

ASWA Delegates: Eunice Reiter,
Melanie Norton

Location: H.E.S.S. Building

5430 Westheimer (between Chimney
Rock and Yorktown)

Alternates: Colene Blankinship

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!

JOINT NATIONAL CONFERENCE

The 2010 Joint National Conference will be September 27-29, 2010 in Nashville, TN. Our chapter has six members who are attending—Julianne Dorsett, Kathryn Sharp, Colene Blankinship, Kathy Long, Melanie Norton, and Kristi DeNardo. Look for a report from all of them at the October meeting!



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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Return Service Requested

**Printing Compliments of
Kristi DeNardo**

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—Regional Director for Houston

Empowering Women In The Accounting and Financial Professions Since 1938