



American Society of Women Accountants

# Coast Accounting

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SEPTEMBER 2010

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## The monthly message from your Local Chapter President

Our last meeting was a tremendous accomplishment. With all of our brains put together, I believe we have fantastic ideas for recruiting, retaining and fundraising success! Thank you to everyone that was able to come and contribute thoughts and ideas. If you were not able to attend, or if you think of something that will add to



**Katerina Eckert**  
**2010-2011 President**

our efforts, please let us know. Don't forget that the Joint National Conference is fast approaching. If you are able to go, it is a wonderful conference. The JNC offers a wide variety of sessions, as well as fun activities; Not to mention the fun of being in Nashville! Thank you again for all of your support!

## Board of Directors 2010-2011

President – Katerina Eckert	keckert@cricpa.com
Vice President – Renate McDowell	rmcdowell@arc.net
Secretary – Barbara Covington	bcovington@cricpa.com
Treasurer – Debra Yaeger	debrayeager@lundyandbowers.com
Newsletter – Carrie Harper	carrie.harper.bwa@cox.net
Website & Publicity – Melissa Nulty	melissa.nulty@cox.net
Programs – Renate McDowell	rmcdowell@arc.net
Scholarship – Mary Hahn	mwhahn2@yahoo.com
Hospitality – Melissa Nulty	melissa.nulty@cox.net
Membership – Lori Kelley	lkelley@osullivancreel.com

## Member's Spotlight: Renate McDowell Welcomes New Grandson



Ayden Michael Holderness was born Friday, August 13, 2010 at 8:59am to Jon and Kaydee. Kaydee is the

daughter of Renate McDowell, our very own ASWA member. Ayden weighed 7 pounds and 4 ounces and was 20 and 1/4 inches long. His big brother Cayleb Sebastian is 2 1/2 years old. We want to send our congratulations to the

Holderness family on their new addition and to the extremely proud grandmother, Renate.



## Back to school with the Boys & Girls Club



923 Denton Boulevard NW  
Fort Walton Beach, Florida 32547  
850.862.1616 Fax: 850.862.7753  
Email: [info@bgcec.com](mailto:info@bgcec.com)

Diamond Accent  
Half Heart  
Pendant in  
Sterling Silver  
(1" tall)  
Valued at \$120



Empower a Kid. Change the world. That is what the Boys & Girls Club represents and we intend to help. Giving back is just one way!! It is back to school time and the American Society of Women Accounting is delighted to announce that we will be teaming up with the Boys & Girls Club of the Emerald Coast Headquarters to donate supplies and food for our growing and eager to learn children and their families. Our generosity and future donations will go a long way with these children. We are looking to give back in a huge way and hope that everyone will be able to participate in this very affordable, extremely helpful opportunity. During our August 10<sup>th</sup> meeting, we collected a great deal of school supplies for the Boys & Girls Club afterschool program. As the months roll on, we will donate different and appropriate items as needed. For the month of September, we will host a raffle with the tickets starting at \$5 each but having no maximum amount. Our goal is to be able to sponsor children for the B&GC afterschool care. The cost is \$15 per week and we hope to raise enough money to sponsor as many children as we can who need our help. The prize is the necklace pictured and knowing that we are giving back to families in need. Checks may be made payable to ASWA. Thank you in advance!

Fort Walton Beach Chapter 131  
Membership Meeting Minutes August 10, 2010

Attendees: Katerina Eckert, Melissa Nulty, Carrie Harper, Barbara Covington, Janet Wade, Debra Yaeger, Lori Kelly, Patti Baker, Gayle Wade, Marianne Stegemeyer, Renate McDowell, guests included Ashley Fountain, Elizabeth Sutsko, Veronica Eganez and Veronica's mother.

President Eckert called the planning meeting to order. Eckert welcomed our guests and each member introduced themselves and told a little about themselves. Eckert asked if there were any corrections to the July Planning Meeting Minutes, none noted. Motion by Nulty to approve minutes as presented. Second by Harper. Motion approved.

President Eckert gave a quick overview of the July planning meeting and why we decided to have this meeting be a roundtable discussion on fundraising and member recruitment and retention.

Membership Drives are to be held in Crestview, Destin and Fort Walton. Crestview meeting is scheduled to be at the October meeting. Possible locations were mentioned and our members from the area are to look in to availability and rooms.

Monthly Meeting Topics – Several topics and possible speakers were mentioned including ADP, IRS, Toastmasters, Jeff Weeks, Boys and Girls Club, Mary Hahn and Gary Scopes.

Fundraising – Various types of fundraising were mentioned and members were asked to research and bring to the next meeting how the program worked, what we earn for the project and if there was a timeframe that we needed to work within.

Community Awareness – ASWA is always looking for ways to increase the community awareness of our organization. Harper stressed the importance of attending the various FWB Chamber of Commerce events. She suggested we send out a spreadsheet for members to sign up for the events so that we have members in attendance at all events.

CPE Day – It was decided that we would continue to present an eight hour CPE day in the spring. A Committee Chair to be appointed at a later date.

Covington distributed the national bylaws amendments that will be voted on at the annual meeting in September. Covington stated that the amendments are really for clarification of the current bylaws. Each member of the chapter should have the amendments 30 days prior to the members voting. The vote will be at the September meeting and during that time we will vote if the delegates will be sent as instructed or informed. Kelly asked how many delegates we might have, Covington replied probably 2. Discussion turned to members who might be attending the conference. At the current time, Kelley, Janet Wade and Covington have indicated they are attending. Nulty mentioned she might be interested. Covington is to forward amendments to Harper for publication in the newsletter.

The Beta Alpha Psi Chapter from the University of West Florida has again invited ASWA to be a part of their annual Meet the Firms. The event is scheduled for September 23<sup>rd</sup> from 7:00-9:00pm.

We are also going to provide a "kid's table" beginning with the next meeting. We should be sure to note this in any external communication so that we might reach a potential new member that needs child care as well.

Next meeting will be September 14, 2010, 5:00pm for the board and 6:00pm for the membership meeting at Logan's on Mary Esther Blvd.

Meeting adjourned.

Respectfully submitted,

Katerina Eckert  
President

Barbara Covington  
Secretary

# Upcoming ASWA Events

## Board Meeting & Membership Meeting

September 14, 2010 @ 5:00pm (Board) & 6:00pm (CPE & Membership)

**Location:** Logan's in Mary Esther

**Speaker:** Leslie Tatum, Automatic Data Processing *District Manager*

**Topic:** Health Care Reform

## Joint National Conference

September 27-29 in Nashville, TN

For more information, visit [www.aswa.org](http://www.aswa.org)

# Upcoming Chamber Events

## Greater Fort Walton Beach Chamber of Commerce

*ASWA is a member of the FWB Chamber, so any member is welcome to attend these events.*



- **First Friday Coffee** Friday, September 3, 7:15 am-9am @ Saint Mary Family Life Center. Sponsored by Fort Walton Beach Medical Center.

- **Nothing But Networking Lunch** Thursday, September 9, 11:30am-1pm @ the Ramada Plaza Beach Resort, 1500 Miracle Strip Parkway, SE, FWB, FL 32548

- **VPS Business Afterhours** Tuesday, September 14, 5 pm-6:30 pm @ Northwest Florida Regional Airport. This will be a combined affair for the Crestview Area, Destin Area, FWB Area & Niceville/Valparaiso Chambers of Commerce.

- **Business After Hours** Thursday, September 16, 5:30-7:30pm @ A to Z Security & Sound, 124A Mary Esther Blvd., in Mary Esther.

- **H.C. White Golf Tournament** Friday, September 17, 12 pm @ FWB Pines Gold Course on Lewis Turner Blvd. Registration deadline is **September 15**. **Cost** \$500 per team or \$125 per individual (can be assigned a team if you want). There will be a \$1 Million Hole-in-One Shootout.. Lunch and beverages included—along with a post-tournament party.

- **Dog Daze** Saturday, September 25, 9am -4pm @ FWB Landing, 139 Brooks St., SE



### Education is the Ultimate Key to Success

Now more than ever accounting and finance professionals are challenged to keep up with industry changes and find themselves needing to adapt much more quickly to keep up with today's fast paced business environment. Becker Professional Education offers continuing professional education (CPE) courses that maintain the competitive edge of an accounting and financial professional. As an industry leader, we provide timely and relevant courses that help professionals stay ahead of the game. Interactive and engaging content can be accessed anywhere, anytime to help meet your state CPE requirements which in Florida is 80 hours every two years. Whether you choose Becker to prepare for the CPA exam or to stay current with changes in the industry and to maintain that competitive edge, education is the ultimate key to success. Many of you are aware that in 2008 the Florida Board of Accountancy relaxed the sitting requirements to 120 credit hours from the mandatory 150 credit hours previously. However, candidates still need a Master's degree or 30 additional hours and 1-year work experience to become a licensed CPA in the State of Florida. Candidates must submit documentation of the above requirements within three years of passing all sections of the exam; otherwise CPA Exam scores can be lost. According to the AICPA, the CPA Exam will be "transformed" when planned changes to both the exam's structure and content are implemented on January 1, 2011. Referred to as the CBT-e (Computer Based Test – Evolution), this is the first major change to the exam since CBT was introduced in 2004. The changes to the CPA Exam for 2011 are significant and numerous – in effect a new exam. According to the AICPA, which solicited the Board of Examiners (BOE) and other entities for ideas on changes to the exam in 2007, the result of this work is going to yield major changes in the Content and Skill Specifications (CSO/SSO). Major changes include:

- International Financial Reporting Standards (IFRS) to be included in the Financial Accounting and Reporting (FAR) Section.
- New question formats, including 6-7 short task-based simulations.
- New Research Functionality that includes the FASB Codification.
- New Exam Structure and section time allocations to include communications skills moving to the Business Environment & Concepts (BEC) Section.
- Changes in the percentage value of examination components.

Becker Professional Education has helped accounting professionals pass the CPA Exam with confidence for more than 50 years. Becker's CPA Review assists candidates:

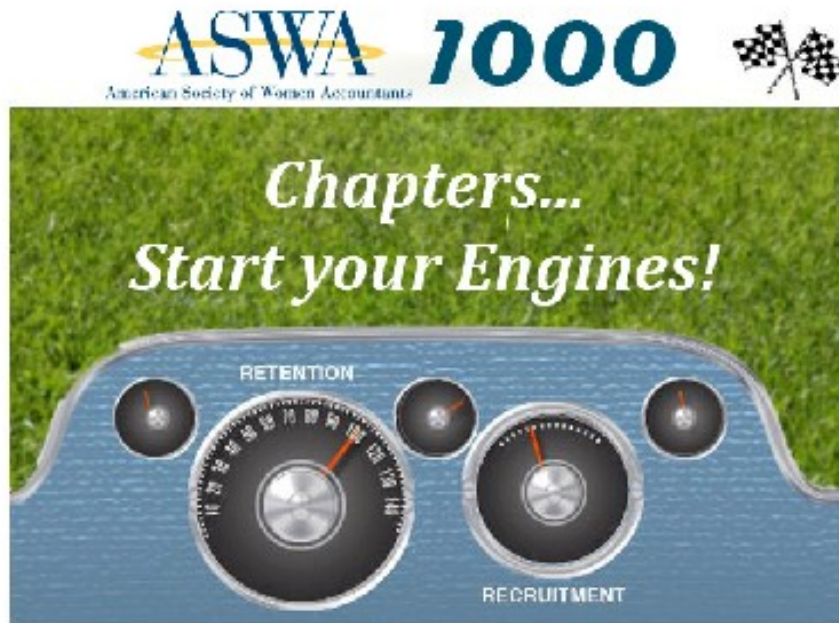
- Pass at double the rate of non-Becker candidates\*
- Join over 400,000 successful candidates who have prepared with Becker
- Tailor your program to the demands of your busy life with live, online and self study formats
- Partner with over 1,500 firms, colleges, and corporations.

For those who are still uncertified, now would be an excellent time to tackle some of the exam sections before the changes take effect.

Log on to [www.becker.com/2011](http://www.becker.com/2011) for more details regarding the 2011 CPA Exam changes.

This summer Becker has launched the 0% Financing Program for nontraditional students who have been off the campus for more than five years and have yet to find a job or are already working in industry or a firm without a partnership agreement. See [www.becker.com/accounting/cpaexamreview/financing/](http://www.becker.com/accounting/cpaexamreview/financing/) for additional information.

\*Becker Professional Education students pass at twice the rate of all CPA candidates who did not take a review course from Becker, based on averages of AICPA-published pass rates.



*Rev up...Race to Charlotte  
Enter the ASWA 1000  
Recruit - Retain...and WIN!*

**Join the ASWA Race and cross the finish line in Charlotte "The Queen City"!**

## **2010-2011 Membership Campaign**

The ASWA Membership Committee challenges your chapter to charge your passion for ASWA with this year's membership campaign. This year's national goal is to recruit **1000** new members and to achieve at least 80% retention for each chapter. To achieve that goal, we need all our race teams.

**The Prize:** Free registrations to the 2011 Joint National Conference to be held in Charlotte, NC on October 24-26, 2011. For this campaign we are offering chapters an option after they have been awarded two registrations. If your chapter becomes eligible for more than two registrations, you will be able to choose one of these options:

- An additional JNC registration
- Two regional conference registrations (up to \$300/each)

**Race Rules:** Your chapter must **retain 80%** of chapter members **and recruit a minimum number** of new members (based on chapter size as of June 30, 2010). Another prize is available if you recruit a multiple of the minimum recruitment amount.

Small Chapters (less than 30 total members): 5 new members  
 Medium Chapters (31 to 69 total members): 10 new members  
 Large Chapters: (70+ total members): 12 new members

**Additional Rules:**

- # of recruits includes new members from July 1, 2010 to May 31, 2011. 1st free registration must be used by a 1st-time attendee or chapter leader. 2nd can be used by any chapter member.
- All free registrations can only be used for the 2011 JNC in Charlotte, NC. Chapters unable to use their free registrations must notify National Headquarters by September 15, 2011.
- Chartering and reactivating chapters during the current fiscal year, will be eligible for two free registrations and, if applicable, the options listed above.
- If you have any questions, please contact National Headquarters at [aswa@aswa.org](mailto:aswa@aswa.org).