

## President's Message

I hope that everyone's March is going well. And you are able to enjoy a bit of the unseasonable warm weather we have been having. Thanks to everyone who took time out of their busy schedules to come to the February meeting. I hope you are enjoying your stretching exercises that Vanessa taught us!

We have an exciting event coming up on April 21<sup>st</sup>. The Creighton University chapter of Beta Alpha Psi is hosting a Symposium, A Whistleblower's Journey, featuring Cynthia Cooper. We are offering tickets to ASWA members at a price of \$15. To take advantage of this price you will **need to let me know by April 1<sup>st</sup>**, if you would like a ticket. You can contact me at [kvanfoeken@kpmg.com](mailto:kvanfoeken@kpmg.com) or 661-8719. Please see the additional information attached to the Bulletin.

Also coming up that same weekend is the UNO Women's Walk. It is Saturday, April 22. Please contact Linda Aust if you are interested in participating in the Walk or helping with the check-in of walkers that morning.

Our slate of officer's is included in this month's bulletin. We will be voting on our slate of officers for the 2006-2007 year at our March 15<sup>th</sup> meeting.

Names can still be added to the slate, please contact Kelly Martinson if you have any additions.

Shelly Kapustka is also working to get committee chairs set, so please be thinking about where you want to serve next year. Contact her with any questions.

National has increased their dues to \$100 for the 2006-2007 year. As a board we decided since there was not a local increase in dues last year, local chapter dues would increase by \$3 to \$35.

We will be voting on a bylaws change at this month's meeting. If you were not at the meeting, the changes are attached. Please review and let anyone from the board know if you have questions.

The speaker for our upcoming meeting is Jeff Beals with Coldwell Banker Commercial. He will be speaking to us on "Marketing Yourself". I look forward to seeing everyone there. I know I'll be ready to have an evening away from the office (and celebrate the March 15<sup>th</sup> deadline has passed.)

**Kristen Van Foeken**

President 2005-2006



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## March 2006 Lunch Meeting

**Time:** 5:30 p.m.  
**Date:** Wednesday, March 15, 2006  
**Cost:** \$15 (members and guests)  
**Menu:** Beef Roladen w/ Mashed Potatoes and Green Beer  
**Speaker:** Jeff Beals, Coldwell Banker Commercial  
**Topic:** Marketing Yourself  
**Location:** Champions Run  
13800 Eagle Run Drive  
Omaha, NE 68164  
**Reservations:**  
Terri Fuqua  
tfuqua@fzacpa.com or  
496-9100, by noon Friday,  
March 10, 2006



## February Speaker Recap

Vanessa Bauer spent the lunch hour enlightening us on stress management. Stress often comes from one of three categories: daily, major events, or ongoing events. Identifying our stressors can help us recognize the physical and personality responses we exhibit when we are under stress. Stress management improves the quality of life. In addition, Vanessa provided a handout on exercises to reduce muscle tension and re-energize that can be performed while sitting at your desk. If you would like a copy of the hand-out for these exercises please contact Caryn Kirkebak, Program Chair.

## March Speaker Highlight

Jeff Beals is Vice President of Operations at Coldwell Banker Commercial World Group. Before entering the real estate field, he was Dean of Student Affairs at a private college. In addition to his full-time work, Beals teaches real estate at the University of Nebraska Omaha and is a freelance writer.

His articles have been published in several national and local periodicals. Beals is co-host with Trenton Magid of "Grow Omaha," a weekly radio show about economic development on KKAR 1290 AM. He holds a Master of Arts and Bachelor of Journalism degrees from the University of Nebraska Lincoln.

## NEW! Member Point System

Effective April 1st, there will be a new point system for our outstanding member awards. The board wants to recognize outstanding members who go above & beyond just attending the meetings. Remember that our "Points Year" runs from April 1st – March 31st, so we can determine awards and recognize those members at our June Member Recognition meeting.

## Nominating Committee

The nominating committee is pleased to present the following slate of officers for the upcoming fiscal year:

### **2006-2007 Slate of Officers**

|                 |  |
|-----------------|--|
| President       | Shelly Kapustka                                  |
| President Elect | Kerry Clark                                      |
| Vice President  | LaTonya Bennett                                  |
| Treasurer       | Paula Eastman                                    |
| Secretary       | Kristen Lembke                                   |
| Directors       | Stephanie Setlak<br>Kim Steffen<br>Annette Wells |
| Past President  | Kristen Van Foeken                               |

The slate will be voted on at the March meeting. If you would like to add anyone to the slate, please contact Kelly Martinson.

## Bulletin Attachments

- ♣ February Meeting Minutes
- ♣ Creighton Beta Alpha Psi Symposium
- ♣ Proposed Bylaw Change
- ♣ "Outstanding Member" Points System

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## Article

### **Five Mistakes to Avoid at the Outset of the Hiring Process**

(Part 1 of 2)

As companies seek accounting and finance professionals to support expansion initiatives and corporate governance compliance efforts, many are encountering a lack of skilled candidates. Staffing mistakes are always costly, but in an environment where the demand for applicants is greater than the supply, managers must pay particular attention to the hiring process. They will need to maximize each step to ensure they identify the best potential employee for every position to be filled.

Often, how you start dictates how well you finish. Here are five mistakes to avoid at the outset of your hiring process and tips for preventing them:

1. Initiating the search only when a vacancy occurs - To help avoid prolonged personnel gaps, recruiting should be an ongoing activity. Even during periods when you don't have openings, keep resumes from past promising applicants and maintain an active network. When you need to bring a new team member on board, you'll already have a strong pipeline of potential candidates.
2. Not staffing strategically - Regularly assess workload levels and staff's ability to handle them regularly to determine potential resource shortages. By identifying the duration and nature of upcoming projects, your analysis also will help you recognize whether a position should be filled by a full-time hire or if the work can be completed by a project professional.
3. Ignoring internal candidates - Your current employees are some of your best sources for new employees. These individuals understand what it takes to succeed with your firm, which will enable

them to contribute in a new role more quickly. Promoting your team members is a strong motivational tool as well, since it shows their outstanding performance is valued and will be rewarded.

4. Forgetting about referrals from staff - If promoting team members is not feasible at the current time, check with your team to see if they know of individuals outside of the company who might be good candidates. They are not likely to recommend people who won't be a good fit for your department and company.

5. Writing a poor job description - When listing an open position, be as specific as possible regarding duties and necessary qualifications. Developing a base of strong candidates and discouraging less-than-qualified individuals from applying will accelerate the process.

Part 2 of this series will detail common mistakes companies make later in the hiring process.

Accountemps is the world's first and largest temporary staffing service specializing in the placement of accounting, finance and bookkeeping professionals. The company has more than 330 offices throughout North America, Europe, Australia and New Zealand, and offers online job search services at [www.accountemps.com](http://www.accountemps.com). For more information, call the Omaha office at (402) 384-8300.



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# Member Profiles

## Kris Noah

Member for: 2 years  
Graduated from: Augustana College, Rock Island, IL  
Company: West Corporation  
Position: Senior Accountant  
Birthday: 8/14/65  
Hobbies: Nascar and Hockey  
Spouse/kids/pets: Bird named Napa  
Most Exciting Events of the past Year:  
Finding a new job and buying a house  
Favorite Ice Cream: Turtle shake from Whitey's  
Favorite Movie: Gone with the Wind

## Stacy Funk

Member for: 6 years  
Graduated from: Simpson College in Indianola, IA  
Company: Champions Run  
Position: Controller/Finance Manager  
Birthday: February 18  
Hobbies: Boating, Reading  
Spouse/kids/pets: Bryan/Meghan (4 1/2) and Jarred (2 1/2)/Chocolate Lab - Kaleb and new Yellow Lab puppy - Kasey  
Favorite Ice Cream: Chocolate  
Favorite Movie: Beaches

## Elaine Clark

Member for: 12 years  
Graduated from: UNO  
Company: Coldwell Banker Commercial World Group  
Position: Director of Accounting  
Birthday: July 25  
Hobbies: Music, reading, traveling  
Spouse/kids/pets: Randy (husband) Smokey (cat)  
Most Exciting Events of the past Year:  
Turning 50 - it puts everything in a new perspective!  
Favorite Ice Cream: mint chip  
Favorite Movie: The Shawshank Redemption, Jeremiah Johnson, Wizard of Oz (too hard to pick just one!)



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