

The Monthly Balance Sheet



Volume 35, Number 9

March 2010

March Meeting: How to Position Yourself as a Financial Professional in Any Economic Time

Speaker: Ward Pennebaker,
Pennebaker Fifth Ring

It's well established that companies that proactively market in recession gain significant mind share. But without the strategic foundation that will ensure that you stand out, your

results will be less than satisfactory. Ward Pennebaker, founder and principal of Pennebaker Fifth Ring, will present specific strategies and case studies for how to better differentiate you from your competition and more effectively promote your business.

Date:	March 18, 2010
CPE Credit:	1 hour
Sponsor Number:	000052
Level:	Basic, no prerequisites required
Price	\$30 for members and standing reservations, \$35 for non-members, \$40 for reservations made after due date (walk-ins), and \$20 for students

The meeting will be held at the Sheraton Brookhollow (3000 N. Loop West, Houston, TX 77092) near the intersection of the 610 Loop and the Northwest Freeway (U.S. 290). Their phone is (713) 688-0100. Registration begins at 5:30pm, dinner begins at 6:00pm, and the speaker will begin speaking at 7:00pm.

Reservations to awscpa-mtg@earthlink.net or online at www.awscpa.org/Houston are due by **Friday, March 12, 2010** at 5pm. Your reservation will be confirmed via return e-mail. Credit cards accepted at www.awscpa.org/houston. IF YOU MAKE A RESERVATION AND DO NOT ATTEND, YOU MUST PAY ANYWAY. We pay for all meals reserved regardless of whether they are used.

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Corrections to Last Month's Newsletter

- Thank you to Phyllis Martin an additional donor to the silent auction.
- Thank you to Frances Weatherly, our new Federation Delegate

President's Letter



This month we have chosen to do something different with our newsletter. After working on so many AWSCPA events and seeing so many of our members contribute their time to making each event awesome, I want to acknowledge some of that hard work in print.

I have been associated with AWSCPA for about 7 years now. I have seen women who have quietly and consistently dedicated their time and effort to this Organization in an effort to see women of all walks of life be successful. For some of us, we remember days when it was not as accepted for a woman to be a CPA. For others, it seems to be an even playing field. I have come to value the input and advice of my female friends and co-workers as I strive to run a successful business and to be successful in my career in general. I also look around the room during our meetings and think how smart our members are. You gals ask such thought provoking questions of our speakers. I admire you.

It is one of my goals to bring into the limelight the efforts of those who quietly serve. This month I want to highlight two of our members – Annette Williams and Patty Hunt. Annette was a new member who immediately got involved and Patty has been active for over 20 years. Both have donated hours of their personal time and energy to our organization. It is appropriate that I honor them at the same time because they are often together working at the membership desk, for instance at the annual seminar. Take a few minutes and read about them. (By the way, they were not expecting this.)

The Board is in the process of planning some fun events. Our mini seminar is in May. We will learn about Mobil Digital Devices. I know that I am in need of updating my awareness of what is available in this area.

In June we have our charter renewal dinner. This is going to be so fun this year. As many of you know, Wendy Lewis will become the National President beginning July 1st. As such, she will take office in June during our charter renewal dinner. We are planning an elegant event titled “High Tea in Texas” where the National Board will be in attendance as well as past Houston Affiliate Presidents and all of you!! We will celebrate Wendy’s new role on the National Board, the end of our fiscal year, and the start of our new year. I know I am looking forward to it. I hope you will plan to come.

Keep watch for other exciting events. We will keep them posted on our website and in our newsletter. Remember our March meeting coming up. I hope you can make it!

Cynthia Cox

2009 - 2010 President
AWSCPA Houston Affiliate

www.awscpa.org/Houston

Member Spotlight

Annette Williamson, Membership Chair



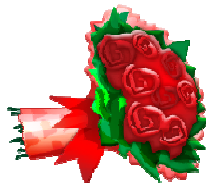
Annette Williamson is a financial controller for an educational institution that offers geotechnical courses to oil and gas related industries. She became a member of the Houston

Affiliate in 2005. Less than a year later, she became the membership chair, and she has been faithfully serving in that capacity since. Annette truly loves her job as membership chair. It is evident when you see her at the annual seminar selling raffle tickets or AWSCPA rulers or telling women about the benefits of being a member of AWSCPA. She has a quiet smile that invites you to stop and spend some time with her.

Annette has been married to her husband for 16 years, has two sons, 2 step daughters, and 3 grandchildren. She loves to garden and work out at the YMCA. Annette plans to one day go back to college and get her PhD in accounting so that she can teach when she retires from her current career.

Every Organization needs someone like Annette to quietly and consistently work behind the scenes to make sure that the work gets done. It has been said in our group that Annette is "a very pleasant individual who is generally quiet, but when asked she always contributes." I have to agree with that statement. I believe that a leader of an Organization is as good as the people behind her. Annette, is someone that I can count on, can call on, and want to say thank you to. Take some time to get to know Annette better; you will be glad you did. I know I am.

**Thanks Annette and Patty for everything!
- Your friends at AWSCPA**



Patty Hunt, Database Chair



Patty Hunt works at EOG Resources, Inc. She is a long time member of AWSCPA; in fact, Patty has belonged to our Organization for over 20 years. She joined AWSCPA after she became certified in 1983 in Nevada. She took that membership with her from Nevada to Colorado to California to Texas to Tennessee. She has also seen what does and does not work in a professional organization. During Patty's 20 years with us, she has held the positions of secretary, historian, sunshine committee chair, database and email distribution chair, and board member. She has also done many other jobs—annual seminar committee (many years), room monitor at the annual seminar, photographer, newsletter proofer, label maker, etc. You can see why I am taking my hat off to Patty because she has done SO MUCH for us. Her goal in our Organization is to contribute. Our group is better off for the things Patty has done to contribute.

On a personal level, Patty loves to network with others by email, in person, or on the phone. It has been said by others that "Patty's smile lights up a room when she enters. She searches the room for an unfamiliar face and sets out to make that person feel welcome." I cannot count the number of times that the Affiliate has gone to Patty to "get the word out." We depend on her communication skills.

Patty did not marry until 2001, but she would say that her husband was worth the wait. They love to take long bike rides on Saturdays, travel, and watch movies together. He is a gourmet chef, so she gladly leaves the cooking to him!

Patty has been a blessing to me through my time with the Houston Affiliate. She has welcomed me with her smile, encouraged me with her words, and taught me by example. Patty, thank you!

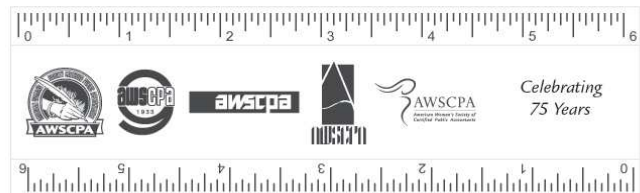
Upcoming Events Calendar

Date	Event	Hrs of CPE
March 18, 2010	How to Position Yourself as a Financial Professional in Any Economic Time Speaker: Ward Pennebaker, Pennebaker Fifth Ring	1
April 22, 2010	CPA's Working for Non-Profit Organizations Speaker: Beth Tanner, Houston Food Bank	1
May 2010	<i>Tentative:</i> additional breakfast or lunch CPE meeting sponsored by Robert Half Management Resources	1
May 20, 2010	Spring Mini Seminar: Productivity using Mobil Digital Devices Location: TBD	2
June 17, 2010	Charter Renewal- "High Tea in Texas" Lessons in Leadership	1
June 19, 2010	Come as you are event with National AWSCPA Leadership Topic: TBD	3
July 2010	<i>Tentative:</i> additional breakfast or lunch CPE meeting sponsored by Robert Half Management Resources	1
July 15, 2010	Planning Retreat	n/a
August 19, 2010	Women Succeeding as CPAs Speaker: Kathy Ploch, Immediate Past President, Houston CPA Society	1
September 16, 2010	Taxes on Overseas Income Speaker: Nina Patel, KPMG	1
October 2010	Mini Seminar	4
November 18, 2010	TBD	1

The updated calendar can always be found on our website www.awscpa.org/houston

Please email the Arrangements Chairs at awscpa-mtg@earthlink.net to make your reservations or register online by credit card payment at www.awscpa.org/houston.

Do you like this ruler? These rulers may be purchased when you check in for the meeting. The cost for these rulers is \$35 each. The rulers are crystal and are etched with 5 of our logos. Checks or cash only, please.



Officers and Committee Chairs
Houston Affiliate Fiscal Year 2009 (July 1, 2009 to June 30, 2010)
(updated 2/25/10)

Affiliate Officers

Position	Name	E-Mail	Work or Cell	Home
President	Cynthia Cox*	ccox@cynthiacoxcpa.com	(281) 399-8153	(281) 827-3328
Vice-President	open			
Secretary	Barbara Ashorn*	bashorncpa@earthlink.net	(832) 443-2049	(832) 443-2049
Treasurer	Ellen McMurrey*	emcmurrey@sbcglobal.net	(281) 489-1822	(281) 489-1822

Committees and Other Positions

Position	Name	E-Mail	Work or Cell	Home
Annual Seminar	Mary Ross*	maross1977@aol.com	(409) 789-9160	(409) 741-0593
	Wendy Lewis**	wendy@jrsmithco.com	(713) 417-4117	(281) 558-8782
Arrangements	Mary McDonald	mm99mm@earthlink.net	(713) 243-6752	(713) 461-4450
	Darlene M. Ayoub*	d.ayoub@comcast.net	(281) 793-8071	(281) 395-5950
	Meeting Registration	awscpa-mtg@earthlink.net		
Charter Renewal	Wendy Lewis**	wendy@jrsmithco.com	(713) 417-4117	(281) 558-8782
	Darlene M. Ayoub*	d.ayoub@comcast.net	(281) 793-8071	(281) 395-5950
Database & E-Mails	Patty Hunt	pahunt@earthlink.net	(713) 447-1115	(713) 524-2428
Ex-Officio	Mary Ross*	maross1977@aol.com	(409) 789-9160	(409) 741-0593
Fall Leadership Seminar	Wendy Lewis**	wendy@jrsmithco.com	(713) 417-4117	(281) 558-8782
Federation Delegate	Frances Weatherly*	fweatherly@gmail.com	(832) 387-8309	(713) 777-7358
	Rhonda Ryan	rhonda@rhondaryan.com	(713) 392-0295	(713) 686-2697
Historian	open			
Job Bank	Dianne Metcalf	dmetcalf@metcalresources.com	(713) 963-4680	
	Rhonda Ryan	rhonda@rhondaryan.com	(713) 392-0295	(713) 686-2697
Membership	Annette Williamson	netwilliamson@sbcglobal.net	(713) 501-0039	(713) 862-8988
National President Elect	Wendy Lewis**	wendy@jrsmithco.com	(713) 417-4117	(281) 558-8782
Newsletter & Publications	Danielle Supkis*	dsupkis@gmail.com	(713) 628-7552	(713) 628-7552
	Kathryn Harriss	kharriss2@yahoo.com	(713) 320-8388	(713) 681-2669
Programs/Speakers	Janet Scudder*	jscudcpa@hal-pc.org	(713) 599-1777	(281) 343-9335
Publicity	Janet Scudder*	jscudcpa@hal-pc.org	(713) 599-1777	(281) 343-9335
Scholarship & Education Outreach	open			
Spring Mini Seminar	open			

*Board Member names in **bold**; ** indicates temporary board member

*Note: A Complete Member Directory can be searched or downloaded from the Member's Section of the national website, www.awscpa.org. Our affiliate website, www.awscpa.org/houston, has a schedule of upcoming events. If you have any questions regarding your National membership, **Fred Young** is in charge of our account and can be contacted at fyoung@adomgtconcepts.com or 800-AWSCPA1 (297-2721).*

Has your contact information changed? Please submit all corrections to Patty Hunt at pahunt@earthlink.net and AWSCPA at www.awscpa.org

**AMERICAN WOMAN'S SOCIETY OF
CERTIFIED PUBLIC ACCOUNTANTS**

c/o Patty Hunt
1415 Hyde Park Blvd. #B
Houston, TX 77006-2503

ADDRESS CORRECTION REQUESTED

UPCOMING MEETING CALENDAR

Date	Speaker - Topic
March 18, 2010	How to Position Yourself as a Financial Professional in Any Economic Time Speaker: Ward Pennebaker, Pennebaker Fifth Ring
April 22, 2010	CPA's Working for Non-Profit Organizations Speaker: Beth Tanner, Houston Food Bank
May 20, 2010	Spring Mini Seminar: Productivity using Mobil Digital Devices; Location: TBD
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