



# Footnotes

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February, 2009



American Society of Women Accountants

## Identity Theft to be Topic of February Meeting

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Identity Theft is a serious threat, especially in these rough economic times. Our February speaker will speak to our membership on how people steal your identity and how you can avoid being a victim.

Join us this Wednesday, February 25 to learn more about identity theft from our speaker, Sergeant Paul Huffstutler. He is an Auburn University graduate. He joined the Jefferson County Sheriff's Department in

1999. After working in corrections for four years, he became a member of the SWAT team. Huffstutler also worked in the Narcotics division and was promoted to Sergeant in 2008. He is currently a supervisor/investigator in the Identity Theft unit.

Our chapter's lunch meetings are held at the Harbert Center on 4th Avenue North between 20th and 21st Street at 11:30. The cost is \$20.00 for members and guests and \$10.00 for

students.

These monthly meetings are an excellent way to network with fellow ASWA members and like-minded guests.

We look forward to seeing all of you this month and learning more about identity theft and how we can prevent it from happening to ourselves. We can pass the important information that is learned on to our family and friends.

Join us and enjoy a great meal while visiting with great friends and meet new folks.

### Special Points of Interest:

- ⇒ Membership Drive is ongoing!
- ⇒ Public Relations Meeting coming in May!!

### "Teachers are all around you."

We often make the mistake of thinking super-achievers are the only people who can teach us anything. We forget about the single mom next door, who can teach us perseverance; the old man walking slowly in front of us, who can teach us patience; the child playing in the mud, who can teach us that a little dirt isn't the end of the world.

You can also gain wisdom from others' mistakes, thoughts, ideas and actions. There are learning opportunities galore all around you, but you need to be open and willing to receive and act upon them.

Instead of jumping to conclusions that something isn't relevant to you or telling yourself that you already do something as well as you can, take a new approach.

Take a closer look at those around you and ask your self, "What can I learn?"

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## 2009 ASWA Student Reception a Success!

By LyKethia Pierce  
Chair Membership  
& Student  
Activities



The student reception attendees consisted of 21 students from Samford and UAB. Throughout the event, students, instructors, and ASWA members displayed welcoming spirits. The conduct displayed at the reception calls to mind behaviors that are conducive to successful interviewing and networking.

**INTRODUCTIONS** As the ASWA contact for student attendees, I greeted the students upon arrival at the Flag Colonnade's double doors. Likewise, the students made proper greetings. According to UAB Career Services: *Charting Your Course*, 'Professional behavior is conduct that is polite, appropriate, and mature. Good manners reflect courtesy, respect, and thoughtfulness. Learn to use a handshake comfortably and confidently. Send timely thank-you notes after interviews, social events, good deeds, and gifts.'

**PROFESSIONAL DRESS** The dress of the attendees was either business or business casual. The attire of an individual often relays their appreciation or contribution to the event they are attending. The dress worn dignified the student reception

and facilitated a learning environment.

**INITIATIVE AND INTEREST** The students who attended the reception are smart, talented, and "big thinkers." For example, one student took the initiative to get Shirley Holt's contact information. Both ladies work at Compass and the student realizes networking with Ms. Holt will increase her knowledge about the company and get her name circulated within the company. At Sharon Robertson's table, students inquired about the steps to become board members of our chapter. These inquiries suggest these students want to be leaders and influential women in the accounting profession. UAB Career Services: *Charting Your Course* states to 'express an interest in the person and his/her organization. A person should seek information, referrals, and advice at interviewing and networking events.'

The student reception was a success. ASWA members represented our chapter well. For example, Allison mentioned how networking within ASWA has enabled persons in their job search during the economic down turn we are facing as a nation. Shirley Holt commented that students should get involved in community services sponsored by their job or the community. And, Joy Barron mentioned the availability of the career center on

the national level for members. The message relayed at the student reception was true to the mission of ASWA 'to enable women in the accounting profession.'

All the students were thankful for the invitation to the reception. Two students- Jalisa Daniels and Deyse Lopez- have joined our chapter and plan to "pay it forward" and influence others within the accounting profession. It was a privilege and joy to organize this uplifting event. I look forward to more leadership opportunities and serving each of you in the future.

Last but not least, I express appreciation to Sharon Jackson, Beth Springer, and Debbie Tanju for informing their students of this event.

Thanks!!

**The final test of a leader is that he leaves behind him in other men the conviction and will to carry on.**

--Walter Lippmann

"Finish each day and be done with it. You have done what you could; some blunders and absurdities have crept in; forget them as soon as you can. Tomorrow is a new day; you shall begin it serenely and with too high a spirit to be encumbered with your old nonsense."

~Ralph Waldo Emerson



## First Women's Summit Reflects Growing Presence in Accounting

Membership in the Alabama Society of CPAs is almost evenly divided between men and women. So it seemed like a good idea to give women, to paraphrase from a movie title, "a conference of their own". When Marlene McCain of Warren, Averett, Kimbrough and Marino became Chairman of the Board of Directors she knew this would be a key initiative of her year. The conference will be held at the Wynfrey Hotel at the Galleria, on May 21, 9:30-3:00.

"I've seen so many talented women joining the ranks of CPAs in public accounting firms, in corporate life, government and education. It seemed like a wonderful idea to offer them a conference which focused on issues specific to the many roles they play. We wanted to touch on work/life balance and, beyond that, to discuss what strategies are needed to advance women's careers", said McCain. "This is a great start."

The conference will feature four speakers with a luncheon and fashion show.

"It is a challenge to build an age-appropriate professional wardrobe that is both functional and adds to a woman's credibility. We'll have members as models and they will represent a range of ages and body types. The show will be a visible reminder of the spectrum of women in accounting", she continued.

Leading off the conference, and providing inspiration for its theme, is Denise Ryan of Firestar Speaking.

"To be a better leader, one should learn from the best", said Ryan. "Milton Hershey, Forrest Mars, Henri Nestle and several other chocolate makers built huge empires and they didn't do it alone. With dramatically different leadership styles, all built tremendously successful companies. Attendees will learn what they did that worked, what didn't, and how to adjust their own leadership style to get the results they want. And, of course, there will be chocolate involved! Becoming better leaders AND eating chocolate - what could be better?"

Phyllis Hoffman, an ASCPA member and CEO of Hoffman Media, will talk about the growth of her publishing company, whose magazines target women's interests. She is the luncheon keynote speaker.

Misean Reed is the American Institute of CPAs' Manager of Diversity, Work/Life Balance and Women's Initiatives. She will bring information on the latest studies and programs from the AICPA. Reed will also provide resources/tools that attendees can use for mentoring other women CPAs.

Closing out the day will be Leah Dubberly, Certified Financial Planner from Merrill Lynch. Ms. Dubberly will discuss the unique issues of financial planning for women - strategies for clients and CPAs alike.

Registration is available via the ASCPA website, [www.ascpa.org](http://www.ascpa.org). The fee for the day is \$150 and provides 4 hours of CPE.

**Join colleagues for an exciting day of networking on May 21.**

## Despite Uncertain Economy, Hiring Challenges Persist

Even in today's uncertain economic environment, employers report that there is ongoing demand — and tough competition — for skilled accounting and finance professionals, according to the *2009 Salary Guide* from Robert Half International. In fact, 72 percent of U.S. finance and human resources managers surveyed by Robert Half International are having difficulty locating highly qualified candidates. Talent shortages are particularly acute for staff and senior accountants, public accountants, and credit and collections specialists. Following are additional findings highlighted in the recently released guide:

### Salaries Projected to Rise Modestly

Starting salaries in accounting and finance are expected to go up slightly in 2009. Tax accountant managers at large companies (organizations with more than \$250 million in sales), for instance, are expected to see some of the biggest gains with a 4.9 percent increase, to between \$76,500 and \$100,750. General accountant managers at midsize companies (\$25 million to \$250 million in sales) are forecast to receive a 4.1 percent boost, to a range of \$60,500 to \$79,500. Salaries of senior financial analysts at small companies (up to \$25 million in sales) also are projected to rise 4.1 percent, to a range of \$50,250 to \$64,000. (These are just three of the more than 250 accounting and finance positions listed in the *Salary Guide* that can be adjusted for more than 75 markets across the United States.)

### Organizations Keeping their Eyes on Future Talent Pipeline

The anticipated retirement of millions of baby boomers is likely to have a significant impact on hiring needs in the years ahead. In a Robert Half survey featured in the *Salary Guide*, senior executives ranked baby boomer retirements as the trend that will most significantly alter the workforce in the next decade. Although many boomers are opting to remain longer in the workforce for quality of life and financial reasons, companies recognize the need to think ahead. To prepare for the eventual loss of top professionals, businesses of all sizes are keying in on the need to hire and groom the next generation of leaders. Public accounting firms are recruiting college students as early as their sophomore year, while retention efforts have focused on giving young professionals more career development opportunities and better work/life balance.

### Strategic Staffing Embraced

More and more organizations are staffing strategically by thinking in terms of needs, not just jobs. Businesses are increasingly turning to project professionals to cost-effectively handle workload peaks and provide specialized expertise that doesn't exist internally. Concerned about making hiring mistakes, many companies use these temporary assignments as a cost-effective way to evaluate project professionals firsthand before extending full-time offers.

To request a complementary copy of the *Salary Guide*, please visit [www.accountemps.com/FreeResources](http://www.accountemps.com/FreeResources) or call (800) 803-8367.

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# Member's Corner

**Congratulations!**

**Jaime Elliott @  
BMSS passed her  
CPA exam!!**



**Happy Birthday to all our  
February ladies!!**



**Welcome New Members!**

**Angela E. McCollum  
Carrie Day  
Cassandra Greer  
Deyse Lopez**

"All that is necessary to break the spell of inertia and frustration is this: act as if it were impossible to fail. That is the talisman, the formula, the command of right-about-face which turns us from failure towards success."

~ Dorothea Brande

"If you don't go after what you want, you'll never have it. If you don't ask, the answer is always no. If you don't step forward, you're always in the same place."

~Nora Roberts

**"You may have the loftiest goals, the highest ideals, the noblest of dreams, but remember this: nothing works unless you do."**

**~Nido Quebein, Author of *How to be a Great Communicator***

A. S. W. A.

ASWA offers excellent networking  
and CPE opportunities!

Check us out on the web!  
[www.birminghamaswa.org](http://www.birminghamaswa.org)

**ASWA**  
**Mission Statement:**  
**To enable women in all  
accounting and related  
fields to achieve their  
personal, professional,  
and economic potential  
and to contribute to the  
future development of the  
profession.**

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## "Change is a good thing"

It's easy to get into ruts, and some of them are so deep-rooted we don't give them a second thought. If we're honest though, we'll realize that much of what we routinely do works against accomplishing our goals.

You can't change what you don't acknowledge, so today, try to examine some of your routines that might be sabotaging your ambitions. Do you have any?

Over the next week, pay attention to things you do automatically. Then, in each situation, figure out ways you can fine-tune your routines to make them a little more goal oriented.

For example, if you have been trying to fit exercise into your day, instead of hanging out in the lunch room, use your break to walk with a friend. If you're trying to save money and you have a habit of stopping at Starbucks, why not bring a thermos of coffee to work instead?

Sure, it won't be easy at first, but with a little tweaking here and there, you really can find ways to change your routine to help you meet your goals. And that's a good thing!

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