

American Society of Women Accountants

The Bulletin



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PRESIDENT'S MESSAGE

Viva Las Vegas! I returned last Wednesday from a wonderful trip to the Joint National Conference in Las Vegas, NV. The trip was outstanding. It was great to meet other women from around the country who love ASWA as much as I do!

The ASWA National board had so many great announcements to share this year. The first item is the new national website. If you have been to ASWA.org lately, you will notice the change at first glance. The new face of ASWA is modern and highlights the members. It takes a little getting used to if you navigated the old site frequently, but all of the same information is available. The biggest change is the login process. Your login name is the email address you use for ASWA correspondence. I had to request a new password the first time I logged in, and then you can create any password that will be easy for you to remember. If you have questions please feel free to contact me, and I can try my best to help you get logged in.

The National Board also announced the "Membership Stimulus Plan". If our chapter recruits 14 new members or retains 90% of the current membership we will be eligible for a free JNC registration. So recruit, recruit, recruit! We look forward to a year of growth in the Omaha chapter!

Lastly, the National Board announced that all six regions will be hosting regional conferences this summer. The closest location will be in Wichita, KS on June 25th at the Hyatt Regency Wichita. More information will be available closer to the event.

After a wonderful trip to Las Vegas, I'm so excited to be a part of our local ASWA chapter! Our next meeting is our annual Public Relations Dinner on November 10th. It is going to be a wonderful meeting featuring Joan Squires President of the Omaha Performing Arts Society. As a reminder, RSVP's must be received by mail.

I look forward to seeing you all in November!

Annette Wells
President 2009-2010

ASWA Public Relations Dinner & Education Seminar Tuesday November 10, 2009

Just a reminder to MAKE YOUR RSVP TODAY! RSVP's, payments and special corporate table sponsorship info are due to Kerry Clark by 5pm Thursday, November 5th at her address on the reply card in the invitation that is attached to this bulletin. Don't miss out on this exciting event at the Omaha Country Club!

The EDUCATION SEMINAR starts promptly at 1:00pm for an afternoon of QuickBooks, a Federal Tax Update and NE Tax Incentives & Sales & Use Tax Updates followed by NETWORKING from 5-6pm while placing your options to be victorious in our ASWA BASKET RAFFLE FUNDRAISER—please join us in raising scholarship dollars! At 6pm, our Public Relations Dinner featuring Guest Speaker Joan Squires from the Omaha Performing Arts Society, will kick off an evening celebrating everything that makes ASWA such a unique professional opportunity!

See YOU there!

BASKET RAFFLE DONATIONS

We are still in need of basket raffle donations for the Public Relations dinner. We encourage members to request donations from their employers. See the attached request letter to provide them for their records.

QUICKBOOKS TRAINING

Following are the topics to be covered at the Education Seminar.

Setting up QuickBooks
Working with Lists
Receiving Payments and making Deposits
Entering and Paying Bills
Analyzing Financial Data
Setting up Inventory
Tracking & Paying Sales Tax
Doing Payroll with QuickBooks
Setting Preferences in QuickBooks
How to Use an Accountants Copy

SPEAKER BIO

Joan Squires assumed the role of President of the Omaha Performing Arts Society in August 2002. Since her arrival, Ms. Squires has overseen the opening of the Holland Performing Arts Center and renovation of the Orpheum Theater, as well as the development of the entire organizational and administrative structure for Omaha Performing Arts.

Thank you to Sam Mandolfo for informing us about social networking and LinkedIn at our October lunch meeting.



ARTICLE

Not a Well Kept Secret Anymore: Increased Relocations to the Midwest Improve our Talent Pool
By C. Carlson

Ten years ago I told my brother (who lives in Florida) that someday people would realize the Midwest is the very best place to live. Even though I said this with a chuckle as we threw our fishing lines into the ocean, I believed it. Today this comment is coming to fruition. Our firm has historically been known for relocating people back to the Midwest after they left to gain experience and live the big city life. Staff, senior level and executives with roots in the Midwest usually come back. The difference today is that individuals who have never lived through a winter or experienced a city without a subway system are actively searching for a new career in the heartlands.

I have recently talked with professionals from around our great country. Among them were a programmer from Arizona, an executive search recruiter from Portland, OR, a public accountant from Atlanta, GA, a finance executive from Washington, DC, and a hospital administrator from San Diego, CA. The common thread between all of these educated professionals with a proven track record in their respective fields is the desire to create a better life for their families. When I ask, "What does a better quality of life mean to you?" Here are the most common answers I get:

- ❖ Stable economy
- ❖ People do what they say – "everyone one I've ever come in contact with from the Midwest has high ethics and moral values" – CFO from East Coast
- ❖ Cost of living – "a garage sounds nice"
- ❖ Education for children
- ❖ Work life balance
- ❖ People ask you how you are and really want to know

Our secret is out of the bag. The good news is that this is a perfect time for our organizations to acquire talent that wasn't available to us in the past. Would your company benefit from adding a teammate with industry experience from a larger market? Could a change agent with a proven track record earn instant credibility with your team and upgrade the competencies and / or willingness immediately? New blood...it's good for our community, our companies, and our bottom lines.