

# The Monthly Balance Sheet

Volume 35, Number 4



Houston Affiliate

October 2009

## October Meeting

### Pearls of Wisdom

This month's presentation will be "Pearls of Wisdom", which is a lively discussion around the unique financial issues women face and the possible strategies available to help create financial security...for today and in the future.



We need a great turnout for this meeting. If we have over 20 attendees, a donation will be made to the Susan G. Komen Foundation in our Affiliate's name. Please attend and bring your friends. If you are not able to attend our meeting on the 29th, you will have another opportunity to see Phyllis' presentation at the AWSA Houston Chapter meeting on

October 27 at The Briar Club, 2603 Timmons Lane, with networking at 5:30 followed by the meeting at 6:00. Contact [meetings@aswahouston.org](mailto:meetings@aswahouston.org) for more information.

<b>Speaker:</b>	Phyllis Martin
<b>Topic:</b>	Pearls of Wisdom
<b>Date:</b>	Thursday, October 29, 2009
<b>CPE Credit:</b>	1 hour
<b>Sponsor Number:</b>	000052
<b>Level:</b>	Basic, no prerequisites required
<b>Price</b>	\$30 for members and standing reservations, \$35 for non-members, \$40 for reservations made after due date (walk-ins), and \$20 for students

Phyllis Martin, CPA is a Financial Services Professional with Strategic Financial Group, L.L.P. She has a passion for helping her clients achieve their goals and dreams. She uses professional expertise to identify and execute appropriate strategies to obtain each client's meaningful financial solutions. Her clients include individuals and owners of small to medium sized businesses. Phyllis received her BBA in Accounting from Stephen F. Austin State University. She was named a MassMutual *Rising Leader* for Financial Services successes for three years and a *Leader* for two years. She was honored as a *Rising Star* from the Houston Association of Insurance and Financial Advisors in 2006. Phyllis is a member of the Texas Society of Certified Public Accountants, Houston Chapter of CPAs, Chairperson of the Personal Financial Planning Committee and a member of the Diversity Committee. She has been elected to the board of the Houston Chapter of CPAs, with her term beginning in 2010.

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](mailto:awscpa-mtg@earthlink.net) due by **Friday, October 23, 2009** at 5pm. Your reservation will be confirmed via return e-mail. We cannot accept credit cards for payment. **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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## *President's Letter*



Thanks to Danielle's help, I became a statistic last month; I am on Facebook. Do not get too excited if you are a Facebook junkie because I have not done anything substantial on my account yet. I signed up so that I can "friend" our AWSCPA Facebook site. At the end of our September meeting Danielle walked some of us through setting up a Facebook account using me as the example. I do not know what this new media will mean for our Affiliate, but I do believe it is an important part of progress in meeting the needs of women professionals. I would encourage you to check us out on Facebook.

This month I will travel to our national conference in Las Vegas. The conference begins with a Leadership Academy and then 3 days of seminars. The two things that I am most looking forward to are the Leadership Academy and the membership exchange. In the membership exchange we meet face to face with other Affiliate leaders and discuss what is working in their cities. **Janet Scudder** is going also as well as **Wendy Lewis** and **Mary Ross**. I hope to come home with more ideas for our Organization.

Recently, I spoke with **Beth Chaplin**, the President Elect of the Federation of Houston Professional Women. The Federation is a group of Professional Women's Organizations. Most of you know it from the annual Gala where each member organization chooses a representative to be their Women of Excellence. Last month **Gilda Mendoza** represented the AWSCPA at this Gala. However, the Federation is much more than this annual event. It is a vehicle for women professionals to grow in their profession, to network with other women of quality in a variety of professions, and to lead out in our community. In the future Beth and **Rhonda Ryan** are going to speak with us to help us understand more of what the Federation offers us individually and what we can offer it.

Next month we have two opportunities for CPE---our 4 hour Leadership Conference and a joint meeting with the Houston Chapter of CPA's to discuss the new FASB Codification. Then in December we are looking at having a breakfast meeting at Eagle's Trace. It is a very busy time for this group. Do not feel pressured to make all of the meetings, but participate in what best fits your needs. That is what we are here for -- to help you grow as a CPA through networking and CPE and to offer you avenues to give back to other professionals.

See you at our next meeting!

*Cynthia Cox*

2009 - 2010 President  
AWSCPA Houston Affiliate

# The Monthly Balance Sheet

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## Member News and Announcements

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### Welcome to Our New Members:

Lynn L. Menard  
and  
Su Wah



David Donnelly

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### Recap of September Meeting:

We were proud to host the following guests at our September meeting:

- Tricia Case
- Beverly Clark
- Arlene Hawkins
- Lynn Menard
- Ralph Parman
- Kathy Ploch
- Pamela Pope
- Tye Womack
- Karen Lipshy- Goldberg

Our speaker was **David Donnelly**, a partner at Gainer, Donnelly & Desroches, LLP. David spoke regarding tax changes proposed, expected, and rumored to be changing. An interesting consideration that David brought up is that the income for Texas Franchise Tax is based on the U.S. tax code in effect on January 1, 2007. Therefore, existing changes and future changes will not be effective for the Texas Franchise Tax.



After our meeting we also had a quick tutorial on Facebook. Search for AWSCPA Houston on Facebook to become our friend.



Everyone learning about Facebook

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## Women of Excellence Gala:

**Ronda Ryan** reports that the Woman of Excellence Gala was held September 19, 2009 at the Hyatt Regency. Our AWSCPA Woman of Excellence honoree, **Gilda Mendoza**, was presented along with other honorees from other women's organizations.



All members of AWSCPA, Houston Affiliate are automatically members of FHPW. The Federation provides its members (the members of over 50 women's groups) the opportunity to network with women in many professions. Visit the Federation online at [www.fhpw.org](http://www.fhpw.org).



The final quarterly meeting of the year for the FHPW is on October 26, 2009. Please go online at [www.fhpw.org](http://www.fhpw.org) to get the meeting registration form and register NOW or real soon. Also, our AWSCPA Delegates to the FHPW are required to be at this meeting to vote for the 2010 officers. Delegates please show up to vote.

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## Four Reasons to Become a Member:

1. There is no other organization that gives you access to 1,000 other women CPAs that can directly relate to you and the challenges you face with career and family balance.
2. The relationships you build through AWSCPA will pay dividends far exceeding the cost of membership dues in knowledge

[www.awscpa.org/houston](http://www.awscpa.org/houston)

resource, peer-to-peer exchange, or cold hard cash in the form of new business—that's a fact.

3. Education. The Joint National Conference gathers nearly 400 of your fellow professionals and provides the CPE you need while facilitating networking and relationship building skill enhancement. The TechCast web-based education produced by AWSCPA, allows you to gain valuable CPE without leaving your office and at a fraction of the cost of other opportunities. Add to that, the Leadership Academy that provides the opportunity to grow your leadership skills and gives you the confidence so that YOU decide your career path, and AWSCPA delivers value again that far exceeds the price of membership dues.
4. It's your profession and nothing worthwhile is a one way street. There are a lot of young and talented women CPAs out there that need your guidance. We all feel better when we give back. It doesn't have to be much or take much of your time; perhaps a ten minute conversation with any of our student members to help them decide on a career path. The profession needs you and AWSCPA provides a perfect opportunity for you to respond.

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## Initiative to Reach More Women:

In order to reach out to more women, we have obtained a list of accounting firms in the area. We are looking for volunteers to help go through other directories to find smaller firms and individuals that we do not already have on our list. In addition, we are looking to create a list of larger corporations in our area that may employ CPAs. Our goal is to send out information about our organization as we want to spread the word that we exist and who we are. Please contact **Cynthia Cox** at [ccox@cynthiacoxcpa.com](mailto:ccox@cynthiacoxcpa.com) if you are available to help.

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## Upcoming Events:

### 2<sup>nd</sup> Annual Leadership Seminar:

We have the following topics lined up:

- "You Don't Have to Have a Title to be a Leader"
- Conflict Management
- Discussion on The First Time Manager

We will have Barnes & Nobles as well as recruiters on site.

When: November 7, 2009  
Where: Conference Center  
1330 Post Oak Blvd  
Houston, Texas 77056  
Time: 8:00 AM to 12:00 PM  
Cost: \$55 for members  
\$65 for non-members  
\$50 for students  
CPE: 4 hours

### FASB Codification Seminar:

Dr. Lacina from UH- ClearLake will be speaking on the new FASB Codification for our joint event with the Houston Chapter of the TSCPA.

When: November 19, 2009  
Where: Houston Chapter offices  
1700 Loop 610, Suite 700  
Houston, Texas 77027  
Time: 6:00 PM-8:00 PM  
Cost: \$40 for members  
\$50 for non-members  
CPE: 2 hours

### Advising Your Clients on Long-Term Care:

We are holding a breakfast meeting! Additional details will be available in the coming month.

When: December 9, 2009  
Where: Eagle's Trace  
14703 Eagle Vista Dr.  
Houston, TX 77077  
Time: 7:30 AM - 8:30AM  
Cost: TBD  
CPE: 1 hour

### 2010 Annual Seminar:

We are in the process of planning the 2010 annual seminar. There will be two tracks, a tax track and an industry and other work related topics track. Any comments or suggestions for the Annual Seminar can be e-mailed to either **Mary Ross** at maross1977@aol.com or **Cynthia Cox** at ccox@cynthiacoxcpa.com.

When: February 6, 2010  
Where: HESS Club  
5430 Westheimer Rd  
Houston, TX 77056  
Time: TBD  
Cost: TBD  
CPE: 8 hours

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### Speaker Requests:

We are always looking for ideas for speakers at our monthly meetings or our seminars. Please contact **Janet Scudder** at jscudcpa@hal-pc.org with suggestions, ideas, or requests.

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## Classifieds:

**Peer Reviewer is needed** to do the peer review of our Houston Affiliate. Please contact Cynthia Cox at [ccox@cynthiacoxcpa.com](mailto:ccox@cynthiacoxcpa.com) if you know anyone that is willing and able to do our peer review.

**Anna Marie D. LaPorte** is looking for short term project work at a negotiable hourly rate. Please contact her at 281-433-3618 or [jalprt@sbcglobal.net](mailto:jalprt@sbcglobal.net)

**Kathryn Harriss** is looking for a small company controller position, preferable part-time. Please contact Kathryn at [kharriss2@yahoo.com](mailto:kharriss2@yahoo.com) or (713) 320-8388.

**L.G. Harrison, LLC** is looking for a person who deals with general ledger and is basically a full charge bookkeeper who can do our more complicated client's work. Knowledge of Creative Solutions accounting programs, Oracle, SAP, or any other windows based software (other than QuickBooks) is a plus. At first it will be part time, working up to 35 hours, but if they are the fit, we will hire them permanently. Contact Lynda G. Harrison, CPA at [lynda@lyndaharrisoncpa.com](mailto:lynda@lyndaharrisoncpa.com) or 281-548-1040.

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## October Meeting Sponsor:

In support of National Breast Cancer



Awareness Month in October, we have the opportunity to facilitate educational seminars in local communities and MassMutual can make charitable donations to local cancer-related organizations on behalf of the seminar attendees. This is our 5th year doing this campaign and together we have generated close to \$400,000 in donations for cancer research and treatment around the country.

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## Back Issues of Newsletter:

You can download a copy of this newsletter and past newsletters on the AWSCPA website at [www.awscpa.org/houston](http://www.awscpa.org/houston). While you are there, browse around on [www.awscpa.org](http://www.awscpa.org) and see what our national organization has to offer.

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## Open Board Position:

We do currently have a Board position open, Vice President. Please contact **Cynthia Cox** at [ccox@cynthiacoxcpa.com](mailto:ccox@cynthiacoxcpa.com) if you are interested in this position.

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## Facts About Women:

1. One in eight women born in the United States today will develop breast cancer at some time in her lifetime, and an estimated 192,370 women will be diagnosed in 2009.<sup>1</sup>
2. At this time, there are about 2.5 million breast cancer survivors in the United States.<sup>2</sup>
3. Nearly 10.1 million firms in America are 50% (or more) owned by women<sup>3</sup> and women will account for 60% of wealth by the end of the decade, 2010.<sup>4</sup>

1 Cancer Facts & Figures - 2009, American Cancer Society (ACS), Atlanta, Georgia, 2009.

2 American Cancer Society. Detailed Guide: Breast Cancer. [www.cancer.org](http://www.cancer.org) Updated: May 2009


3 Key Facts about Women-Owned Businesses, 2007, Center for Women's Business Research

4 Resnick, Lisa. "Financial Empowerment, Financial Anxiety." Life Health and Advisor. January 2007

## Upcoming Events Calendar

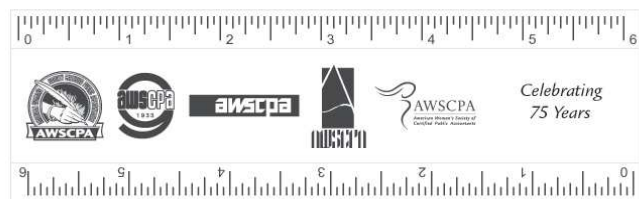
Date	Event	Hrs of CPE
October 18 – 21, 2009	ASWA/AWSCPA Joint National Conference, The Palms, Las Vegas, NV 	24+
October 29, 2009	Pearls of Wisdom 	1
November 7, 2009	Leadership Seminar	4
November 19, 2009	FASB Codification Seminar	2
December 9, 2009 	Advising Your Clients on Long-Term Care (breakfast meeting)	1
January 21, 2010	Annual Tax Update	2
February 6, 2010	Annual Seminar 	8
March 18, 2010	TBD	TBD
April 22, 2010	TBD	TBD
May 20, 2010	Spring Mini Seminar 	TBD
June 17, 2010	Charter Renewal	1
July 22, 2010	Planning Retreat	n/a

The updated calendar can always be found on our website [www.awscpa.org/houston](http://www.awscpa.org/houston)

 If we have over 20 attendees at this meeting a donation will be made in our name to the Susan G. Komen Foundation. You do not need to be a CPA to attend this meeting, please bring your friends.

Please email the Arrangements Chairs at [awscpa-mtg@earthlink.net](mailto:awscpa-mtg@earthlink.net) to make your reservations.

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 glass 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 9/3/09)

**Affiliate Officers**

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

**Committees and Other Positions**

Position	Name	E-Mail	Work or Cell	Home
Annual Seminar	<b>Mary Ross*</b>	maross1977@aol.com	(409) 789-9160	(409) 741-0593
	<b>Wendy Lewis**</b>	wendy@jrsmithco.com	(713) 417-4117	(281) 558-8782
Arrangements	Mary McDonald	mm99mm@earthlink.net	(713) 243-6752	(713) 461-4450
	<b>Darlene M. Ayoub*</b>	d.ayoub@comcast.net	(281) 793-8071	(281) 395-5950
	Meeting Registration	<a href="mailto:awscpa-mtg@earthlink.net">awscpa-mtg@earthlink.net</a>		
Board Member	<b>Frances Weatherly*</b>	fweatherly@gmail.com	(832) 387-8309	(713) 777-7358
Charter Renewal	<b>Mary Ross*</b>	maross1977@aol.com	(409) 789-9160	(409) 741-0593
	<b>Wendy Lewis**</b>	wendy@jrsmithco.com	(713) 417-4117	(281) 558-8782
Database & E-Mails	Patty Hunt	pahunt@earthlink.net	(713) 447-1115	(713) 524-2428
Ex-Officio	<b>Mary Ross*</b>	maross1977@aol.com	(409) 789-9160	(409) 741-0593
Fall Leadership Seminar	<b>Wendy Lewis**</b>	wendy@jrsmithco.com	(713) 417-4117	(281) 558-8782
Federation Delegate	<b>Mary Ross*</b>	maross1977@aol.com	(409) 789-9160	(409) 741-0593
	Phyllis Martin	pmartin@finsvcs.com	(713) 402-3850	(713) 780-9006
Historian	open			
Job Bank	Dianne Metcalf	dmetcalf@metcalfresources.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	<b>Wendy Lewis**</b>	wendy@jrsmithco.com	(713) 417-4117	(281) 558-8782
Newsletter & Publications	<b>Danielle Supkis*</b>	dsupkis@gmail.com	(713) 628-7552	(713) 628-7552
	Kathryn Harriss	kharriss2@yahoo.com	(713) 320-8388	(713) 681-2669
Programs/Speakers	<b>Janet Scudder*</b>	jscudcpa@hal-pc.org	(713) 599-1777	(281) 343-9335
Publicity	<b>Janet Scudder*</b>	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](http://www.awscpa.org). Our affiliate website, [www.awscpa.org/houston](http://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@advmgtconcepts.com](mailto:fyoung@advmgtconcepts.com) or 800-AWSCPA1 (297-2721).

**Has your contact information changed? Please submit all corrections to Patty Hunt at [pahunt@earthlink.net](mailto:pahunt@earthlink.net) and AWSCPA at [www.awscpa.org](http://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**

**Meeting Date:** Thursday, October 29, 2009

**Location:** Sheraton Brookhollow

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**UPCOMING MEETING CALENDAR**

<b>Date</b>	<b>Speaker - Topic</b>
October 29, 2009	Pearls of Wisdom
November 7, 2009	Leadership Seminar
November 19, 2009	FASB Codification Seminar
December 9, 2009	Advising Your Clients on Long-Term Care (breakfast meeting)
January 21, 2010	Annual Tax Update



Reservations due by: Friday, October 23, 2009  
Email [awsdpa-mtg@earthlink.net](mailto:awsdpa-mtg@earthlink.net)