

### **President's Message**

Greetings ASWA members and friends,

I can't believe I am writing my final President's Message for the ASWA newsletter. Where has the year gone? I enjoyed working with all of you wonderful women, and it has made this year just fly by.

I must say that I am excited as I look at the future leaders of our chapter. We have so many capable, enthusiastic members getting involved that I have no doubt we will continue to grow and expand the opportunities for our members.

Shelly and Kristen have already embarked on a project aimed to update our committee descriptions and duties. The end result will be a clear, concise "job description" for each committee/position that will include the estimated time commitment for the given position. We realize that members want to know what is expected in terms of duties and time when they are asked to fill a particular position. We hope this will energize all members to volunteer for a position that interests them, without hesitation due to uncertainty about what they are "getting into". Those of you who have recently served on a committee should submit your descriptions and comments to Shelly who is compiling the results. Any new ideas that you think should be added are also welcome.

As you know, this month's meeting is our Officer Installation and Member Recognition night. This is a time to celebrate the year's accomplishments, so you won't want to miss it!

In closing, I would like to say that it has been a privilege to serve as President of the Omaha chapter this past year. I especially want to thank the committee chairs, officers, and directors for their service to our chapter this past year. You made it a great year!

**Kelly Martinson**  
**President 2004-2005**

### **June 2005 Meeting**

**Cocktails:** June 15, 2005

**Time:** 5:30-6:00 Registration,  
6:00 Dinner followed by speaker, officer installation and recognition.

**Menu:** Tournedos & scampi, broiled tomatoes w/parmesan and spinach, tri-colored mashed potatoes & chocolate decadence. Merlot will be served with dinner.

**Cost:** \$25.00 per member  
\$26.50 per guest

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

**Speaker:** Ms. Jody Woodworth, Dean of Health Care Business at Clarkson College

**Topic:** "Empowering Women in Leadership"

**Reservations:** Tricia Riggins  
[triggins@zacpa.com](mailto:triggins@zacpa.com) or 963-4315 by  
NOON, Friday June 10, 2005

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

## **SAVE THE DATE!!!**

Please mark your calendars for the upcoming planning meetings on July 20th. The Long Range Planning meeting will start at 6:00 pm, with the Committee Planning meeting to follow at 7pm. Please try to attend. This will be a great opportunity to talk to the prior year committee and get to know your current committee.

## **HELP!!!**

Attention All Member!!

Please check your member information to insure that it is correct and up to date.

To update your member information, go to the National ASWA website, [www.aswa.org](http://www.aswa.org), members only section and enter your member number.

We use the information from the ASWA national database for our Roster and newsletter mailing. Hopefully this will help us keep track of people better. I know that some of the information in the National database is definitely outdated and some people's names are spelled wrong. Maybe this will help to correct these issues. Please let Kay Meyers know if you have any questions.

## **May Speaker Recap**

Dr Mark Taylor was our guest speaker. Dr Taylor opened our eyes to the problems of fraud. This is a crisis in confidence. Fraud cost \$ per \$. It is a great business problem. 75% of the businesses have experienced fraud. Companies are working on preventing fraud. We were given a profile of the typical perpetrator. It could be anyone. The average person is one who has been with the company 5 to 10 years; is 36-45 years old; and generally is the "Good Team Player". Opportunity, pressure, and rationalization can make anyone surrender to this crime. 40% of the employee base of any company will not; 30% might; and 30% will and are looking for opportunities. This

is why it is important to screen your employees and conduct credit investigations. It is important to review documentations and segregation of duties. Dr Taylor also reveled that only 6% of these crimes are found and disclosed by auditors. We all need to be aware of this crime.

## **CPE Event**

Once again, our chapter is co-sponsoring a CPE event with the Internal Revenue Service and Creighton University's Department of Accounting. The symposium will be held Tuesday, September 1, and will feature 8 hours of CPE -qualifying material. The curriculum has not yet been set, but will be publicized in advance of the registration date. The symposium will be held in the Mutual of Omaha Ballroom in the Skutt Student Center, on the campus of Creighton University. Like last year, a box lunch will be included in the price of registration. Cheap local CPE! Mark your calendars now! More details will follow as they become available. Also, if any members are interested in being presenters at the symposium, contact Deyna Rouse. The IRS prepares the presentations in advance, so presenters would basically be responsible for just following the PowerPoint slides and presenting the notes already prepared by IRS personnel. Contact Deyna Rouse with any questions.

## **June Speaker Info**

Ms. Jody Woodworth is an Omaha Nebraska native, where she lives with her husband and two boys. Graduating from the University of Nebraska Medical Center with a Bachelors degree in Nuclear Medicine, Ms. Woodworth worked for nine years as a Lead Nuclear Cardiac Technologist at Clarkson Hospital. During her work in the Nuclear Medicine field, she earned a second bachelors degree in Business Administration from the University of Nebraska at Omaha and continued on for her Masters in Economics.

Ms. Woodworth worked as a project analyst at Central States Indemnity Corporation prior to her current position as the Dean/Assistant Professor of the Health Care Business Programs at Clarkson College in Omaha, Nebraska where she is in charge of a variety of academic programs.

Her background in Martial Arts began in 1978. She is now one of the highest-ranking females in the United States and holds an eighth-degree black belt in Taekwondo, a second-degree black belt in Judo and is a weapons instructor.

She fought on the national circuit for ten years and was inducted into the World Martial Arts Hall of Fame in 1995 and was honored as the Woman of the Year. She continues to be very active in martial arts where she teaches and conducts self-defense seminars both locally and nationally.

## *Article*

Amy Derksen from Accountemps submitted the following article.

### **Rallying Staff for Difficult Projects**

For many accounting departments charged with complying with the Sarbanes-Oxley Act and other corporate governance regulations, teams are taking on additional responsibilities and spending longer hours at work. In addition, other professionals may have more on their plate as a result of company expansion. Still others may be spending extra time at their desks handling routine, less-than-challenging assignments.

In each of these cases, employers need to motivate staff to handle duties they may not look forward to. Regardless of the level of excitement, these tasks all must be completed on schedule, or the company could suffer harmful consequences.

How can accounting managers rally their troops for these types of projects? Below are a few tips:

### **Make objectives clear.**

To prevent confusion and keep personnel focused, define roles and expectations. Also discuss how the initiative enables the organization to meet its big-picture objectives. For example, explain to accountants assigned to support Sarbanes-Oxley-related activities that compliance will help enhance the company's internal controls, improve efficiencies and strengthen its reputation.

### **Set measurable goals.**

Avoid overwhelming staff when announcing large-scale programs by breaking tasks into smaller parts and setting timelines for each. Incremental successes will motivate individuals as projects progress.

### **Pitch in.**

Show your team that you won't ask them to do something you're not willing to do yourself. If someone is too busy and asks for help compiling monthly reports, for instance, volunteer to help. While you can't do everybody's work for them, of course, your staff will be inspired knowing that you are with them and support them.

### **Recognize employee achievements.**

Employees work harder when they know you appreciate their efforts. Regularly acknowledge their accomplishments and the extra time they spent completing their assignments.