

### *President's Message*

This year's theme is "Inspired Solutions". With such an increase in our membership last year, one challenge will be getting and keeping everyone involved. I definitely think we have a group that can rise to that challenge! The influx of new members has helped us as a chapter bring new enthusiasm to our organization, and getting many new members involved in leadership positions this year should help us find our own "inspired solutions" in the way of new ideas.

Coming in to this year, I had a firm belief that most people want to get involved—all they need is a little guidance. The response from all of you to fill committee chairs and other leadership positions proves that. My experience was that most people were "glad I asked" when I asked them to fill a specific role.

I also am a firm believer that planning is a big indicator of success. Our chapter got off to a good start with the planning meeting we held July 21. Committees were able to meet and start working on goals for the year, as well as budgets. New members got to meet their fellow committee members, and get a feel for what their committee does.

Now that we have our chair positions filled, I would like to see our "untapped" members get involved in a committee of their choice. If you were waiting in the

wings, not wanting to volunteer for a chair position, here's your chance to still get involved! Some areas that could use more help are Lady Vestey, Public Relations and Education, but you can volunteer wherever your interest lies.

Don't miss this month's issue of *The Edge*, just one more benefit of ASWA membership. In it, you will find a profile on Christi Olsen, the current national ASWA President, and one of our very own Omaha chapter members! We are very proud as a chapter to have Christi serving in this role. You will also find an article written by three of our past presidents regarding the annual planning meeting process. Thanks to Betty Dudzik, Patty Keairnes and Pam Fischer for putting our Omaha chapter in the spotlight!

Don't forget the tax symposiums coming up this month that we as a chapter are co-sponsoring with the IRS. I would like to say a big "thanks" to Deyna Rouse for all her hard work in lining up these events. I hope that many of you will attend to show the support of the Omaha chapter.

And last, but not least, I hope to see you all at our August 18 kick-off meeting!

***Kelly Martinson***  
***President 2004 – 05***



## August 2004 Meeting

**Cocktail Reception:** August 18, 2004

**Time:** 5:30 p.m.

**Menu:**

Cabo theme with Mai Tais and Margaritas, Kabobs, fruit bowl, sorbet

**Cost:** \$15.00 per person

**Location:** Champions Club

13800 Eagle Run Drive

Omaha, NE 68164

**Speaker:** Jim Karnik, OPPD, will present "State Tax Update"

**Reservations:** Tricia Riggins

[triggins@fzacpa.com](mailto:triggins@fzacpa.com) or 963-4315

by NOON, Friday August 13, 2004

\*\*Note: If you register to attend, but are then unable to make it you will be billed for the cost of the meal.

### Article

Merry Meyers from Accountemps submitted the following article.

#### Organizing Successful Brainstorming Sessions

Although creativity can't be forced, it's possible to encourage employees to consider alternate solutions to common business challenges through regular brainstorming sessions. As a manager, these activities can help you identify some of your firm's best thinkers and allow you to maintain a competitive edge by generating fresh ideas.

Here are a few tips:

**Collect ideas in advance.** To get team members thinking creatively, ask each to submit a well-thought-out suggestion prior to the meeting. Remind them that there is no such thing as a bad idea, and every approach will be fairly

considered. Having a bank of proposals to draw on can break the ice and get the session off to a quick start.

**Set the stage.** Meet in a comfortable setting with few distractions. Invite free expression by assuring employees their ideas will not be criticized.

**Identify the most productive time.** Morning hours are typically the most conducive to creative thought. Often, people feel refreshed and relatively free of distractions early in the day, making it ideal for brainstorming sessions.

**Encourage teamwork.** Ask participants to build on each other's thoughts. One member's creativity will stimulate an idea from someone else. Brainstorming is a group process and won't be effective if people are proprietary about their ideas or fail to listen to suggestions from others.

**Provide food for thought.** Have light snacks and beverages available for an energy boost, but don't let food become the focus of the meeting.

### CPE NEWS

Are you using technology to the best of your advantage? Presented in non-technical terms, this course will teach you how to use the computer and the Internet to effectively conduct fraud examinations, as well as how the computer is used as a tool to perpetrate fraud. As part of this instructor-led course, you will also study legal issues affecting computer investigations, how to do public records searches online, how to use data analysis tools, and how to develop and preserve computer evidence.

**See the attached brochure for more information.**

**ASWA  
BOARD OF DIRECTORS  
&  
COMMITTEE CHAIRS AND SUB-CHAIRS  
FOR 2004-2005**

**PRESIDENT:** **KELLY MARTINSON**  
President Elect: Kristen Van Foeken  
Past President: Pam Fischer  
Vice President: Deyna Rouse- Administrative Reporting Co-Chair  
Treasurer: LaTonya Bennett  
Secretary: Linda Stehno  
Directors: Teri Fuqua – Membership Co-Chair  
Shelly Lashinski- Program Co-Chair  
Kay Myers –Communication Co-Chair

**Communication:** **Marcile Katt**  
Bulletin: Kerry Clark  
Roster: Krista Meisinger  
Website: Elaine Clark  
Publicity: Kim Steffen  
Database: Patty Keairnes

**Admin. Reporting:** **Kristen Van Foeken**  
Bylaws: Elaine Clark  
Long Range Plan: Pam Fischer  
Admin. Reporting: Kristen Van Foeken  
Internal Audit: Tricia Riggins

**Program:** **Stacy Funk**  
Education/Leg: Kim Mead  
Speakers: Inez Runnels  
Hospitality: Tricia Riggins/Kerry (Baumgart) Clark  
Brochure: Cindy Alharithy

**Membership:** **Chris Carlson**  
Member Services:  
Points: Annette Swartz  
Member Mentorship: Ruth Schneider/Christi Olsen  
Membership: Laura McMillan  
Guests: Doreen Blakely/Ruth Schneider  
New Members: Suzie O’Donnell  
Drive: Tami Gast/Stacy Olson  
Student Activities: April Clem  
Student Recruiting/Ngt: Jackie Joaquin/Ginger Parker  
Basket Raffle: Keeley Lammers/Jessica Ward  
Scholarships: Paula Eastman  
Public Relations:  
Dinner: Virginia Klug/Stephanie Setlak  
Community Events: Linda Aust  
Lady Vestey: Betty Dudzik  
Chapter Development: Pam Fischer