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Applause With Alumni

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AUTHOR	EDITION	TITLE	PUBLICATION
New York			
Brown, Victor	1965	Return on Investment as an Active Management Tool	Controller's Congress NRMA Book
	1965	Cost of Retail Credit	Published by 28th Annual Boston Conference on Distribution
	1965	Customer Credit Costs in Department Stores	Published by NRMA
FURMAN, ROBERT M.	Nov. '64	New York City Commercial Rent and Occupancy Tax	New York Certified Public Accountant
	Feb.	Exempt Organizations and New York City Taxes	New York Certified Public Accountant
Kellogg, Howard L.	Dec. '64	Accounting and the SEC — Current Developments on Proxy Rule 12a-3	New York State Certified Public Accountant
PAUL, HERBERT M.	Dec. '64	New York State Personal Income Taxes	New York State Certified Public Accountant
TRAVER, FRANK L.	1965	Improving the Status of Direct Costing for External Reporting	NAA Readings in Direct Costing published by Ronald Press
WEINSTEIN, EDWARD A.	Jan.	Accountants' Examinations and Re-	New York State Certified Public Accountant
San Diego		ports in Bankruptcy Proceedings	
E'GOLF, MARVIN A.	Jan.	An Apartment House Owner Looks at Pro. C The Transient Occupancy Tax	Rental Owners' News

Applause ...

Atlanta — Bob Minnear is being sponsored by the NAA as one of the five outstanding young men in Atlanta. The contest is also sponsored by the Junior Chamber of Commerce.

Boston — Everett R. Howe received the 12th Annual Robert Lubets Award which is given in recognition of outstanding professional development and personal growth to students training for careers in accounting. Mr. Howe is a senior accounting major in the College of Business Administration at Northeastern University and was the recipient of the Sears B. Condit Award for academic excellence in the University.

James Lynch has been named industry project coordinator of a research program at the University of Massachusetts. The subject is "Comparative Operational and Merchandising Statistics for Discount Department Stores."

Chicago — H. Justin Davidson and Donald Georgen were co-chairmen for a seminar on Fundamentals of Finance and Accounting for Non-financial Executives sponsored by the American Management Association on March 8-12.

Richard H. Gallagher was chairman of the Illinois Society of CPAs — Career Opportunities Committee

when they discussed the Opportunities of, and the Future Outlook of the Profession on January 12th.

H. Justin Davidson has just been appointed to the Planning Committee of the American Institute. This Committee is newly constituted to develop specific programs that will implement the objectives and proposals of the Long-Range Objectives Committee, which Robert Trueblood has chaired for the past four years. The appointment to this seven-man committee is for a three-year term, and all members are less than 45 years of age.

The new Planning Committee will spend its first two years in digesting the materials developed by the Long-Range Objectives Committee and the opinions of members in all parts of the country. The final year of its term will be spent in the development of specific recommendations for action by the Institute, which in turn will be reviewed by the Executive Committee and submitted to the Council for approval.

Dallas — Alan Roberts acted as a moderator at one of the luncheon seminars which were held as a part of the 1964 Texas CPA Tax Institute. These "working luncheons" gave those participating in the Institute an opportunity to discuss and ask questions about remarks made by the morning speakers.

Dayton — Larry D. Ewald is an instructor at Wittenburg University, where his subject is intermediate accounting.

John K. Shank is instructing in accounting — analysis of financial statements at the University of Dayton.

Denver — Jack Guerin participated in a panel which conducted oral examinations for graduating seniors at Regis College.

Carleton H. Griffin participated in a panel discussion at the University of Colorado. The subject was career opportunities in public accounting.

Detroit — Elmer M. Houghten is an instructor in first year federal taxation at the Dearborn Campus of the University of Michigan.

Executive Office — Richard Sprague has been appointed a member of the Executive Advisory Committee for the College of Business Administration — Florida Atlantic University. He has also been appointed faculty advisor at Sloan School — MIT.

Sherman Blumenthal has been appointed chairman of the Registration Committee for the Fall Conference of the Society for Information Display.

Houston — Ramon J. deReyna has been appointed to serve on the Management Services Committe of the Texas Society of Certified Public Accountants.

On February 27, Owen Lipscomb participated on a panel discussion on KTRK — TV (Channel 13) in the first of a series of T-V Tax Shows. These shows were sponsored by the Houston Chapter of the American Society of Women Accountants, and arrangements were made for special telephone lines so that questions from the T-V audience could be answered on the program.

Memphis — Kenneth J. Gordon has been appointed to serve on the nominating committee of the Memphis Chapter of the National Association of Accountants.

Robert M. Hasselle has been appointed to a special audit advisory committee which is studying the feasibility of using automation in the City Comptroller's office in Memphis.

Minneapolis — James Pitt served as chairman of a panel on "Highlights of 1964 Tax Legislation" at the January meeting of the National Association of Accountants in Minneapolis.

Richard Beck was appointed to the Board of Directors of the Minnesota Society of Certified Public Accountants to fill the vacancy created when Clayton Ostlund transferred to Cincinnati.

Newark — William A. Bergen has been elected president of the Bergen Chapter of the New Jersey Society of CPAs for the current year. Mr. Bergen has also been reappointed to serve on the Character Committee of the New Jersey State Board of Public Accountants for 1965.

New York — The New York State Society of CPAs has

made the following committee appointments: Insurance Companies and Agencies, Fred Blank; Municipal and Local Taxation Committee, Robert Furman; State Taxation Committee, Herb Paul, moderator.

Victor H. Brown and Robert G. Stevens were co-chairmen of a Profitability Accounting Seminar at the American Management Association from Feb. 23-26.

Philadelphia — Lawrence J. Scully is chairman of the Program Committee for the Fifth Annual University of Pennsylvania Tax Conference to be held in September 1965.

Phoenix — Howard Neff was a panel leader on "Use of Standard Costs" for a recent meeting of the Phoenix Chapter of the National Association of Accountants.

The Arizona Society of CPAs has made the following committee appointments: Reporting Standards, Homer Gilchrist; Relations with the Bar and the Committee for Cooperation with Bankers and Other Credit Grantors, Ira Osman.

Ira Osman was chairman and toastmaster of the Third Annual Business Education Meeting held at the Executive House Motel. Dr. Daniel E. Nobel, Group Executive Vice-President of Motorola, Inc., was a principal speaker. The banquet was held to give recognition to business education teachers and to promote beneficial relations between business and education communities.

Rochester — Gail N. Brown will be panel chairman on May 11th at the North East Chapter, National Society of Accountants for Cooperatives Annual Meeting in Baltimore. The subject will be "What We Expect From An Audit."

St. Louis — Kenneth Bauer was elected first vice-president of the St. Louis Chapter of the Missouri Society of Certified Public Accountants. He will also continue to serve as council member of the Missouri Society of Certified Public Accountants for the 1964-1965 year, and in addition has been selected to serve as a member of the Meetings Committee of the State Society for the current year

San Diego — Marvin E. Golf was appointed by the mayor to serve on the Mayor's Committee on Municipal Finance, and was then elected to its Executive Committee. They are conducting a one-year study of San Diego's municipal revenues and services.

San Francisco — On February 26, Ralph Walters was panel-moderator at the Northern California Accounting Educators' Conference in San Francisco. The subject was "The Role of the Educator in the Development of Accounting Principles."

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With Alumni . . .

Atlanta — Donald Peterson, formerly of the Atlanta office staff, was recently promoted to controller of the Atlantic-Munford Company here in Atlanta.

Chicago — Glen Ostdiek, a manager on the Chicago staff who had been with the firm-since 1952, resigned effective January 31 to accept the position of controller at Tuthill Pump Company.

Detroit — Leland E. Stenton, who now lives in Dallas, has been promoted from auditor to comptroller by the National Bank of Commerce there.

Memphis — Robert Colvard resigned on December 23 to join the firm of Harry M. Jay & Associates.

Milwaukee — Clarence Pelkey left the firm to accept a position as chief accountant with Climatrol Division of Worthington Corporation.

Minneapolis — George Maas left our firm to become controller of Tel-E-Lect Products.

Walter Tiffin was elected executive vice president of the Fidelity Securities and Investment Company in December. Mr. Tiffin served on the Detroit staff from 1952-1958 and on the Minneapolis staff from 1958-1961.

New York — Nichoias Kunycky, manager in our management services department, resigned recently to accept a position as assistant controller of the business machines group of Litton Industries.

Herbert Wender, a member of our audit staff, resigned to accept a position with Meredith-Avco Inc., as controller.

Stuart T. Schloss, a senior on our audit staff, resigned to join European Publishers Representatives as business manager.

James T. Anderson of our audit staff has resigned to

accept a position with Inter-Chemical Co.

Rochester — Cortland Brovitz and Company announced that Howard Davidson, formerly of the Rochester office staff, was named a partner at January 1, 1965.

St. Louis — Gerald Otten left our office to work for Binkley Steel Company in Warrenton, Missouri as corporate accountant.

Robert Byrd left the St. Louis office in February to work for Huntingburg Furniture Company, Huntingburg, Indiana as assistant controller.

San Francisco — Jim Harvey has left our firm to assume new duties as assistant to the president of Transamerica Corporation.

Seattle — Richard W. Farmer, an alumnus of the Vancouver and Seattle offices, has been appointed treasurer of United Pacific Corporation in Seattle. This is a large holding company with subsidiaries in the securities business, flour milling, resins and chemicals.

John M. Sangster, a former member of the Seattle management services staff, is now controller of Lloyd Plywood Company in Seattle.

Dean D. Thornton, who was manager of the Seattle office management services department until his appointment as assistant treasurer of The Boeing Company in 1963, has been elected to the Washington State Republican Central Committee and to the Executive Board of that Committee.

Harold L. Wright has taken a two-year leave of absence from the American Plywood Association in Tacoma to serve as a consultant to the University of Hyderabad, India, and to certain industrial concerns there. Mr. Wright was former manager in the management services department of the Seattle office before joining the plywood association.

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for many years. At least thirty or more years ago questions were raised as to the magnitude of company income, the monetary quality of its assets, and the extent of its liabilities under different conditions, such as inflation, deflation, prosperity, depression, and costs jointly incurred for the benefit of several departments or products. It is interesting

that this is still recognized as a challenge, and certainly it is commendable that our new generation of accounting scholars are giving this problem continued attention. It is admitted that some of the work today is a formulation of definitions and reduction of certain concepts to models and equations, but there is every reason to hope that further attention will be given to this problem.

Conclusion

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fully and effective management techniques and tools must be utilized by all persons involved to determine that the engagement is controlled on a current basis.

Effective management will form a framework within which to work toward providing maximum service to the

client within economic limits and will aid in assuring that the examination was made in accordance with generally accepted auditing standards. It will also assure a maximum effort in the professional development of the staff, and is essential in providing a basis for future growth of the individual.