

# FOOTNOTES

Chapter #47

2nd Quarter 2010

## MARK YOUR CALENDAR

- **May 27th - Public Relations Luncheon**
- **June 23rd - Regular Meeting and Installation of New Officers**

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## Public Relations Luncheon

Join us for the Public Relations Luncheon on Thursday, May 27, 2010, at the Harbert Center downtown on 4th Avenue North between 20th and 21st Street. The meeting starts at 11:30 and we look forward to seeing you there.

Our speaker this month is John F. Croyle, founder and executive director of the Big Oak Ranch, Inc. The Big Oak Ranch includes the following ministries: Big Oak Boy's Ranch; Big Oak Girl's Ranch; and Westbrook Christian School. The ranches and

school provide a quality, Christian home and education for children who are simply needing a chance. For more on the Big Oak Ranch see page 4 of the newsletter.

The cost of lunch is \$20 for members and guests and \$10 for students with all the proceeds going to the scholarship fund. Please RSVP before May 19th, to [general@birminghamaswa.org](mailto:general@birminghamaswa.org) or Misty Davis at 205-368-4813.



## ASWA NEEDS YOU !!!

July is the start of a new year for ASWA and the Birmingham Chapter needs your help. We are currently looking for members willing and able to serve the chapter. One way to serve is by being a member of the chapter's board. Each board member will serve as the chairman of at least one committee and will attend monthly board meetings. Another way to serve is to be on one of the chapter's committees. If you would like to serve by being on the board or serve on a committee (for a list of committees, see page 6), please contact Allison Webster as soon as possible by phone (205-297-7033) or by e-mail ([Allison.webster@bbvacompass.com](mailto:Allison.webster@bbvacompass.com)).

### Restaurant Style Salsa

1 can (28 ounce) whole tomatoes w/ juice  
 2 cans (10 ounce) Rotel (any flavor)  
 1/4 cup chopped onion  
 1 clove garlic, minced  
 1 whole jalapeno, quartered and sliced thin  
 1/4 teaspoon sugar  
 1/4 teaspoon salt  
 1/4 teaspoon ground cumin  
 1/2 cup Cilantro (or to taste)  
 Juice from 1/2 a lime

Combine whole tomatoes, Rotel, onion, jalapeno, garlic, sugar, salt, cumin, lime juice, and cilantro in a blender or food processor.

Pulse until you get the salsa to the consistency you like. Test seasonings with a tortilla chip and adjust as needed.

Refrigerate salsa for at least an hour. Serve with tortilla chips or cheese nachos.

# President's Message



Jennifer Rowe  
President 2009-2010

“THE REAL LEADER HAS NO NEED TO LEAD - HE IS CONTENT TO POINT THE WAY.”

- HENRY MILLER



With spring in the air and summer quickly approaching, I hope everyone has fully recovered from busy season, end of the year closing and year end audits.

It is amazing to me that this year has flown by so quickly, but it is time to slate the 2010-2011 Board of Directors for our Birmingham Chapter and we would like to welcome any ASWA member who is interested to please send an e-mail to Allison.Webster@bbvacompass.com or general@birminghamaswa.org.

We are very excited to welcome John Croyle, the Founder and Executive Director of the Big Oak Ranch as this year's guest speaker of our Annual Public Relations luncheon. The meeting will be held on Thursday, May 27, 2010 at the Harbert Center. The meeting will start at

11:30, the cost is \$20 per attendee. We will have a raffle and door prizes. John Croyle is a great speaker and this is a great opportunity for our chapter. I challenge each member to make all efforts to attend and to bring a friend! Please, RSVP to general@birminghamaswa.org no later than Wednesday, May 19, 2010.

We welcome any comments that you may have on the types of speakers you would like to see at the monthly meetings and we are always looking for new ideas for fund raisers to fund our Scholarship Fund.

Thank you all for your time and commitment to ASWA. I look forward to seeing you all again soon!

*Jennifer*

**ASWA is on LINKEDIN**

**Join ASWA's Group on LinkedIn Group**

**Mark your Calendar!!!!**

**2010 Joint National Conference**

Sheraton Music City Hotel  
Nashville, TN

**September 27-29, 2010**

Earn up to 24 hours of continuing professional education.

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With the advent of email and now text messaging, also known as SMS for Short Message Service, many people are avoiding person to person phone conversations and face to face interactions. Granted there are many advantages of using SMS for communication including; (1) obtaining a quick response to a question (2) being able to get a message out without being intrusive and (3) saving you time. Relying on emailing or SMS for the majority of your communication is detrimental to your career advancement and curtails your tax leadership position.

#### *Career Advancement Opportunities*

Granted talking on the phone or in person can be more time consuming, but so much more beneficial. By discussing a problem or project with one or more people the result can lead to different solutions similar to a problem solving session, something that cannot be achieved as well with emailing back and forth. Also there is the importance of face to face interaction with peers and upper management. Your communication skills and how you interact with others can be a big factor in determining your career advancement potential. In addition, without spending time with your superiors, your opportunities to be chosen for promotions or assigned to special projects are unlikely without face to face interaction.

#### *SMS Advantages and Pitfalls*

SMS is best used when you are inquiring about someone's availability or sending a quick informal message. Since SMS can be done thru cell phones it allows you to contact a person when they are not at their computer. But the convenience can be misused if it is done too often in a business setting or to someone not accustomed to texting, especially when using a variety of symbols and

abbreviations. When using SMS only address one topic at a time, if you combine several different topics or questions in one text message it can become confusing and miscommunication can occur.

#### *Email Advantages and Pitfalls*

Emailing can be used for the same purpose as SMS but more topics can be addressed at one time. Also sending attachments with additional information can be a big time saver. What you have to watch out for when emailing is:

Sending the email to the proper person, it's very easy to send an email to the wrong person that has a similar email address such as your boss or a co-worker

Making sure you have attached the intended document.

These are just two mistakes that come to mind, I'm sure there are many more mistakes that exist. Also be sure what you are sending in an email is something that you are fine with having publicized. Once an email is sent, it's gone. You no longer have any control over where it goes to.

Miscommunication can and does occur more frequently with emailing. One reason for this is because we all do not process information in the same way. The average email can be plagued with several meanings behind the message. Essentially the communicator's intended written message can be misinterpreted or misunderstood in several different ways, just as a well written book or poem can receive various interpretations by different people.

You can improve your email communication by following these four suggestions:

1. Be clear, Be brief - Write short email messages with a crystal clear point. Do not write long winded confusing

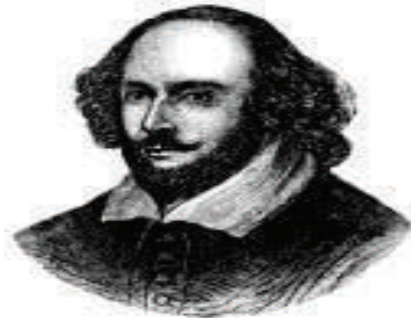
paragraphs that leave room for misinterpretation.

2. Proofread - Proofread your message multiple times. If the email deals with a touchy subject matter, have a third-party read it over as well. This can give you an added perspective on how well it will be received by the intended recipient.

3. Wait - For those really important emails, write the email, proofread it, and then sit on it for a little while. Do something else and then go back to the email and take a second look at it. By waiting and then reading the email a little later, often you will find words left out or a new meaning will appear that you didn't notice before when you originally wrote the email. Essentially you'll be evaluating the message in a whole different light.

4. Pick up the phone! - Once again while email can be a convenient communication channel, certain discussions need to be handled over the phone, or if possible, in person. For example if you notice that the situation is starting to deteriorate, don't send another email, it's time to pick up the phone or arrange a face to face meeting.

*Source: Larry Barlow of Tax Advantage Personnel, Inc. Copyright 2009 Tax Advantage Personnel, Inc Edited by Sue Barlow, Ph.D., PT*



*To be, or not to be, that is the question:  
Whether 'tis nobler in the mind to suffer  
The slings and arrows of outrageous fortune,  
Or to take arms against a sea of troubles  
And by opposing end them. - William Shakespeare, Hamlet*

*“Your communication skills and how you interact with others can be a big factor in determining your career advancement potential.”*



The greatest teacher is not experience; it is example. -  
John Croyle

## Big Oak Ranch

*A Christian home for children needing a chance*



John Croyle and his wife, Tee, have seen their dream of building the best children's home in America grow into three separate facilities in Northeast Alabama: Big Oak Boys' Ranch in Gadsden, Big Oak Girls' Ranch in Springville, and Westbrook Christian School, Inc. in Rainbow City.

The Big Oak ministry grew out of John's desire to give hurting children a chance. John successfully played football at the University of Alabama under the legendary coach Paul "Bear" Bryant. Faced with one of the most important decisions of his life -- whether to play professional football or to start a children's home -- John followed the Lord's leadership and established Big Oak Boys' Ranch in 1974. Big Oak Ranch, Inc. was incorporated in the State of Alabama as a **501(c)(3)** Corporation in that same year.

John's vision to start the Girls' Ranch evolved from a court case involving "Shelley," a 12-year old girl who had been physically and sexually abused by her father. John pleaded with the judge to let Shelley live at the Boys' Ranch, but the judge refused and placed Shelley back with her parents. Shelley was beaten to death by her parents three months later. The Girls' Ranch was built in 1988 after John

felt the Lord's calling to start a girls' home in Shelley's memory.

Westbrook Christian School was acquired in 1990, and exists to provide a quality education in a Christian environment for the children of Big Oak Ranch, as well as children from the community. Westbrook Christian is a privately funded 501 (c) (3) educational institution depending solely on tuition, fundraising events, and the generosity of concerned individuals and groups for support. For more information on Westbrook Christian School, visit [www.westbrookchristianschool.org](http://www.westbrookchristianschool.org).

Since 1974, John and Tee, along with the Big Oak Ranch staff, have been called to meet the needs of hundreds of children by giving them a solid, Christian home and a chance to fulfill God's plan for their lives. Like every family, we've enjoyed great success stories and heartbreaking failures. Yet the "cornerstone," and even the name of Big Oak Ranch, has remained fundamentally rooted in *Isaiah 61:3*, "**And they shall be called oaks of righteousness, the planting of the Lord that He may be glorified.**"

### Ways to Support the Big Oak Ranch

#### Prayer Support

The true source of our power and ability to effect positive changes in our children's lives is your consistent prayers. Please pray daily for our staff and children. **"And the Lord said to Moses, 'Is the Lord's power limited? Now you shall see whether My word will come true for you or not.'"** *Numbers 11:23.*

#### Monthly Support

Consistent gifts on a monthly basis from friends like you are the bedrock of our annual operating budget. Gifts of \$25, \$50, \$100 or more help with our daily need for food, clothing, education, and medical needs throughout the year. This can be made in the form of a check through the mail, or we have the ability to draft your bank account on a regular basis. If you have an interest in regular drafting of your account, please phone the Business Office at (205) 467-6226, extension 1222.

#### Resource and Relief Parenting Program

Each month our house parents get one weekend off beginning on Friday and ending on Sunday evening. During this time, we rely on volunteers who are willing to help us take care of our children. We pair each child with a couple who is willing to keep him or her one weekend every three months. This is called the child's "Resource Family." Relief parenting involves coming to the Ranch one weekend from Friday evening until Sunday evening every third month. Relief parents provide time off for the house parents by actually "moving in" for the weekend. If you would like more information about becoming a Relief or Resource Parent, please call Donna Duke at the Boys' Ranch (256) 892-0773, or Lynn Hazard at the Girls' Ranch at (205) 467- 6226.



## 5 WAYS TO KEEP YOUR KID'S BRAINS ACTIVE ALL SUMMER

### LONG

Kids across the country recently closed their books, put down their pencils and adjusted their inner clocks to the unstructured hours of summer. While it's a necessary break from the routine of school, summer can also be a great time to find fun ways to keep kids from losing what they've learned.

Studies going back decades have documented a "summer slide" among kids who don't engage in enough mental work during summer vacation. Then, in the fall, teachers must spend weeks reviewing concepts students learned the previous year before moving on to the new grade's lessons, says Patricia Froelich, youth services consultant for Colorado State Library.

To combat the slide, parents can strike a balance between learning and fun, infusing summer lessons with informality and grabbing opportunities to teach where they can find them. Most have learned through trial and error that sitting kids down at set times of day with work to do in the summer backfires. The more it feels like schoolwork, the faster you lose them.

In contrast, keeping it fun can not only keep kids from falling behind but also may give them a leg up when they head back to class in the fall.

"A lot of it is just hiding the learning in the fun," says Christy Wright, director of Big Horn K-12 summer school in Wyoming. "We're very anti-worksheet, anti-sitting in desks. We want movement, music and kids getting engaged. We don't want 'kill and drill,' we're totally opposed to that. It's all activity-based learning."

Here are some ways to keep kids' minds active when they're out of school:

#### 1) Summer reading

Summer reading programs have been around for a century, providing age-appropriate options for kids of every grade and helping those who aren't naturally great readers to find the material that will make them want to pick up a book, says Froelich.

"Public libraries are trying to do more outreach and trying to connect more with parents to get their kids reading in the summer," she says.

Books designed as bridges from the old grade to the new are also available and can help prepare kids to start classes in the fall. Still, parents don't necessarily need an outside program to keep kids engaged with books.

#### 2) Science, from nature to chemistry set

Families who spend quality summer time camping and hiking have abundant natural learning resources.

If you're traveling to another part of the country or the world for outdoor adventures, do some homework first with your kids about what you're likely to see when you get there. If you're closer to home, take along books about the natural flora and fauna, so your kids have a resource to learn more about the nature they've just met in person.

Indoor science lessons (cleverly disguised as games or toys) may be just as valuable, teaching not only science concepts but also fostering skills kids will need when they head back to the classroom.

Kelly Pascal Gould, mother of Jackson, 7, and almost-2-year-old Georgia, says her son naturally gravitates toward experiments and creative projects so she stocked up last spring on chemistry sets and science kits hoping to engage Jackson, a budding inventor who needs to increase his attention span.

#### 3) Games

You might think that hours spent at the game console are anything but mindless wasted time, but some of the newer games actually get kids moving more than a joystick and may actually improve their ability to focus and learn new skills, says Wright.

In her summer school program, kids come in early to play Dance Dance Revolution or Guitar Hero, and Wright encourages those and other games played on consoles like Xbox, PlayStation and Wii. Games that engage the body while encouraging mental concentration not only help kids learn, they also prepare younger students to sit still for lessons later, she says.

#### 4) Cooking

To enjoy the fruits of their culinary labors, kids must first master reading, measuring and following directions -- lessons that are much easier to swallow when they come in the form of a tasty dish they've made themselves, says Wright.

It may take patience on the part of parents who see cooking as another household chore to complete as quickly as possible, but taking the time to teach kids cooking skills actually forces us to slow down and remember there's joy to be found in the kitchen when you have someone to share the work.

#### 5) Set up an art studio; foster creative pursuits

Gould set up a place where Jackson could go and create to his heart's content. The art room has just about anything a budding artist needs to create his own unique works of art, she says.

She stocked up on art and activity books, including one titled "Leonardo DaVinci for Kids," which includes stories about the artist, his life and work, as well as activities for children to help them absorb what they're learning.

Jackson also recently learned to embroider, a tedious task that requires complete focus and offers something creative to show at the end. - *By Janice Forgive*



**"Service to others is the rent you pay for your room here on Earth."**

*--Muhammad Ali*



# ASWA Committees

## Birmingham Chapter #47

### Committee Descriptions

- *Bulletin* - This committee is responsible for editing, publishing and distributing the monthly bulletin.
- *Bylaws/Standing Rules* - This committee is responsible for reviewing bylaws and standing rules annually and presenting any recommended changes to the membership.
- *Chapter Development* - This committee is responsible for coordinating ASWA involvement with charitable organizations in our community.
- *Education/Legislation* - This committee is responsible for the technical programs for the year. This committee also works in conjunction with area conference committees. Specifically, this committee meets with the UAB and the IMA representatives to plan the annual UAB/IMA/ASWA Professional Development Seminars, which are offered each Friday in September.
- *Job Bank* - This committee acts as a liaison between members and employers in our community regarding possible opportunities.
- *Historian/Webmaster* - This committee is responsible for photographing all chapter events, maintaining a chapter scrapbook, and posting updates to the website periodically. The Historian and her committee with coordinate their efforts with the Bulletin Chairman and the Publicity Chairman to keep the community at large abreast of chapter events.
- *Long Range Planning* - This committee is responsible for evaluating and updating long-range goals for the chapter.
- *Member Relations* - This committee sponsors social functions, new member orientations and networking among members to encourage professional exchange and enhance professional development. The committee is responsible for planning and annual networking meeting, as well as evaluation why members are not renewing and determining how the chapter can best meet the needs of the membership.
- *Membership* - This committee is responsible for contacting prospective members, encouraging them to become members, assisting them in the application process and welcoming them to ASWA. The membership chairman is responsible for maintaining the chapter database and demographic information on the members.
- *Nominating* - This committee is responsible for putting together the list of nominees for the board for the upcoming year.
- *Programs* - This committee is responsible for planning topics and contacting speakers for the monthly membership meetings.
- *Public Relations* - This committee is responsible for the public relations activities of the chapter. Specifically, the committee is responsible for planning and making any necessary arrangements for the annual Public Relations Luncheon.
- *Publicity* - This committee is responsible for publicizing the activities of the chapter and outstanding achievements of our members.
- *Reservations* - This committee is responsible for informing the members about the monthly meetings and compiling the RSVP list.
- *Scholarship* - This committee is responsible for gathering and evaluating all scholarship applications and making a recommendation of scholarship recipients to the Board.
- *Student Activities* - This committee is responsible for coordinating a student activity event for the year and recruiting students to become members of ASWA.



## Birmingham Chapter #47

Post Office Box 11422  
Birmingham, Alabama 35202  
E-mail: [General@BirminghamASWA.org](mailto:General@BirminghamASWA.org)

The American Society of Women Accountants (ASWA) was formed in 1938 to increase the opportunities for women in all fields of accounting and finance. The first chapter was chartered in Indianapolis, Indiana. Members of The American Society of Women Accountants and their companies benefit from practical resources and benefit programs that strengthen their professional growth. ASWA members tap into an extensive knowledge base of accounting and finance professionals with technical expertise to provide solutions for the most complex issues. Our members communicate both virtually and in-person through online discussion forums, national and regional conferences and chapter meetings. The majority of our members have attained professional certifications such as CPA, CMA, CIA, and CFP. The mission of ASWA is to enable women in all accounting and related fields to achieve their full personal, professional and economic potential and to contribute to the future development of their profession.

### Board of Directors 2009-2010

President	Jennifer Rowe	RoweJ@VMCmail.com
Vice President	Brandy Ballard	Brandy.ballard@fleetpride.com
Vice President	Misty Davis	Misty.S.Davis@att.net
Secretary	LyKethia Pierce	Lypierce@southernco.com
Treasurer	Joy Barron	Joy.barron@energen.com
Director	Nancy Clevenger	Nancy.clevenger@wakm.com
Director	Jennifer Weigant	Jennifer.weigant@BBVAcompass.com
Ex-Officio	Allison Webster	Allison.webster@BBVAcompass.com

*Small deeds done are better than  
great deeds planned.*

*~Peter Marshall*