

President's Message

We had a great kick off meeting this past month with Bob Bolden from WineStyles. Bob helped take the mystery out of wine and let us taste some very yummy wines. A special thank you goes out to everyone who took time out of their busy schedule to join us for the wine tasting and barbecue.

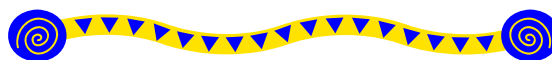
I hope everyone can make it to September's meeting. It will be the Annual Student and Membership Drive Night to be held on September 19th at Champions Club. Once again this year the event is being sponsored by Chris Carlson at Aureus Group. There will be door prizes provided by Ruth Schneider at InSearch for members that bring a guest so make sure that you bring a guest or two or three. I believe that our organization offers many networking opportunities for our members and students who are looking to become more integrated into the local accounting market. Please be sure to look at the flyer that is included with the bulletin and pass on to anyone you know who might be interested.

Race for the Cure will be held on October 7th. This year we can register online for the event. Please contact me @ fkclark1@cox.net or Terri Fuqua @ tfuqua@fzacpa.com if you need the information to register online.

Our Public Relations Dinner and Educational Seminar will be November 14th at Champions Run Country Club. We will again host a CPE seminar in the afternoon. One of the main events of the evening is our Scholarship Basket Raffle and now is a great time to start asking your employers to donate to this. We have a great committee for the basket raffle who would love to have more baskets to raffle off!!!

Kerry Clark

President 2007 – 2008



Student & New Member Night

See the Attached Flyer

Speaker: Panel of Speakers
Time: 5:30 p.m.
Date: Wednesday September 19th
Location: Champions Run
13800 Eagle Run Drive
Reservations: RSVP to Deborah Juhlin at djuhlin@hemphillstaffing.com or 334-4841 Ext. 241 by noon on Friday September 14th



2007/2008 OMAHA BOARD OF DIRECTORS

Kerry (President): fkclark1@cox.net
Kristen (President Elect): klemke@fzacpa.com
Stephanie (Vice President): ssetlak@lutzcpa.com
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April (Secretary): anarz@firstcomp.com

Shelly (Past President): mkapustka@deloitte.com
Chris (Program Director): ccarlson@aureusgroup.com
Sarah (Communications Director): sarahcarse@hotmail.com
Stephanie (Membership Director): slaustin@kpmg.com

Local Website: www.aswaomaha.org

National Website: www.aswa.org

A special offer for ASWA members and guests!

Jeff Beals, VP of Operations at Coldwell Banker Commercial World Group, has written a book on how to market yourself. Mr. Beals has spoken to ASWA in the past and was inspired to write this book because ASWA requested that he speak on this topic. ASWA and one of our members are mentioned in the acknowledgments section in the front of the book!

ASWA members and guests may pre-order the book and receive a 25% discount. The book retails for \$19.95 but ASWA members and guests pay only \$14.96. ASWA members and guests will receive free shipping. The purchaser will receive a free e-copy of the book. The book is scheduled to be delivered this fall. Mr. Beals will autograph the books for ASWA members and guests!

Feel free to contact Jeff Beals at jbeals@worldgroupplc.com if you have any questions. See the attached flyers for a detailed description of the book.

Member Profiles

Chris Carlson

Board Position: Program Director
Member Since: 1994
Graduated from: UNO – Executive MBA
Company: Aureus Group, a division of C&A Industries
Position: Regional Manager
Birthday: November 10th
Hobbies: Golf, Reading, Traveling, Walking my dogs
Spouse/Pets: Dan / 2 Siberian Huskies - Parker & Ruby
Most Exciting Event of the past Year: New beginnings-New house and new office bldg
Favorite Ice Cream: Vanilla with Chocolate sauce
Favorite Movie: Something's Got to Give

Sarah Carse

Board Position: Communications Director
Member For: 1 year
Graduated from: University Nebraska at Omaha
Company: TD Ameritrade
Position: System Manager, Salesforce.com
Birthday: April 8th
Hobbies: Tennis, Softball, Reading, Scrapbooking
Spouse/ Pets: Husband, Randy, 2 dogs, Buddy (Maltese) & Jordan (Yorkie)
Most Exciting Event of the past Year: We are going on our first cruise to Western Caribbean
Favorite Ice Cream: Mint Chocolate Chip (Cold Stone Style)
Favorite Movie: Here are a few: The Notebook, Office Space, Gladiator, Indiana Jones

Kerry Clark

Board Position: President
Member For: 5 years
Graduated from: UNO
Company: The Harry A Koch Co
Position: Asst Controller
Birthday: April 24, 1979
Hobbies: Golf, reading, shopping, spending time with my niece
Spouse: Tim
Most Exciting Event of the past Year: Watching my brother finish a IronMan Triathlon
Favorite Ice Cream: Baskin Robbins Mint Chip
Favorite Movie: Rudy & Rainman



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Article

Top Deciding Factors for Job Candidates

What do accounting and finance job candidates value most in a new position? According to a recent Robert Half International survey of chief financial officers (CFOs), it's salary, company stability and an appealing workplace culture. CFOs polled were asked to cite the most important considerations for candidates when evaluating employment offers. The top answer was salary (27 percent), followed by company stability (24 percent) and work environment/corporate culture (22 percent). Reflecting these preferences, following are tips for effectively recruiting and securing stellar accounting professionals:

Showcase your salary smarts. Investigate current compensation standards and trends to make sure the salaries you offer accounting employees are above or at least on par with competitors in your geographic area. Excellent resources include the U.S. Department of Labor's Bureau of Labor Statistics and the annual *Salary Guide* from Robert Half. If you're restricted by tight salary budgets, consider offering other perquisites such as performance-based bonus opportunities or extra vacation days.

Highlight your firm's solidity. Just as you look for applicants whose work history shows stability and progress, job candidates seek the same. If your organization has a longstanding reputation for success and strength, by all means

highlight this when speaking to potential candidates. In addition, describe potential career paths to show that your firm is committed to the long-term growth and success of its accounting staff members. For example, did a senior financial executive get her start at the company as an entry-level payroll professional? If so, mention that inspiring fact.

Emphasize your work environment. Remember that a dynamic, team-oriented and employee-focused culture can win over candidates, too. For instance, does your organization help accountants achieve work/life balance through telecommuting options or on-site child-care facilities? Do you offer a formal mentoring program or tuition reimbursement? Are outstanding employee achievements publicly recognized? Do you invest in corporate philanthropy or give employees time to share their expertise with deserving non-profit organizations? These types of initiatives attract desirable applicants, and they can significantly aid your retention efforts.

In today's competitive hiring environment, top-notch accountants have no shortage of employment options. To stand out from the crowd, companies can appeal to candidates by spotlighting the aspects of the job candidates rate most highly.

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 350 offices throughout North America, Europe, Australia and New Zealand, and offers online job search services at www.accountemps.com.

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