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COMMUNICATIONS

The **Public Relations Division** coordinates national public relations programs. It informs the public about the services of local practitioners through magazine articles, newspaper releases, and radio and TV announcements. **(212) 575-3879**

The **Member Forum Program** elicits members' views on issues being considered by AICPA committees. Through group discussions, members review drafts of committee reports and submit their comments to the Institute. **(212) 575-3882**

Local Practitioners' Seminars, an annual series of three regional meetings, provide an opportunity for local practitioners to meet with the AICPA president to discuss professional issues from the local practitioner's point of view. **(212) 575-3882**

The **Member Roundtable Program** and **Speakers Referral Service** enable AICPA committee members and staff to meet with local practitioners, discuss topics of technical and professional interest, and better understand the needs and problems of the practicing CPA.

Member Roundtable Program **(212) 575-3882**
Speakers Referral Service **(212) 575-3885**

PROFESSIONAL RECOGNITION

The **Washington Office** monitors federal legislation and regulations and submits comments on matters affecting small firms. **(202) 872-8190**

The **Relations With Educators Division** develops recruiting literature and film to keep educators and students informed about the opportunities in public accounting practice and, through its Accounting Testing Program, offers a firm a series of tests for personnel evaluation. **(212) 575-6357**

The **State Legislation Department** works closely with the state societies on accountancy legislation that protects the interests of all practitioners and the general public. **(212) 575-6210**

The **Uniform CPA Examination**, prepared by the AICPA with an advisory grade issued for the state boards of accountancy, assures the public that CPAs possess a minimum level of competence, which has enhanced the professional reputation of all practitioners. **(212) 575-6495**

PERSONAL AND PROFESSIONAL BENEFITS

AICPA professional liability insurance offers coverage for claims arising from alleged negligence in the practice of public accounting.

Life insurance plans include the CPA Plan (for individuals) of up to \$200,000 of coverage and the Group Insurance Plan (for firms) of up to \$100,000 of coverage. A member can be covered under both plans.

The **Long-Term Disability Income Plan** for individual CPAs includes liberal definitions, a rehabilitation program, and monthly benefits from \$500 to \$3,000.

Call Insurance Plans Administrator,
Rollins Burdick Hunter Co.
Toll free **800-221-4722**
In New York call collect **(212) 661-9000**

The **retirement plans** offer firms an easy way to furnish retirement benefits to proprietors, partners, professional corporations, and their employees. **(212) 575-6383**

The **Benevolent Fund** helps members, former members, and their families through periods of financial difficulty. **(212) 575-6202**

AMERICAN INSTITUTE OF CERTIFIED PUBLIC ACCOUNTANTS

1211 Avenue of the Americas
New York, N.Y. 10036

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AICPA Aids for Local Practitioners

INTRODUCTION

Many AICPA resources are devoted to assisting the local practitioner. Although some of the services included in this brief summary are for all Institute members, most are designed primarily for those in small practice units. For additional information about these services, call the indicated telephone numbers of AICPA divisions and departments. If you have any other questions, please contact the Institute at **(212) 575-6200** and you will be referred to appropriate personnel.

TECHNICAL AND MANAGERIAL ASSISTANCE SERVICES

Studies and guidelines on subjects of interest to the local practitioner are issued by the Accounting Standards, Auditing Standards, Federal Taxation, and Management Advisory Services divisions and by the Accounting and Review Services Committee. Publications may be purchased through the **Order Department** by calling (212) 575-6426

The **Technical Information Service** responds to members' inquiries about practice problems (except tax and legal questions and those involving litigation).

Toll Free Calls

United States (including
Puerto Rico and Virgin Islands) 800-223-4158
New York State Only 800-522-5430

Continuing Professional Education offers courses to suit the learning needs of local practitioners. More than 75 percent of the 90,000 CPE participants at AICPA seminars and workshops are local practitioners. In-house CPE materials, including VideoFlex, Video Capsule, Self-Assessment, and individual-study programs, make CPE convenient for local practitioners. CPE also responds to members' questions about AICPA recommended CPE standards.

Continuing Professional Education (212) 575-7644
CPE Standards (212) 575-5476

The **AICPA Library** researches members' requests for information, provides bibliographies, and loans material by mail. The library's microfiche service contains the annual reports of 6,500 companies.

Toll Free Calls

United States (including
Puerto Rico and Virgin Islands) 800-223-4155
New York State Only 800-522-5434

Through the **National Automated Accounting Research System (NAARS)**, local practitioners can research financial statements, footnotes and auditors' reports from thousands of annual reports, as well as authoritative literature and selected proxy material. (212) 575-6393

Management of an Accounting Practice (MAP) responds to members' inquiries about firm management and administration. (See below for other MAP services.) (212) 575-6439

The **MAS Small Business Consulting Practices Subcommittee** is developing publications to assist practitioners in identifying and solving problems of smaller enterprises. (212) 575-6363

To help improve its reporting practices, the **Practice Review Committee** offers a firm the opportunity to submit a report and related financial statements for comment. (212) 575-6290

The **Technical Standards Review Program** provides an in-house, postissuance critique of working papers and reports for audited, unaudited, and compiled-and-reviewed financial statements. (212) 575-7655

The **Quality Control Document Review Program** provides confidential comments on a firm's quality control document. (212) 575-7655

The **MAP Local Firm Management Review Program** offers a firm an opportunity to have its administrative practices evaluated by a team of fellow practitioners. (212) 575-6439

The **Division for CPA Firms**, including a Private Companies Practice Section and an SEC Practice Section, provides a system of self-regulation for firms represented in AICPA membership and directs greater attention to meeting the differing needs of privately owned and SEC clients. A firm may join either or both sections.

Private Companies Practice Section (212) 575-6446
SEC Practice Section (212) 575-6367

The **Administrative Services Division** assists members in locating sources of software packages for particular applications or hardware configurations. Members interested in using data processing within their practices can receive the names of other practitioners in their geographic area who are willing to share their EDP experiences. (212) 575-6297

PUBLICATIONS

All for-sale AICPA publications can be purchased by calling the **Order Department**. (212) 575-6426

The **Practicing CPA** publishes short items on practice management and practical applications of professional standards for local practitioners. (212) 575-6278

The **CPA Letter** provides members with information about current technical and professional developments. (212) 575-6273

The **Tax Adviser** publishes tax articles, interpretations, tax planning pointers, and recent developments. (212) 575-6317

The **CPA Client Bulletin**—a monthly client newsletter—is available to practitioners for distribution to their clients. (212) 575-6277

The "**Practitioners Forum**" in the **Journal of Accountancy** includes advice from colleagues on aspects of operating a practice. The **Journal** also runs major articles of a "nuts and bolts" nature on practice management and growth and development. (212) 575-3842

MAP Handbook, a three-volume looseleaf service, provides guidance to individual practitioners and partners on all aspects of managing their firms. (212) 575-6439

Audit and Accounting Manual, available as a looseleaf service and in paperback, is a nonauthoritative kit of practice aids that includes, among other things, accountants' reports, illustrative financial statements, working papers, confirmation requests, and various checklists. (212) 575-6391
For order information call (212) 575-6418

The MAP brochure, **Choosing the CPA Firm That's Right for You**, reminds professors and students that local firms offer interesting, challenging careers. The brochure has been distributed to colleges and universities throughout the country and is available from the AICPA Order Department. (212) 575-6426

The **MAP Roundtable Discussion Manual** explains how to organize a forum where fellow practitioners meet on a regular basis to seek advice and discuss practice management ideas and techniques. Accompanying the manual is a set of discussion outlines covering a variety of practice management topics that may be used as a basis for discussion. (212) 575-6439

CONFERENCES

National Conferences are held annually on such topics as accounting and auditing, private companies practice, management advisory services, federal taxation, data processing, estate planning, and banking. (212) 575-6451

Four **Practice Management Conferences** are held each year on aspects of partnerships and professional corporations, practice growth and development, firm management and administration, and people management. In addition, an annual **Small Firm Conference** focuses on the specific interests and problems of individual practitioners and smaller local firms. (212) 575-6439