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## Year in Review -- AWSCPA

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# THE YEAR IN REVIEW

AWSCPA—by RUTH A. CLARK, President, 1948-49:

Another eventful year in the history of the American Woman's Society of Certified Public Accountants will soon close. Much real progress has been made and this growth and development can be attributed to the enthusiasm and active participation of the membership.

The joint annual meeting of AWSCPA and ASWA is to be held October 28-30 in Pasadena, California at the world-famous Huntington Hotel. The program for this meeting appears elsewhere in this issue.

Plans are progressing for an outstanding meeting and a large attendance is expected. Members will enjoy the opportunity to combine a California vacation with attendance at the annual meeting, and are urged to attend also the annual meeting of the American Institute of Accountants in Los Angeles, which immediately follows our conference.

Alice Aubert, in charge of public relations for both societies, continued during the past year the program adopted in prior years. Pamphlets and articles concerning women accountants were sent to schools, colleges, and accounting firms. Members were enlightened as to what they might do to create a better public opinion of women accountants.

Cordial relations with accountants outside continental United States have been further extended during the past year. Lolita Palou de Nazario, a CPA in Puerto Rico, has been admitted into membership, adding another member practicing outside continental United States.

Our immediate past president, Heloise Brown, officially represented AWSCPA and ASWA as well as the American Institute of Accountants at the First Inter-American Accounting Conference held at San Juan, Puerto Rico, May 18-22 of this year. Miss Brown addressed the conference on the subject *Problems Peculiar to Investment Bankers*.

The society and its members are joining with other accounting societies in supporting HR 2983, a bill to provide an informal, speedy and inexpensive means of settling tax controversies not involving complicated legal problems. Other objectionable state legislation has been protested by our legislative chairman, Jean D. Colavecchio.

Our official publication, *The Woman CPA*, continues to be our principal medium of

communication to our members. Circulation has been substantially increased and now exceeds two thousand copies. In addition to members, copies are mailed to state and national accounting societies, colleges and libraries, and to other members of our profession not only in the United States but in Hawaii, Puerto Rico, Alaska, Canada, Great Britain, British Guiana, Australia, and Haiti. Several of the articles published have been reprinted in *The Accountants Digest*, a compliment to our members and contributors as authorities in their respective spheres.

Carol Belau, membership chairman, continues to contact the new women CPA's. As a result, an increasing number are enjoying the valuable and friendly relationship gained through membership in AWS-CPA.

Mary V. Stith, AWSCPA secretary, and Gertrude Hunkin, ASWA secretary, have been instrumental in publishing an outstanding Yearbook containing alphabetical and geographical lists of AWSCPA members and lists of ASWA members by chapters. Included therein are copies of the constitution, by-laws and a brief history of each society.

Shortly after the annual meeting in September 1948, the members were furnished a concise but comprehensive annual report by our immediate past president, Heloise Brown. This summary of the year's accomplishments is a step forward in quick analysis for the busy business woman of today.

Interest and enthusiasm among the various chapters of ASWA have been at an all time high during the past year. Against keen competition, Atlanta chapter has won the award of a trophy and fifty dollars in cash presented by AWSCPA to the chapter

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accumulating the greatest number of points. Reports reflect a broad scope of interests, including educational and technical programs, increase in membership, regular attendance, and many other special activities. We are indebted to Edith Moore, AWSCPA chairman, and to Virginia Wood, ASWA

chairman, for their time and efforts in rating the activities and accumulating the points.

With the loyalty and support of the membership, we will continue to progress, maintaining the ideals and achieving the purposes of our society.

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### ASWA—by MARION A. FRYE, President, 1948-49:

The first year of the second decade of our organization has drawn to a close. During this year, progress because of increased membership, continued favorable recognition of women in the profession, acceptance of our Society by other groups within the profession, were added to our achievements in fulfilling the purpose of ASWA, viz.:

- 1) To advance the interest of women accountants, and more particularly to work in conjunction with AWSCPA.
- 2) To encourage women accountants to equip themselves for greater responsibilities and to seek the higher attainments of the profession.
- 3) To further the opportunities in the profession for women.
- 4) To establish a good fellowship among women members of the accounting profession.

At last year's meeting George D. Bailey, immediate past president of the American Institute of Accountants, gave encouragement to the members of our organization and recognition of their ability, when he said: "Let me say again that this matter of accounting aptitude is not solely a masculine attribute. A lot of you women seem to be born accountants, just the same as some men are. Your minds are just as good. You have come out of your college training with just as high marks." And he further emphasizes our responsibility to other women in the profession in his closing remark: "... the thought I want to leave with you is that the place women occupy in public accounting in the future is in the hands of the women themselves."

The spring conference held in Detroit May 20-22 was unusually well attended. It emphasized the value of these meetings to the members in the exchange of ideas on chapter and professional problems, and served as a prelude to the coming annual meeting to be held in California October 28-30.

Our membership has increased during the past year to over a thousand. The number of chapters increased to 19. Charters were granted to San Diego, California;

Louisville, Kentucky; and Holland, Michigan; and Philadelphia, Pennsylvania, was re-established. Efforts were made this past year to interest established chapters in sponsoring and forming new chapters, and it was through the efforts of the Indianapolis chapter members that Louisville was added, and through members of the Grand Rapids chapter that the Holland chapter was established. San Diego and Philadelphia were organized by individuals who recognized the need for chapters in those cities and the service a local chapter could render to women in the accounting profession and to the general public.

The need was also recognized in Des Moines, Iowa, and it is learned that efforts there have been completed and that Des Moines will be the first chapter of the 1949-50 year.

AWSCPA, through its award program, has contributed much to the public relations within our own organization. There is a greater exchange of ideas between chapters and individual members, and through the national guidance of the National Public Relations Committee chairman, working through the chapter committee chairmen, the relationship of ASWA with numerous other groups within the profession and other service associations has been furthered. The long-range public relations program established in prior years was continued through contacts with counselors and deans of schools and colleges throughout the country by means of individual letters, with enclosures of brochures: "Women's Accounting Societies," "Early Woman Accountants" by Norman Webster, and "The Woman C.P.A.—Her Future," by Jennie M. Palen.

Various chapters continued to send paid subscriptions for *The Woman CPA* to accounting firms, both in their own cities and in cities where women accountants have found it difficult to secure favorable recognition. The International Accountants Society, having recognized the value of our publication, through its efforts brought in 667 new subscriptions for *The Woman CPA*, which publication constantly demonstrates