

President's Message

I hope 2005 has started on a good note for all of you!

Please take a moment to check out the new scholarship program unveiled by National in January (see the article in this bulletin as well as our website). We have updated our website to reflect the same criteria and application form. You will note some exciting new categories that our chapter has wanted to incorporate into the scholarship program for some time, and here is our opportunity. I encourage you to share the scholarship information with anyone who might benefit from this program. Please contact Paula Eastman, scholarship committee chair, with any questions.

Also, check out the Midlands Business Journal article from early January about the benefits of women belonging to professional organizations. Our very own Tricia Riggins was interviewed for the article, which presented ASWA in a very positive light! We are working to get the article reprinted on our website as well, so watch for further updates.

Congratulations to Deyna Rouse who was presented with an award at our January meeting by IRS representatives. Deyna was recognized for her efforts on behalf of ASWA as a co-sponsor of the IRS symposiums held this fall in Omaha and Kearney. Our chapter has agreed to

co-sponsor again this fall for similar sessions to be held.

Those of you who are tired of winter already may be interested in this opportunity: we are looking for members to help plan a summer social event. Some ideas have been suggested, but the possibilities are entirely open right now. Please contact me if you would be interested in helping plan such an event. We are looking at a June or July date.

We continue to recruit new members, and held a new member mixer last month. It's not too late to volunteer to be a mentor to a new member. Please contact Ruth Schneider or Christi Olsen if you would like to be a mentor.

If you have read your latest Communique, you may have noticed that National is raising dues by \$3 for next year. I am pleased to report that our chapter Board voted to keep our local chapter dues the same as the current year, so the total increase will only be \$3.

As a result of our mid-year planning meeting, I would like to encourage all members to use the bulletin to share information about themselves, or even other members. Many of us are reluctant to "toot our own horns" and don't report promotions and such. We also would love to know about new additions to your family, weddings, etc. Any news you would like to share with your ASWA family is welcome. All items

should be submitted to Kerry Clark for inclusion in the monthly bulletin.

Finally, in case you were wondering, we decided to do quarterly bulletin mailings this year, in addition to the email version. This is why you received such a mailing in January. If any of the mailing label information was incorrect, please go to the national website to update your contact information, as well as notifying Patty Kearines for database purposes. Please advise Kerry Clark of any email changes.

Don't miss this month's meeting, with Karen Morey from Results Coaching speaking on "Planning for Your Best Year Yet." I look forward to seeing you there!

Kelly Martinson
President 2004-2005

February 2004 Meeting

Luncheon: February 16, 2005

Time: 5:30-6:00 Registration, cocktails, appetizer buffet and networking

6:00 Business meeting followed by speaker

Menu: Wings, Barbecue Ribs, artichoke dip, etc.

Cost: \$15.00 per member
\$16.50 per guest

Location: Champions Run Club
13800 Eagle Run Drive
Omaha, NE 68164

Speaker: Karen Morey, Results Coaching
Topic: "Planning for Your Best Year Yet"

Reservations: Tricia Riggins
triggins@fzacpa.com or 963-4315 by
NOON, Friday February 11, 2005

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

January Speaker Recap

Rob Mitchell, Partner-in-Charge at Deloitte Tax, LLP, discussed the American Jobs Creation Act of 2004, signed by the president on October 22nd, 2004. Many of us were not aware of the scope of this new act and how it may affect entities of all sizes (foreign and domestic). Rob highlighted several of the significant changes in executive compensation and shared with us the importance of compliance with the new tax shelter provisions. Rob did an excellent job of making an often dull topic very interesting. If you would like a copy of the PowerPoint slides please contact Shelly Lashinski via e-mail at mlashinski@deloitte.com.

February Speaker Info

Karen Morey, of Results Coaching, will be delivering a presentation entitled "Planning for Your Best Year Yet" at our dinner meeting Wednesday, February 16th at 5:30 P.M. Karen is a consultant to businesses and organizations, specializing in the design and facilitation of training to improve productivity and achieve corporate goals. Karen is a certified facilitator of the Best Year Yet planning process and has delivered multiple team and individual planning sessions. Please join us at the Champions Run on Wednesday for a great presentation.

DONATIONS FOR THE OMAHA FOOD

Mark your calendar for Saturday, April 16 for this year's Diet Pepsi UNO Women's Walk to raise money for UNO Women's Athletic Scholarships. ASWA will again be participating in this event. Please let me know if you will be able to

be a part of our team again this year. ASWA's team will again be checking in all the walkers that attend. Remember that this is a fundraiser for UNO so please make sure that you can collect donations of at least \$50 for the event. If you are interested in participating in this event, please contact Linda Aust via email at laust@thinksacco.com.

Article

Amy Derksen from Accountemps submitted the following article.

CAPITALIZING ON JOB FAIRS

For companies looking to hire the best finance and accounting employees in today's improving employment market, job fairs are an efficient recruiting tool: They enable you to interact with a large and targeted group of potential workers in a short amount of time. These events bring together employers and job seekers in one location and have the potential to attract many top professionals.

If you participate in a job fair, consider these suggestions for making the most favorable impression on prospective candidates:

- **Put your best foot forward.** Keep plenty of information about your company on hand. The material you distribute does not have to be expensive, but should offer substantive details that will "sell" your organization to prospective hires.
- **Send good company ambassadors.** The personnel staffing your booth or table

should not only be able to answer questions about your firm, they also should be enthusiastic and personable – the kind of people potential employees will enjoy meeting. Having senior professionals as part of your recruiting team can also show applicants that your company takes the job fair and candidates seriously.

- **Keep the paperwork minimal.** Rather than asking people to fill out lengthy applications at the event, create a simple form that only takes a few minutes to submit. You can gather more detailed information later.

Scholarship Opportunities **Deadline Extended to February** **18, 2005**

Our chapter will be awarding three \$1,000 scholarships to undergraduates pursuing a bachelor's degree in accounting or finance as well as those second year students at 2-Year colleges. We will also be awarding certification scholarships to qualified candidates to support exam fees. All scholarships will be awarded in April 2005. Please see the information below for a detailed description of the requirements. The application is available on our website at <http://www.geocities.com/aswaomaha/> and are also attached with the bulletin. If you have any questions regarding this scholarship, please contact Paula Eastman at peastman6923@yahoo.com. Please encourage any qualified students you may know to apply.

Certification Scholarships

Purpose: To support the exam fees of any one of the following certifications: CPA, CFP, CFE, CIA, CMA or CVA.

Criteria: Scholarship awards are presented to ASWA members only.

Candidates are those who have passed any part of the exam between 3/19/04 and 3/18/05.

2-Year College Scholarships

Purpose: For those attending Community, State or 2-Year Colleges towards an accounting or finance degree.

Criteria: Scholarship awards are presented to community college students entering their second year of an Associates Degree Program who have completed 15 semester hours or the equivalent by time of application deadline.

Candidates must have a minimum cumulative college grade point average (GPA) of 3.0 on a 4.0 scale (or the equivalent), and be majoring in accounting or finance.

Scholarship candidates will be reviewed on leadership, character, communication skills, scholastic average and financial need.

Please Note: 2-Year scholarships are selected and awarded in April, 2005 for the upcoming 2005-2006 academic school year.

Undergraduate Scholarships

Purpose: To support the costs of attending 3rd, 4th or 5th year towards an accounting or finance degree.

Criteria: Scholarship awards are presented to students who have completed their sophomore year of

college (or 60 semester hours or the equivalent by time of scholarship award) and are majoring in accounting or finance.

Scholarship candidates will be reviewed on leadership, character, communication skills, scholastic average and financial need.

Please Note:

Undergraduate scholarships are selected and awarded in April, 2005 for the upcoming 2005-2006 academic school year.

Committee Goals

The Admin. Reporting Committee held a mid-year goals meeting to review and assess our current year goals. Please review the attached report that includes the original goals and the key discussion points from the meeting. Attached is a copy of the Committee Goals information.