

### President's Message

I look forward to seeing everyone as we kick-off our year with a lunch meeting on August 17<sup>th</sup>. It is going to be a great year!

Please take the time to read this month's bulletin; it will be very informative regarding some of the changes that are being made to improve our chapter. We had a great planning meeting and in response to some suggestions, we have been working on making some changes for this up coming year.

This year's theme for the National Conference is "Life, Liberty and the Pursuit of Excellence". I believe that we need to focus on pursuing excellence in our chapter. So in addition to creating committee goals, we have set an over goal for our chapter.

After the discussion at the Planning Meeting and with several of the Board Members I think that we need to focus on the members of our chapter. Our chapter's goal for this year is:

"To work on programs that better serve our membership, by focusing on networking, getting members more involved and to make everyone feel welcome."

Committee goals should be made to help promote the focus of our chapter. I want to encourage committees as they are setting goals, to keep in mind our chapter's goal for the year.

The changes start with the bulletin. We have included contact information for the board at the bottom of the first page. I hope this will encourage everyone to contact the Board with any questions, comments or suggestions you may have. To promote our

member focus we are going to publish member profiles each month in the bulletin.

This month will start with some board members, later in the year we will start publishing profiles for other members.

Additional changes I would like to highlight are the social events we have scheduled this year. In place of a speaker our September meeting will be a "putt-putt" golf outing at Pacific Springs. We are also planning a bowling outing for our May meeting. We are going to have CPE at two lunch meetings (December & April). So mark your calendars!

Keep in mind that the National Conference is earlier this year. The dates are September 28-30. Please contact me if you are going and are interested in representing our chapter as a delegate. See the additional information later in the bulletin.

Don't forget the IRS Symposium coming up on September 1st. I want to thank Deyna Rouse for her efforts to line this event up again this year. It was a very successful event for our chapter last year and I hope that many of you will attend again this year.

There are still plenty of ways to get involved, you can volunteer wherever your interest lies. The areas that need help are new members, student recruiting, guests, and the Membership Drive and Student Night, a joint event to be held in October.

*Kristen Van Foeken*  
*President 2005-2006*

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## August 2005 Meeting

**Lunch:** August 17, 2005  
**Time:** 11:30 (Lunch and Speaker)  
**Menu:** Caesar Salad with shrimp skewers  
and Key Lime Pie  
**Cost:** \$15.00 per member  
\$16.50 per guest  
**Location:** Champions Run Club  
13800 Eagle Run Drive  
Omaha, NE 68164  
**Speaker:** Ms. Debbie Anstine, Gallup  
**Topic:** "Soaring with Your Strengths"  
**Reservations:**  
Terri Fuqua [tfuqua@fzacpa.com](mailto:tfuqua@fzacpa.com) or 496-  
9100 by NOON, Friday August 12, 2005

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

\*\*Vegetarian Meal available upon request

## National Conference

The national conference is September 28 to October 1st in Philadelphia, PA. For more information please visit [http://www.aswa.org/files/public/Final\\_Prelim\\_Program.pdf](http://www.aswa.org/files/public/Final_Prelim_Program.pdf)  
This is earlier than last year. If you are planning on going please let me know, as we will need to vote on delegates. Contact Kristen, at [kvanfoeken@kpmg.com](mailto:kvanfoeken@kpmg.com) or call 661-8719 if you are interested.

## Speaker Meeting

There will be a Brown Bag Lunch meeting to determine potential speakers for the upcoming year on Wednesday, August 10th at Noon at Clear Channel Radio 5010 Underwood, Ave Omaha, NE 68132. Please RSVP to Inez Runnels.

If you have speaker idea or are interested in helping line up speakers and would like

additional information about the meeting, please contact Inez Runnels, [inezrunnels@clearchannel.com](mailto:inezrunnels@clearchannel.com) 402-558-0146 or Caryn Kirkebak, [ckirkebak@hotmail.com](mailto:ckirkebak@hotmail.com), 402-991-5141

## CPE Event

Omaha Chapter #101 will be co-sponsoring its 2nd Annual Tax Symposium with the Internal Revenue Service and Creighton University on September 1st, 2005. The day-long CPE will be held in the Mutual of Omaha Ballroom in the Skutt Student Center on Creighton's campus. It will include 8 hours of qualified CPE, as well as a box lunch, for a small registration fee of \$25.

Please see the attached document for additional information and registration form. Registration is due by August 22<sup>nd</sup>. PLEASE MAKE CHECKS PAYABLE TO ASWA.

If you have any questions or would like to register, please contact Deyna Rouse at (402) 496-8800 or at [drouse@lutzcpa.com](mailto:drouse@lutzcpa.com).

Registration fees can be sent to Deyna's attention at Lutz & Company, PC, 11837 Miracle Hills Drive, Suite 100, Omaha, NE 68154.

## 2005-2006 Committee Goals

Please submit Committee Goals to LaTonya Bennett, [lbennett106@cox.net](mailto:lbennett106@cox.net) by August 17th. A form is attached to the bulletin to use. Also in that document are the prior year goals, please review those goals and contact the prior year chair(s) if you have any questions. THANK YOU!

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# Article One

## Is Your Resume Recruiter Friendly?

If you are in the middle of a job search, recruiters can be either your friend-or your foe. They have the power to introduce you to corporate hiring decision makers or to keep you out of the hiring process entirely. The quality of your resume plays a key role in determining how recruiters will treat you in the job market. It definitely pays to make sure your resume is recruiter friendly.

There are three elements to a recruiter-friendly resume:

- Focus
- Core competencies or transferable skills
- Accomplishments

If your resume lacks any of these crucial elements, then you probably are not capturing the attention you deserve, and you may be missing out on important interview opportunities.

### 1. Focus

Since recruiters' time is at a premium, they must know your career focus within seconds of opening your resume. If your career focus isn't clearly stated, you can't assume the recruiter will take the time to search your resume for clues. Most recruiters consider "Career Objective" statements worthless if they don't contain real information about the specific position you are looking for and the expertise you offer. A professionally written resume will give the recruiter a quick focus on your skills and abilities.

### 2. Core competencies or transferable skills

Once a recruiter understands your focus, he/she will want to know if you have the required core competencies or transferable

skills to accomplish the job. Thorough research of typical job descriptions in your field will help you identify the core competencies your resume must feature.

You'll capture and hold recruiter attention by including only those core competencies relating specifically to your focus. Be careful not to muddy up your personal marketing message by including extraneous skills. If you remember the all-important rule of relevancy, you'll go a long way toward keeping the reader's attention on your key skills.

### 3. Accomplishments

Once your resume has made it through the initial screening for focus and skills, the recruiter will want to know how you stack up against other candidates. Remember, with record-high resume response to job openings, recruiters need good, solid reasons to recommend you for consideration over the mountain of other candidates. Clear, concisely stated accomplishments are the best way to distinguish yourself from your competition.

Whether the recruiter works for one corporation or represents many corporate clients, he or she must be able to give valid reasons for promoting you as a viable candidate. You can make their job infinitely easier by including the information they need in a clear, professionally written format-and bring your resume to the top of the candidate pile. When your resume sells itself, you gain the advantage and make the recruiter look good as well.

For optimum impact, write accomplishments that illustrate the strength of your core competencies, transferable skills and focus. An accomplishment is only valuable to your resume if it promotes the skills your target employers are looking for. Remember the rule of relevancy as you craft each of your

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accomplishment statements. For tips on doing this effectively, you might want to invest in a career coaching session.

In today's extremely competitive job market, employers rely heavily on recruiters to screen out all but the top few applicants. With a recruiter-friendly resume, you'll beat out your competition as the first choice for every interview.

## Article Two

### **Nontraditional Employee Benefit Options**

As the competition for skilled accountants intensifies, employers will need to offer attractive compensation packages to secure the best candidates and retain top performers. To accomplish this, companies must provide more than standard benefits, such as medical and dental coverage. Increasingly important to sought-after professionals are nontraditional alternatives, and leading organizations are responding and distinguishing themselves by implementing innovative programs.

Below are some of today's most popular options:

- \* Flexible schedules - With work/life balance an increasingly important issue for today's accountants, many desire greater control over their time. In a Robert Half International (RHI) survey, chief financial officers (CFOs) said flexible schedules are the benefit employees value most.
- \* Telecommuting - Allowing staff to work from outside of the office when appropriate can aid recruitment and retention efforts.
- \* Job sharing - This arrangement enables two team members who want to work part-time to share the duties of a full-time

position. This approach is typically best for roles with defined tasks.

\* Bonus programs - In a separate RHI survey, CFOs cited cash bonuses as the most effective way to recognize a job well done. Many businesses today are offering larger and more frequent rewards in response to the growing demand for finance professionals.

\* Tuition reimbursement - Supplementing educational and certification-related expenses as well as membership fees for professional associations can help companies attract and hold on to top performers as well as assist employees in building their skills.

When incorporating nontraditional benefits into your compensation program, tailor your offerings to your team's needs. Regularly seek feedback from staff and make adjustments as necessary. In the process, you'll establish your organization as an employer of choice.

## Member Profiles

Have you ever wondered who you actually elected to be on the board of directors? In this month's bulletin we have created a new article to spotlight our members, starting with some of the board of directors. If you would like to nominate a member to have their profile spotlighted in the next article, please submit the request to Annette Wells at [Annette@TravisandAnnette.net](mailto:Annette@TravisandAnnette.net)

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# Member Profiles

## Kristen Van Foeken

Board Position: President  
Graduated from: Creighton University  
Company: KPMG, LLP  
Position: Tax Associate  
Birthday: October 13th  
Hobbies: Reading, Baking, Cooking & collecting wine  
Spouse/kids/pets: A cat named Maggie.  
Most Exciting Events of the past Year: Buying a house, & getting my CPA license  
Favorite Ice Cream: Rocky Road  
Favorite Movie: The Sound of Music

## Shelly Kapustka

Board Position: President-Elect  
Graduated from: UNL  
Company: Deloitte & Touche LLP  
Position: Tax Consultant  
Birthday: August 5th  
Hobbies: Traveling, Skiing, Knitting & Baking  
Spouse/kids/pets: Tony, husband and two Shih Tzus -Logan & Layla  
Most Exciting Event(s) of the past Year: Skiing/Vacationing in Vail  
Favorite Ice Cream: Sorbet/Sherbet  
Favorite Movie: It's a Wonderful Life & Sleepless in Seattle

## Stephanie Setlak

Board Position: Director  
Graduated from: Creighton University (Bachelors) & UNO (Masters)  
Company: Lutz & Company PC  
Position: Senior Auditor  
Birthday: September 27<sup>th</sup>  
Hobbies: Shopping, hanging out with friends, traveling, knitting  
Spouse/kids/pets: none  
Most Exciting Events of the past Year: Going to Cancun & going on a hot air balloon ride  
Favorite Ice Cream: Chocolate with almonds  
Favorite Movie: Tommy Boy & Hope Floats

## Tricia Riggins

Board Position: Director  
Graduated from: University of Nebraska - Omaha  
Company: Frankel, Zacharia, Arnold, Nissen, Stamp & Reinsch  
Position: Senior Tax Manager  
Birthday: April 5th  
Hobbies: Golf, Going to the Movies, Shopping  
Kids: Dustin -13, Kirsten- 7  
Pets: 2 cats - Jack & BeBe; a golden retriever, Buddy  
Most Exciting Events of the past Year: A trip to Disney World with my family  
Favorite Ice Cream: Raspberry sorbet  
Favorite Movie: St. Elmo's Fire

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