

## President's Message

I cannot believe that the cold weather has arrived and Christmas and the New Year are right around the corner. (And for many of us that also means another busy season is quickly approaching.) Often I know it doesn't seem like there are enough hours in the day, but I hope everyone has a chance to relax over the holiday season and enjoy time with family and friends.

Our Public Relations Dinner held November 16th was a great event. We had approximately 100 attendees at the dinner. I hope everyone who was able to attend had a wonderful time. If you were not able to make it, please mark your calendars for next November – it will be our 30th Annual Public Relations Dinner. Through our basket raffle we brought in approximately \$2,000 for our scholarship fund. Thank you to everyone that donated items or secured a donation and to everyone that purchased tickets. **Congratulations to LaTonya Bennett** for selling the most raffle tickets! She wins the prize for the most tickets sold – sorry we do not have an exact amount, she stopped keeping track after \$300!

Thank you to Lori Hogan for her wonderful presentation – reminding us, we need to balance what is important to us, to pursue excellence in all aspects of our life. After attending our evening's events, Lori was impressed with what we do as an organization and asked that we give the \$50 back to our scholarship fund. THANK

YOU Lori! I also want to thank everyone involved in making that afternoon and evening a success. Thank you to Denya Rouse for all her work lining up the speakers for the afternoon of CPE. I'd also like to thank Virginia Klug, Linda Aust, Kerry Clark, Stephanie Setlak, Christi Olsen, Kris Noah & Annette Swartz for all their work putting together the dinner and its events. And thank you to Keeley Lammers & Jessica Ward for collecting items and putting together baskets for the raffle. Also, to everyone that helped out with the evening's events, without your help the day would not have been a success.

Remember that our December meeting is a CPE lunch meeting. Please try to arrive promptly at 11:30.

Also, we have an upcoming mid-year goals meeting. Please see the additional information below. This meeting is important to evaluating where we are as a chapter. We want to continue to improve our committee Descriptions Project and we want YOUR input, so please attend, particularly if you are on a committee. If you are new, feel free to attend to get an idea of what committee you would like to be involved with.

Merry Christmas & A Happy New Year!

*Kristen Van Foeken*  
*President 2005-2006*

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## December 2005 Lunch Meeting

**Time:** 11:30 a.m.  
**Date:** Wednesday, December 21, 2005  
**Cost:** \$13 (members and guests)  
**Menu:** Turkey Strudel with Asparagus  
**Speaker:** William E. Stevens, CPA  
**Topic:** Offers and Compromise  
**Location:** Champions Run  
13800 Eagle Run Drive  
Omaha, NE 68164  
**Reservations:**  
Terri Fuqua  
tfuqua@fzacpa.com or  
496-9100, by noon Friday,  
December 16, 2005

## December Speaker Bio

William E. Stevens worked for the international accounting firm, PriceWaterhouseCoopers, LLP, before starting his own accounting firm in 1993. Mr. Stevens was also a partner at the accounting firm, Hancock & Dana. He graduated from the University of Nebraska - Omaha in 1987 with a Bachelor's Degree in Business Administration and an emphasis in Accounting. While attending college, he was the President of Beta Alpha Psi, the honorary accounting fraternity at UNO. Additionally, he is also a consulting member of Taxpayers Institute and has clients nationwide dealing primarily with large dollar problems \$250,000 to over \$3,000,000.

# Thank You!

At the October regular meeting our chapter had a food drive for the Omaha Food Bank. Thanks to all who participated and made donations. We collected 27 lbs of food and \$60. An acknowledgement of our donation was received from Nancy Lee, Program Director at the food bank.

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## SAVE THE DATE!!!!



We will be having a mid-year goals and committee status meeting on January 11th, 2006. PLEASE mark your calendars, the meeting will begin at 6 pm. We will be evaluating the goals set by the committees and working on updating the Committee Descriptions Project. If you have any questions please contact Shelly Kapustka [mkapustka@deloitte.com](mailto:mkapustka@deloitte.com)

## November Speaker Recap

Lori Hogan, co-founder of Home Instead Senior Care, began by speaking briefly on Home Instead Senior Care and their mission. She discussed how her and her husband reached the decision to start such an organization and how it changed their lives. Lori provided her approach to ensuring that she always has balance in her and her family's lives. She demonstrated what she call "the wheel" and evaluating whether your wheel is balanced or too full of spokes. Lori emphasized that is important to always evaluate that you are not getting too busy for those things that are important in your life; family, friends, career and faith.

## ARTICLE

Avoid the Top Three Cover Letter Mistakes!

As a career coach and professional resume writer, I'm often asked "How important are cover letters to my job search?" My answer is, "It depends on how long you want to search for your next job." If you are in no hurry to get interviews, then don't worry about your cover letter.

The fact is I've never met a job searcher who wants to have a painfully slow job search. The whole point of sending out resumes is to get multiple interviews as quickly as

possible. But many job seekers still unwittingly sabotage their efforts by using substandard cover letters. Instead of helping you, your cover letter may actually be hurting your job search.

For fast job search results, make sure to avoid these top three cover letter mistakes:

1. Not understanding the hiring motives of your audience
2. Repeating rather than introducing your resume
3. Overuse of the word "I"

### **1. Not understanding the hiring motives of your audience**

There are three basic audiences that a job seeker sends his/her resume to: executive decision-makers, resume screeners, and third-party recruiters. Each of these groups has its own hiring motives.

\* Executive decision-makers are looking for candidates who will have a significant impact on bottom-line initiatives, such as time saved, income generated, revenue built, etc.

\* Resume screeners are searching for candidates who directly match the lists of qualifications in the job description.

\* Third-party recruiters are looking for selling points to help position you as a top candidate.

Knowing these hiring motives will help you craft your cover letter specifically to catch the attention of your particular hiring audience. By appealing directly to the reader, you are creating an immediate bond that will make you a stronger candidate.

### **2. Repeating rather than introducing your resume**

Repeating the exact same things you wrote in your resume is one of the most common cover letter mistakes. No one wants to read the same thing twice. By the time most people have finished writing their resume, they feel that they have run out of ideas and just cut and paste to create a cover letter.

Instead, the cover letter should be what sells the reader on your skills. Like the jacket-cover introduction to a good book, the cover letter should give the reader a taste of the great things to come and encourage them to read more.

If you don't have any idea what your top skills are and how they will help the company, neither will your reader. Take the time to craft the right words and statements to make your skills shine.

### **3. Overuse of the word "I"**

A cover letter that begins nearly every sentence with "I" is as boring as a conversation with someone who only talks about himself. That kind of person one avoids at all costs. Is that the way you want your reader to see you?

Focusing all the attention on yourself may seem like a good way to sell your skills. But it can also reflect lack of interest in the company, in the job, and in making a real contribution to that workplace. There's a good balance to be drawn between selling yourself and selling what you can do for the company.

Creating variety in the sentences of your cover letter is an easy way to show your interest without being self-centered. By shifting the emphasis to the recipient/company and away from yourself-you can prove that your main interest is not just in winning the job but also in doing it effectively. Try to rewrite sentences that start with "I," "me," or

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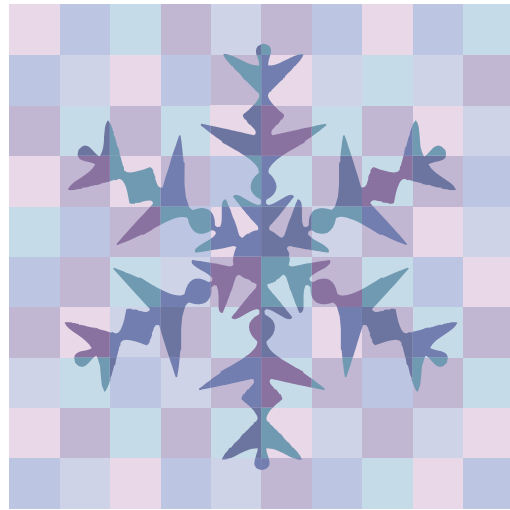
"my," to start with "You," or "Your." Show how you can make a difference for them.

A cover letter that is poorly written may cause your resume to be ignored. But a well-crafted cover letter will invite and encourage the reader to take a closer look at your resume. You'll make a positive first impression before your resume is even opened.

Rather than making your cover letter an afterthought, take the time to really consider the type of presentation your cover letter will make. If your resume isn't winning you job interviews, consider hiring a professional resume writer to help. It's true what they say: You never get a second chance to make a good first impression.

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

# Let it snow!



## Member Profiles

### Jessica Ward

Member since: 2002  
Graduated from: University of Northern IA  
Company: Lutz & Co.  
Position: Auditor Senior  
Birthday: 4/10/78  
Hobbies: hanging out with friends and family, reading, shopping  
Spouse/kids/pets: husband-Marc, daughter-Kendyll, yellow lab-Maggie  
Most Exciting Events of the past Year:  
My daughter Kendyll Marie was born on 6/7/05  
Favorite Ice Cream: Chocolate  
Favorite Movie: Steel Magnolias

### Virginia Klug

Member Since: 1986  
Graduated from: UNO  
Company: Omaha Country Club  
Position: Accountant  
Birthday: May 27  
Hobbies: Scrapbooking and reading  
Spouse/kids/pets: Bob- Spouse, Robby - Son, no pets  
Most Exciting Event(s) of the past Year:  
Received the National President's Award from ASWA  
Favorite Ice Cream: Rocky Road  
Favorite Movie: Sleepless in Seattle

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### **Cindy Alharithy**

Member since: January 2004  
Graduated from: University of Missouri–  
Kansas City  
Company: Grubb & Ellis|Pacific Realty  
Commercial  
Position: Senior Property Accountant  
Birthday: May 5, 1966  
Hobbies: Gardening, health & fitness,  
music, reading  
Spouse/kids/pets: Husband, Rod; daughter,  
Haley, 5 years old; son Zach, 2  
years old; dog, Dutch, 11 yrs old  
Most Exciting Event(s) of the past Year:  
Losing some weight and getting back into  
shape; winning tickets from KLOVE to go  
to the Mark Schultz concert and meeting  
him  
Favorite Ice Cream: Chocolate with peanut  
butter chunks  
Favorite Movie: Foul Play

### **Pam Fischer**

Member Since: 1986 (joined as a student  
member)  
Graduated from: Creighton University  
(undergrad) and UNO (MBA)  
Company: Premier Recruiters, Inc.  
Position: Owner, recruiter, admin,  
accountant, receptionist, janitor,  
and anything else it takes to run a  
successful small business  
Birthday: December 21 (I'm still mad at my  
parents for their timing)  
Hobbies: Riding motorcycles with my  
husband, hacking at golf,  
drinking wine on the deck with  
friends  
Spouse/pet: Randy Korth, my love of five  
years...no pets....three stepsons,  
Zach 25, Luke 21 and Nickie 19  
Most Exciting Event(s) of the past Year:  
Probably turning 40 this month  
Favorite Ice Cream: Anything other  
than chocolate or vanilla  
Favorite Movie: Pretty Woman--I still get  
goose bumps ever time she gets  
rescued



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