

## President's Message

March ended with a variety of weather ~ from our heaviest snowfall of the year to tornado warnings, but it seems that SPRING IS HERE! The grass seemed to turn green over night and the weather is getting warmer! I hope that things are going well for everyone, especially those that are still wrapping up their "busy season". Thank you to everyone that attended the March meeting. We enjoyed a wonderful presentation from Jeff Beals reminding us how to market our skills in our everyday lives.

Jaleh Tavanaiepour is our scholarship winner! She attends Creighton University in Omaha and is a student member of our chapter! Jaleh is involved in a variety of activities including Beta Alpha Psi, Alpha Kappa Psi, and Intramural Football. Her Awards & Honors include the Dean's Honor Roll, Dean's National Honor Roll and Dean's Honor Roll for Social Responsibility, among others! **Congratulations Jaleh!**

Thank you to everyone that will be attending the Creighton University Symposium, A Whistleblower's Journey, featuring Cynthia Cooper on April 21st. We have about 30 members that will be there. I think it is a great opportunity for us to publicize our organization!

Coming up on Saturday April 22<sup>nd</sup> is the UNO Women's Walk. Contact Linda Aust if you are interested in participating in the

walk or helping with the check-in of walkers that morning. For those helping out, please be at the Sapp Field House at 8:00 am that morning.

If you are interested in attending the North Central Regional Conference, it is in Minneapolis this year from May 18<sup>th</sup> – 20<sup>th</sup>. You should have received registration information in the mail. If not, please see the attached flyer for details. Early registration is due April 18<sup>th</sup>!

Congratulations to next year's slate of officers! Our officer installation and membership night will be at our June 21st meeting. These ladies will serve on the Board for July 2006 – June 2007 year. Shelly Kapustka is setting committee chairs, so please be thinking about where you want to serve. Contact her with any questions.

Our speaker for the April meeting will be Anne Burnett with Valentine, O'Toole, McQuillan & Gordon. She will be speaking to us on "Estate, Trust & Will Planning". This will be a **lunch CPE** meeting. So please plan accordingly.



*Kristen Van Foeken*  
**President**  
**2005-2006**

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## April 2006 Lunch Meeting

**Time:** 11:30 a.m.  
**Date:** Wednesday, April 19, 2006  
**Cost:** \$10 (members and guests)  
**Menu:** Chicken, Tuna & Egg Salads w/  
Croissants and Pineapple Spears  
**Speaker:** Anne Burnett of Walentine,  
O'Toole, McQuillan & Gordon  
**Topic:** Estate, Trust and Will Planning  
**Location:** Champions Run  
13800 Eagle Run Drive  
Omaha, NE 68164  
**Reservations:**  
Terri Fuqua  
tfuqua@fzacpa.com or  
496-9100, by noon Friday,  
April 14, 2006

## March Speaker Recap

The March speaker was Jeff Beals, VP of Operations, Coldwell Banker Commercial World Group speaking on the topic of "Marketing Yourself". There is a fine line between boasting, being self centered and marketing yourself. Mark provided us with the basics for why and how to market ourselves.

Reasons to market yourself? 1. For your own benefit (looking for a new job, promotion, award, etc.) 2. Increase your name recognition 3. Build personal reputation to help promote your company 4. To promote beliefs.

Tips on how to go about marketing yourself:

1. Prepare 2. Work hard 3. Carry a positive attitude 4. Market yourself to everyone, not just influential people 5. Realize that whatever you're doing people are watching you.

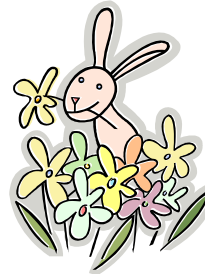
And finally, types of things you can do to market yourself: 1. Get and stay involved in a number of things and be socially active 2. Spend some time networking and marketing ourselves at work 3. Speak & write, it can distinguish you as an expert 4. Do informal networking; provide the other person value, something they didn't

know before they met you 5. Formal networking, meet with specific people about their business 6. Think like a marketer, we are brands - products or services for sale 7. Always role with the punches and take risks.

## April Speaker Highlight

At April's CPE meeting, we look forward to Anne Burnett teaching us about Estate planning. Anne will discuss the follow main topics: Basic Tax Considerations; Probate; Four Methods of Estate Distribution; Estate Planning Tools; Income Tax Considerations for Trusts and Updating an Estate Plan. This meeting will qualify for one hour of CPE.

## Bulletin Attachments



- + March Meeting Minutes
- + North Central Conference Flyer
- + Executive Women's Golf Event Registration

## Article 1

### **You've Posted a Job - Now Watch Out for These Common Hiring Mistakes** (Part 2 of 2)

As hiring activity in accounting and finance increases, so, too, does the potential for mistakes. These errors can be costly, not just in terms of budget, but also in reduced staff productivity and morale as well as the consumption of management's time and resources. Understanding where the process can go wrong and how to avoid potential pitfalls are keys to successful recruiting.

Part 1 of this series described missteps companies often make during the first phases of the hiring process. This article

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discusses five common mistakes made in the latter phases -- along with advice for overcoming these hurdles.

1. Relying on a singular approach - Effective recruiting requires a multi-pronged strategy. In addition to posting opportunities online, participate in job fairs and other recruiting activities. Also check with contacts from your network to see if they know of someone who would be a good match for the position and consult with staffing firms, which have access to a wide base of experienced professionals.

2. Failing to respond in a timely fashion - When you receive a resume from a promising applicant, follow up quickly to express your interest. Also make sure to stay in touch after interviews. If you take too long to contact people, they may feel they are out of contention - or, worse, disrespected - and may look for a position elsewhere.

3. Not developing a screening system - Reviewing resumes can be time-intensive, especially if you are not familiar with effective ways to filter out the best ones. Whether you use scanning software or delegate the initial pass, you'll need to develop a process to identify the strongest candidates.

4. Thinking job seekers are the only ones who need to "sell" - Keep in mind that when you speak with applicants, they are evaluating you as much as you are evaluating them. During interviews, highlight your company's "selling" points, such as a supportive corporate culture, potential for career growth and a comprehensive training program.

5. Offering compensation below market standards - Accountants today have greater leverage in salary negotiations than they had in previous years and are unlikely to join an organization they feel does not pay fairly. If

budgets are tight and a higher salary is not possible, explore other possibilities, such as extra vacations days or flexible schedule options.

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 330 offices throughout North America, Europe, Australia and New Zealand, and offers online job search services at [www.accountemps.com](http://www.accountemps.com). For more information, call the Omaha office at (402) 384-8300.

## Article 2

### **Use Your Resume To Help Negotiate a Higher Salary**

Most job seekers believe that salary negotiation starts once they have an offer in hand, but nothing could be farther from the truth. In fact, your resume can make the difference between negotiating at the top end of the salary range-or the bottom end-in your next job offer. If that sounds strange to you, consider the following points:

- \* A prospective employer's first impression of you is created entirely by your resume.
- \* The employer's first impression of you will assign a value and build a level of urgency for the employer to contact you-before someone else does.
- \* First impressions are nearly impossible to change.

If your resume sells your skills short, then you can't expect to receive offers at the upper end of your salary scale. Your current resume could be losing you thousands of dollars in income power. By making a few key changes in your resume now, you can

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position yourself for higher salaries in the future.

There are three resume strategies for promoting high salary negotiation success:

1. Show that you are a high return on investment with quantifiable results.

Many job seekers throw around the phrase "results oriented", but they fail to back it up with concrete evidence-leaving the reader to conclude otherwise. You may feel that you have no quantifiable evidence of your value in previous jobs, but every job has quantifiable results that can better reflect your worth on your resume. Revenue, sales dollars and material costs are not the only results that use numbers.

Consider using the number of man-hours saved in process improvements, the percentage of repeat customers, or the number of peers helped by a particular efficiency to help reflect your abilities. Every employee is hired to solve problems, and most problems have some quantifiable element at their core.

2. Illustrate the breadth of your experience.

Notice the use of the word "breadth" rather than "length" of experience.

Just because a candidate has been doing a job for a long time does not necessarily mean he is worth more. Breadth of experience focuses on quality, not quantity.

There are two key ways to express breadth of experience:

\* Industry knowledge

Since industry expertise is usually in high demand, you can show your value through insider understanding of industry issues.

\* Transferable skills

If your career spans many industries within the same occupation, highlight the transferable skills that have enabled you to bridge the gaps from industry to industry.

3. Entice the reader to want to know more about you.

Job seekers often make the mistake of assuming that the job of their resume is to inform the reader. Not so! The ONLY job of your resume is to entice the reader to want to know more about you.

What that translates to is an understanding of what to include and what to leave off your resume. Too much detail can distract the reader and lose his interest, but not enough information, and the reader will wonder what you have been doing with your life. A proper balance between detail and result will win the reader's interest and leave them saying, "I've got to call this guy for an interview today!"

A professional resume writer can create a resume that sells you as a high return on investment. By portraying you as someone with great breadth of experience and a wide range of critical skills, potential employers will see you immediately as someone of high value, building their vision-and your self-confidence-of you in the upper end of the salary scale.

Deborah Walker, CCMC  
Career Coach ~ Resume Writer  
Find more job-search tips and resume samples at: [www.AlphaAdvantage.com](http://www.AlphaAdvantage.com)  
<<http://www.alphaadvantage.com/>>  
Email: [Deb@AlphaAdvantage.com](mailto:Deb@AlphaAdvantage.com)

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# Member Profiles

## Ruth Schneider

Member for: 13 years  
Graduated from: Cedarville University,  
Cedarville, Ohio  
Company: InSearch, Inc.  
Position: Senior Recruiting Manager  
Birthday: August 25th  
Hobbies: Playing the piano, walking, and  
redecorating/home improvement projects.  
Spouse/kids/pets: My husband Scott and I  
have been married 12 years in June. We  
have two boys, Grant (3), and Kyle (5 mo).  
Most Exciting Event of the past Year: The  
birth of Kyle in November.  
Favorite Ice Cream: Scott's side of the  
family makes the best homemade ice cream  
and they don't spare the calories! My  
favorite flavor is chocolate chip.  
Favorite Movie: Father of the Bride and  
Tommy Boy

## Inez Runnels

Member for: ????  
Student at: UNO (Junior)  
Company: Clear Channel Radio  
Position: Assistant Business Manager  
Birthday: February 24th  
Hobbies: Outdoor cooking & camping  
Spouse/kids/pets: 5 daughters 2++  
grandchildren  
Most Exciting Events of the past Year: will  
happen on 5/23/06 when my baby,  
Kathryn graduates from Central High  
Favorite Ice Cream: Cherry Nut with  
Chocolate Chunks  
Favorite Movie: The Notebook

## Marcile Katt

Member Since: 1996  
Graduated from: University of NE, Omaha  
Company: Husker Glass, Inc  
Position: Assistant Controller  
Birthday: July 22nd  
Hobbies: Volunteering (especially at Good  
Shepard Lutheran Church) Decorating (our  
log cabin), Reading, Quilting, Spending time  
with Grandchild (Tenley)  
Spouse/kids/pets: Loren (Spouse), Jason &  
Susie (son & daughter-in-law), Tenley  
(Grandchild); Jacque & Rollie  
(daughter & son-in-law), and Ernie  
(grand-dog)  
Most Exciting Event of the past year:  
Daughter Jacque's Wedding (3/17/06)  
Favorite Ice Cream: Fresh Pear (in France!)  
Favorite Movie: Gone With The Wind

## Theresa Kokesh

Member for: about a year  
Graduated From: UNO  
Company: Grubb & Ellis/Pacific Realty  
Position: CFO  
Birthday: April 21<sup>st</sup>  
Hobbies: My kids, traveling, shopping  
Spouse/kids/pets: Mike (Spouse), Kids:  
Emily (5), Elizabeth (2) and Ashley (2) -  
twins  
Most Exciting Events of the past Year: The  
twins turning 2!  
Favorite Ice Cream: Cinnamon  
Favorite Movie: A Fish Called Wanda

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