



### 2009-2010 Board of Directors

**President:** Annette Wells  
**Past President:** Kristen Lembke  
**President Elects:** Chris Carlson & Betty Dudzik  
**V.P. of Membership:** Stephanie Setlak  
**Treasurer:** Terri Fuqua  
**Secretary:** Karen Hosier  
**Program Director:** Virginia Klug  
**Director of Communications:** Sheila Schutz

See the website for contact information.

**National Website:** [www.aswa.org](http://www.aswa.org)  
**Omaha Website:** [www.aswaomaha.org](http://www.aswaomaha.org)  
**Eventbrite:** <http://awaomaha.eventbrite.com>



### PRESIDENT'S MESSAGE

Chilly greetings on another cold winter day! While the weather is cold outside things sure are hopping inside. This time of year is when most of us are at our busiest with closing the books for year end, audit field work, and the first signs of tax season.

While it is a busy time, I hope you can take a break and join us for a motivating lunch presentation by Dan Sedor on February 9<sup>th</sup>. This will also be a great networking lunch, as we are hosting the Omaha AGA chapter to join us for Dan's presentation. Please note, that we have changed the location of this lunch meeting to the Omaha Country Club.

The RSVP process has also changed for meeting attendance. I would like to thank Kristen Lembke and Sheila Hansen for their hard work in researching and setting up the RSVP website. We are very excited that this will allow us to accept credit card payments for meeting attendance and it will also allow the attendee to see who else is attending. Thanks again Kristen and Sheila!

We are still accepting scholarships applications for this year. Many of the board members and committee members have done a terrific job of promoting the scholarships to colleges in the area. Nice work!

Lastly, we are looking for a few GREAT WOMEN! The nominating committee is in the process of establishing the board and committee members for next year's board of directors. If you are interested in getting more involved with ASWA talk to a board member to learn more about the opportunities available.

Stay warm and happy number crunching!

*Annette Wells*  
*President 2009-2010*

### February Lunch Meeting

**Date:** Tuesday, February 9, 2010

**Time:** 11:30 a.m.

**Location:** Omaha Country Club  
6900 Country Club Road

**Cost:** \$15.00

**Reservations:** by Friday February 5<sup>th</sup> to  
<http://aswafebruarymeeting.eventbrite.com>

(See next page for further instructions)

**Menu:** lunch buffet

**Speaker:** Dan Sedor, Exec. V.P, Strategic Development, Leadership Resources

**Topic:** A "Handful" of Leadership Tips (See next page for further description)

Dan Sedor has contributed significantly to the growth of Leadership Resources as a premier provider of long-term, results-oriented development processes. He has over 25 years of experience in Sales Management, Human Resources, and Engineering while working for three international corporations. Dan has implemented over 50 significant organizational changes that have improved top line revenue, bottom line costs, or overall profitability. What sets Dan apart is his positive approach, even when he's responsible for implementing tough decisions that impact people's lives.

**Scholarship Update** Good news! We have received several applications for our scholarships and the buzz is filtering through Nebraska colleges / universities. Faculty members are engaged and helping us spread the word. If you know of anyone that may be interested please share the attached application forms. We will be awarding three scholarships this year (\$2,000 – Jr. or Sr. Undergraduate Degree, \$2,000 - Masters Degree, \$500 – Certification). The deadline is 2/28/2010.

## 2010-2011 Board of Directors

If you're interested in serving on the 2010-2011 Board of Directors, contact Kristen Lembke at 402-963-4352 or [klembke@fzacpa.com](mailto:klembke@fzacpa.com).

## April 2010 UNO Women's Walk

The Check-In Table will be our next annual volunteer event. Please contact Linda Aust for details!

## A "Handful" of Leadership Tips

Most people talk about leadership and management as if they are one in the same. In reality, there is a difference. While they do interrelate, there are specific aspects such as the 5 fundamental tips for being an effective leader that create a bridge between management and leadership. There is also common ground related to the responsibilities of leaders, whether in a management or leadership role, that have a direct impact on recruiting, retaining and developing people.

Come prepared to expand and reinforce your knowledge of leadership and management. More importantly, come prepared to make 2 commitments from this topic that will have a positive impact on you, the people around you, your organization, and your community.

Following are the objectives of our February Lunch Meeting:

- To gain a clear understanding of the difference between management and leadership
- To gain a clear understanding of the 3 responsibilities of a leader
- To gain a general understanding of the 5 tips of being an effective leader
- Commitment to enhance 1 aspect related to responsibilities of a leader
- Commitment to enhance 1 aspect related to being an effective leader

## ASWA and EventBrite.com

Beginning with our February meeting, we will begin using EventBrite.com to track all meeting reservations, including board meeting, regular meetings and special meetings such as the mid-year goals and long range planning meetings. This website allows us to post an unlimited number of events for our organization and not only take reservations through the website but also to accept payment through PayPal, credit cards and bank account transfers. By using this website we are also able to select Google search words and post our event out on the web for others in the community to find, giving us more exposure.

A few things you should know about EventBrite:

1. The ASWA Omaha Chapter has its own dedicated website that will show all upcoming, posted events. <http://aswaomaha.eventbrite.com> In addition, each event will also have its own dedicated website. February's meeting is <http://aswafebruarymeeting.eventbrite.com>
2. The names of all registered attendees are available in real time by looking at the individual event pages.
3. All speaker and meeting information will be available on the posted event pages and will be updated as things change. The website allows us to email any changes to the attendees so it's important to make sure that you add @eventbrite.com to your accepted email domain list.
4. Once you make your reservation online you will be sent an email confirming your reservation. Attached to this email is an e-ticket. You do not need to bring this to meeting, however this ticket will now be your receipt should you need one for reimbursement purposes. Receipts will no longer be issued at the door.
5. There are multiple tickets available for each meeting, so please select the ticket that applies to you. Options included if you are a member or a guest and if you will be paying online or at the door. If you are paying online, there will be a convenience charge added to the cost of your ticket. This charge is 2.5% of the price of the ticket plus \$0.99. If you do not want to pay this fee please select the ticket that says pay at the door as those tickets have a zero value online and will not charge you the fee.

Hope you all find the use of this website to be a great addition to our chapter! If you have any questions or concerns please contact Kristen Lembke at [klembke@fzacpa.com](mailto:klembke@fzacpa.com).

## ASWA Corner

*This is a continuing series of articles to introduce our members to the many aspects of ASWA.*

In February the Chapter will be electing members to serve on the nominating committee. The purpose of the nominating committee is to nominate the slate of officers and directors for the 2010 – 2011 Chapter board of directors.

The nominating committee is composed of the immediate past president, one member from the current board of directors, and one regular member. They will present the slate of officers at the March Chapter meeting.

Serving on the nominating committee is an excellent way to shape the leadership of our Chapter. This is your opportunity help direct the future of the Omaha Chapter. The time commitment is relatively small. The committee might have one or two meetings to assign tasks and follow up on the progress of the committee. You will be contacting current members and asking them to serve on the 2010 – 2011 board.

On another note, this is your opportunity as a member to volunteer to serve on the upcoming board. Serving on the board is a great way to develop leadership, communications, delegation, and time management skills. These new skills will be useful in your career no matter what stage of life and work you are at.

There is also a nominating committee at the national level. It is composed of the immediate past national president and two regular members from different Chapters. The two regular members are elected at the previous year's national annual business meeting.

The national nominating committee is a more formal affair and takes more time than the local nominating committee. Prior to the national conference the nominating committee will conduct phone interviews of all current national board members and regional directors. At the national conference the committee will interview attendees that are interested in serving on the national board or serving as a regional director. The results of the committee are mailed to all Chapter presidents by the end of December. If there are no additional nominees presented by the beginning of February, the national slate of officers will be declared elected.

Please consider taking the time to serve on the Chapter's nominating committee. Or even better, consider serving on the 2010 – 2011 board of directors!

## Opportunity Still Knocks: *Hidden Business Opportunities To Take Advantage of Today* *By Accountemps*

Winston Churchill famously observed that, "A pessimist sees the difficulty in every opportunity; an optimist sees the opportunity in every difficulty." Despite the very real challenges presented by the difficult economic climate, positive-minded, creative business leaders are uncovering ways to position their firms for both short- and long-term growth. Based on Robert Half International's recently released guide, *7 Hidden Business Opportunities in Today's Economy*, here are several strategies for emerging from the downturn stronger than ever:

### **Nourish Grassroots Ideas**

The most revolutionary ideas don't always come from the top. Employees "in the trenches" are particularly motivated to come up with new solutions in tough times because they know their livelihoods are tied to the company's success. Listen to them. Emphasize to every member of your accounting team, regardless of their level, that you're interested in hearing their suggestions. Provide handy tools, such as internal blogs, intranet sites or even suggestion boxes, to encourage employees to share their thoughts on improving processes, consolidating functions, boosting morale and saving money.

### **Strengthen Your Talent Bench**

Hiring activity is down, but some progressive companies are shrewdly bringing aboard top accounting professionals. Many outstanding performers are now on the employment sidelines through no fault of their own. Even as you closely monitor budgets, it makes long-term sense to selectively hire talented individuals who may be difficult to attract in more robust times. This is especially true if these candidates are proficient in multiple areas or have specialized expertise that can help you both now and when conditions improve. And once hired, don't make the mistake of assuming these strong employees are so good they don't need your support. Identify opportunities for them to continue growing.

### **Invest in Training**

Now's the time to reinforce training efforts — not cut them. Trimming developmental opportunities may save you money immediately but can cost dearly in the long run. Employees who feel their company is not invested in their careers will be the first to jump ship when an improving economy brings new job opportunities. Continuing to make professional development a priority will help you build a more skilled, versatile and loyal staff. You can still stay within budget by using low-cost, high-reward initiatives ranging from launching a formal mentoring program to sponsoring weekly brownbag training classes. You may be able to interest recently retired employees in leading some of the sessions or ask current team members who recently attended an important industry conference or seminar to share what they learned with their colleagues.