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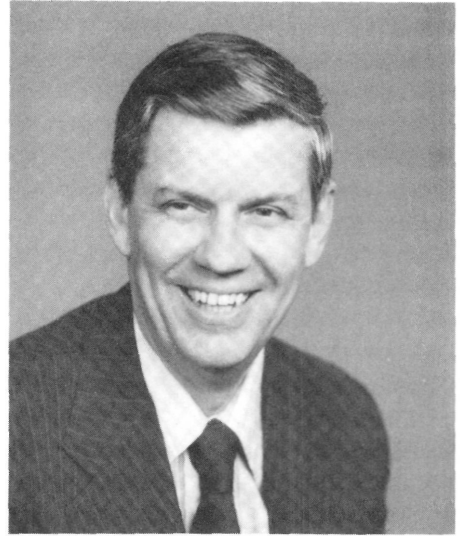
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MESSAGE FROM THE PRESIDENT

As anyone interested in history knows, a year is an extremely short period of time. I am reminded of that fact as I write of my year as president which is fast drawing to a close. I look back at what I had hoped we could accomplish — making the study of accounting history so relevant to the degree that its study became mandatory as a part of the accounting curriculum; encouraging research papers on contemporary accounting history, the uses and limitations of accounting, and the failure of value-based accounting models to displace the historical-cost model; and, finally, to begin to build a bridge between academia and the preparers of accounting data in order to improve the accounting profession and the best financial reporting system in the world — I see that we have only started.

We did initiate and take part in both regional and national seminars on the relevance of history, but I can see now that it is a long, long road from seminars to required courses. It is clear to me now that until the study of accounting history is a requirement for tenure, we will struggle with having it accepted nationwide as a part of every accounting curriculum. The recommended 150-hour program of the AICPA (which doesn't include history) illustrates how difficult a problem we face.

We were successful in launching the Corporate Accounting Policy Seminars as an American Accounting Association sanctioned seminar. Three seminars are currently scheduled beginning in September 1990. It is my hope that these seminars, which for the first time, bring financial accountants and executives from business together with members of academia in a workshop atmosphere dealing with real world problems, will stimulate changes in the accounting curriculum so as to better prepare the accountants of tomorrow.



EUGENE FLEGM

Finally, we did accomplish the major restructuring of the Academy recommended by the Board of Trustees. Two new committees — Endowment and Public Relations — were formed as well as a realignment of responsibilities which reflects a stronger hierarchical structure designed to increase the involvement of the vice-presidents in the administration of the Academy.

As the Academy's first non-academic president, I faced my term with some trepidation. It has been a great experience for me. I have learned that change in education comes slowly. However, I look forward to helping Barbara Merino and future presidents of the Academy make the Academy increasingly pro-active in the quest for improving the education of accountants by increasing their sense of history and the perspective thus gained.