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Recommended Citation

H&S Reports, Vol. 09, (1972 winter), p. 26-29

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Custom commuters

Forget about fighting traffic. Relax and read your paper. No need to worry about getting a seat on the bus.

In the H&S San Francisco office, partner Dale Schmid, MAS manager John Nixon and tax senior Doug Sobolik are among the new breed of big city commuters who have conquered at least some of their difficulties. They live in San Rafael in Marin County and ride comfortably between home and the H&S office in the San Francisco financial district by chartered bus.

The H&S men are members of the Custom Commute Club, now four years old. The bus service was organized as a commuter's cooperative by people living in the same residential area and working in the same downtown district. John joined the service first and introduced Dale to it. Both are regulars, and Doug joins the party on occasion.

"The cost of having our own bus service is comparable to other commercial transportation," Dale says, "but it's considerably less than driving your own car." Passengers pay \$35 a month, which comes to about \$1.65 daily for the typical month.

The bus follows a route taking it through the neighborhoods of its riders in San Rafael and adjacent communities, so that no one needs to walk more than a block or two to meet it. In the city it deposits each member-rider at his place of business or very close to it.

"This is really a kind of pick-up and delivery service," Dale explains. "Or you could look on it as a huge taxi."

Most of the riders are old-timers and practically everyone knows everyone else aboard. There is a coordinator who sits up front and if a stranger appears, he asks whose place the

newcomer is taking today. If a member is on vacation, or for some reason does not commute for a while, he can assign his seat to a friend temporarily without losing his place.

The bus is chartered from the East Shore Line and the revenue from the service represents a comfortable recovery of the owners' fixed cost. Anything else that the charter line can make on the use of the vehicle and driver during the day is gravy. Dale describes the group as "very loosely structured." Little needs to be done in the way of organizing the rider group. The coordinator keeps a list of applicants eager to fill spaces that are vacated, handles the paperwork for new arrivals and departures, and collects the monthly checks.

The H&S men catch the bus at about 7 a.m. in San Rafael, pass over the Golden Gate Bridge and reach downtown San Francisco by 8 a.m. This is an earlier start than many people are used to, but the financial district people in San Francisco and elsewhere on the Pacific Coast usually start early in order to coordinate their work with financial activity in the East.

Departure time is shortly after 5 p.m. On Friday afternoons there is often a touch of merriment on board. Frequently a case of liquids appears, sponsored by someone celebrating a promotion, or merely the arrival of the weekend. At other times riders can, and do, read the paper, play bridge, chat or snooze. Dale Schmid sums it up:

"This is a very sensible approach to cutting down on commuter traffic, and bus chartering continues to grow as waiting lists get longer. When they have enough names, the coordinators can organize another bus. And one bus probably replaces twenty or thirty cars." □

Long count

Most of us don't get fired up by a radio deejay. But Bob Jirovec, H&S principal, did while he was driving to the Cleveland office one day last spring. Inspired by what he had heard, he called the station ten minutes after arrival at the office. A few days later he was up to his elbows in a deal totaling more than \$100,000.

The pitchman was disc jockey Don Imus on station WGAR, who was plugging a public service campaign that immediately aroused Bob's interest. The disc jockey was saying that the Narcotic Drug and Education Program, a non-profit organization, had been doing such a fine job in Cleveland that "I propose that we have a fund raising marathon for 60 hours and I'll continuously broadcast until we raise the \$100,000 that they need."

As Bob Jirovec remembers the incident after an interval of some months: "As soon as I got to the office I checked with Elmer Beamer, and then called the radio station. I introduced myself to the general manager and to Don Imus and told them that we at H&S could help in the tabulation of the cash and pledges that would come in during the marathon. This disc jockey, who had started the whole thing on his own initiative, was very happy to hear that we would assist in this work.

"We assigned our volunteers to the tabulation job in three-hour shifts. The hardest to fill was the 3:00 a.m. to 6:00 a.m. graveyard shift! All together fifteen or twenty people from Haskins & Sells spent some time on this fund raising marathon. The broadcast was not conducted from the radio station, but rather from an automobile showroom that was donated so that passers-by could see the action. The marathon attracted a big crowd to the showroom,

300 to 400 people some of the time. Our primary function was to tabulate the amounts of money that people pledged as they telephoned in over the dozen telephone lines. We also tabulated the cash that was brought in by collectors as well as the money that was collected directly from the crowd in the showroom.

"The spirit of this fund raising marathon was really catching. The Narcotic Drug and Education Program had brought to the showroom a lot of posters on drug education, which were supposedly for free distribution. Well, one eager fellow picked them up and went around auctioning them off to people in the audience, and he raised about \$300 with them."

The radio marathon extended from 6 a.m. on a Friday to six in the evening on Sunday—a 60-hour period. Bob was there most of the time, drawing on his reserve energy and deep enthusiasm for the drug education program. A couple of times he drove home (about twenty miles) for a change of shirt and tie, then sped back to the marathon headquarters.

Disc jockey Don Imus reported to the listening public periodically that "Haskins & Sells reports so many dollars in cash and pledges have been received." At the end, everyone who participated was given warm thanks, and that included the crew from our Cleveland office, of which Bob Jirovec was the sparkplug. The marathon exceeded its goal of \$100,000.

Does Bob have plans for an encore? Not in the same town. Last summer he and his wife Carol and their two sons, Todd and Kent, moved to Las Vegas, where Bob is now busy in our booming practice office. It's a good bet that he'll count a little cash there. too. □

Triple winner

With some people, like Bruce Reimer, winning becomes a habit. A principal in our Allentown office, Bruce has been honored as a winner for the third consecutive year by his local colleagues in the National Association of Accountants.

For the past twenty-three years the Lehigh Valley Chapter of the NAA has presented an annual award to the member whose activity is most outstanding in promoting the local chapter. Bruce has taken the trophy home in 1969, 1970 and 1971. Competition for the chapter award follows the general lines used by the national organization in its awards program for outstanding chapter activity. Among the Lehigh Valley members, points are awarded for attendance at monthly meetings, writing articles, sponsoring new members, and other forms of active participation. The Lehigh Valley Chapter of NAA, covering the industrial cities of Allentown, Bethlehem and Easton and the surrounding communities, has approximately 350 members — now.

"I put my emphasis on getting members for the chapter," Bruce told *H&S Reports*. "In the last three years I sponsored thirty-eight new members. I also had a perfect attendance record in that time, did some writing, went on plant visits sponsored by the chapter and attended social affairs. I guess once you get in the habit of promoting a professional organization it all becomes quite natural. And I really have enjoyed it."

Bruce is presently serving his second year as treasurer of the NAA chapter. In addition, he is active in the Lehigh Valley Chapter of the Pennsylvania Institute of CPAs, in which he has served as chairman of several committees and held a number of offices, including the presidency. He

is also a member of the vestry of his church and sings in the choir. As if all that were not enough for an energetic man, he has served for five years as one of three elected auditors of the township where he lives.

Bruce joined the Philadelphia office of H&S in 1958 after completing the course work for the M.S. degree at Pennsylvania State University. He transferred to the Allentown office nine years ago. It would be fair to say that since he came to the Lehigh Valley he has found a home, and made more than a few friends. □

Frances Kearney, CPS

Move over you CPAs, and make room for a new CPS! She is Frances Ann Kearney of our Boston office, who has won the rating of Certified Professional Secretary by successfully completing all parts of the CPS examination. The CPS stamp marks her as one of the select group of highly qualified secretaries whose abilities have been proved both on the job and through a rigorous two-day examination.

The Certified Professional Secretary Program is sponsored by the National Secretaries Association (International) through its department, the Institute for Certifying Secretaries. NSA chapters are located in each of the fifty states and Puerto Rico, with twenty-eight chapters in Canada and affiliate chapters in fifteen other countries.

The examination was first administered in 1951 and up to the present time 5,659 individuals have achieved the CPS rating. Last year Fran was one of 606 candidates who completed the examination, among more than 2,400 who sat for it. Like the CPA examination, the CPS test is administered in parts, and candidates may retake those parts which they have not passed previously.

The Institute for Certifying Secretaries, in designing the test each year, takes not only book information and education into consideration, but also that type of awareness that only actual office experience can provide. The six parts of the examination are based on an analysis of secretarial work at a high level with emphasis on judgment, understanding and administrative ability. The parts cover Environmental Relationships, Business and Public Policy, Economics of Management, Financial Analysis and the Mathematics of Business, Communications and Decision Making, and Office Procedures.

Fran graduated from Monsignor Ryan Memorial High School in Dorchester, Massachusetts and attended business school a few months in the evening. She joined H&S three years ago and has put a great deal of energy into her job. She is a member of the Beacon Hill Chapter of the National Secretaries Association. But it is not all office work with her, because in her spare time Fran sings bass with the Boston Chapter of the internationally renowned Sweet Adelines (barbershop harmony). She is also an avid skier and is a member of the Boston Ski Club and Skitours.

H&S has other ski enthusiasts, and other singers. But if there are any other holders of the CPS certificate in H&S, will they please stand up? □

Bombay Red Tape versus H&S Auditape

The time-proven red tape system of impeding progress has been demonstrated only too dramatically to principal Bill Rowe of the Auditape section of the Executive Office. The drama began when, on June 19, 1970, a member of one of India's largest accounting firms wrote to Ken Stringer of the EO requesting samples of the 8K and 32K Auditapes.

Excerpts from subsequent correspondence trace the devious meanderings of the red tape trail.

*July 29, 1970—
EO to Bombay accounting firm*
"...we enclose an Auditape System Manual and an article entitled 'Auditape: A New Tool for Auditor and Manager.' Also enclosed are two copies of the agreement used to license the Auditape System. To obtain and use the system, please sign and return one copy to us. When we receive the signed agreement, we will send you the Auditape you request together with the other materials comprising the system."

*August 12, 1970—
Bombay firm to EO*
"We have forwarded our application to the Exchange Controller to release the necessary foreign exchange. When this is received we shall send you the license agreement."

*August 20, 1970—
Reserve Bank of India
to Bombay firm*
"...Please let us have the names and addresses of your clients who have installed...computers to enable us to consider your request."

*August 31, 1970—
Bombay firm to EO*
"We have still not received clearance from the Reserve Bank of India to remit the necessary funds..."

*September 3, 1970—
Bombay firm to EO*
"I understand from the...Bank...that my application for the Auditape System License Agreement has been forwarded to the Government of India for sanction as this is outside the jurisdiction of the Controller of Exchange."

*September 23, 1970—
Bombay firm to EO*
"The Controller of Exchange has still not received a reply from the Government of India."

*September 24, 1970—
Reserve Bank of India to
Bombay firm*
"The Government of India (Ministry of Finance) to whom the matter was referred have suggested that the necessary application for permission... may be made by you to the Secretary, Foreign Investment Board, Department of Industrial Development."

*October 27, 1970—
Bombay firm to EO*
We are making an application to the Foreign Investment Board to grant us permission..."

*November 27, 1970—
Department of Industrial
Development to Bombay firm*
"...I am directed to request you to submit your application on prescribed form..."

*December 14, 1970—
Bombay firm to Department
of Industrial Development*
"...the application form is not applicable to us. It would appear that the Section Officer...has not even bothered to read the application sent with our letter. We trust you will now give this matter your prompt attention."

February 12, 1971 –
Bombay firm to Department of
Industrial Development
"We are still awaiting your reply... Let us
have your decision without further delay."

March 5, 1971 –
Bombay firm to Department of
Industrial Development
"Notwithstanding several reminders we
are still awaiting your decision."

April 1, 1971 –
Department of Industrial
Development to Bombay firm
"I am directed... to say that in all
cases involving lump sum payments/
license fees... to be paid to a foreign
party, an application in a prescribed
form has to be submitted. As electronic
items are under the administrative
control of the Department of
Electronics, you may also like
to consult that department."

April 6, 1971 –
Bombay firm to Department of
Electronics
"We have been asked... to make an
application to your department in
order that we may conclude a license
agreement with (H&S)... kindly send us
the necessary application forms."

April 30, 1971 –
Bombay firm to Department of
Industrial Development
"Thank you for your letter... with
application forms. We are enclosing
ten copies of the application, duly
filled... We shall be highly obliged if
clearance is given at an early date
since the matter has been
pending for over eight months."

May 11, 1971 –
Bombay firm to EO
"A few days back I sent a fresh
application as required... I am a little
hopeful that the application
will be favorably considered."

May 25, 1971 –
Department of Industrial
Development to Bombay firm
"Your application has been sent to
Department of Electronics for further
processing. You may get in touch with
them for further information..."

June 11, 1971 –
EO to Bombay firm
"I enclose two copies of the Auditape
System license agreement... If your
Government turns down your application
for remittance of fees payable under
the agreement, we will waive such
payments. Our primary purpose in
making the System available to our
professional colleagues was to assist
them in their work. If Auditape can be
of use to you, we want you to have it."

June 18, 1971 –
Bombay firm to EO
"I am returning one copy of the
Agreement, duly signed... I am still
hopeful that (the) Government will not
turn down our application..."

July 3, 1971 –
Office of the Development
Commissioner (Small Scale Industries)
to Bombay firm
"I am to refer to... the above
subject – (Proposal for foreign
collaboration for manufacture of
Auditape System) and to say that the
details have not been furnished about
the items to be manufactured. If your
reply is not received within 15 days we
will inform the Ministry that
you are not interested..."

July 9, 1971 –
Bombay firm to Office of the
Development Commissioner
(Small Scale Industries)
"We have repeatedly pointed out to the
Ministry of Industrial Development...
that we are a firm of Chartered
Accountants and are in no way concerned
with items to be manufactured.
The last para (graph) of your letter
is rather surprising considering that
as far back as August 1970 we had
asked for release of exchange from the
Reserve Bank of India and since then
our application has been shunted from
one department to another..."

SCENE

THE
H&S

July 12, 1971 –
Bombay firm to EO
"I have a meeting this morning with the
Director in Charge (Small Scale
Industries). Things do look hopeful.
We should get a final reply by the
end of the month."

August 2, 1971 –
Bombay firm to Director in Charge
(Small Scale Industries)
"You will recall my meeting you on
16th July in connection with our
application... You were kind enough to
tell me that you would send for the
file and let me have a final reply.
Since I have had no news on the subject,
I have taken the liberty to
address this letter..."

August 5, 1971 –
Director in Charge (Small Scale
Industries) to Bombay firm
"Since there is no transfer of foreign
exchange involved except buying the
Auditape to be used on computers as a
checking instrument, this is a case of
import of capital goods as distinct
from collaboration for transfer of
knowhow, etc. In these circumstances, I
feel it should be possible for you to
make an application to the concerned
import authorities for getting the
necessary license for the import of the
Auditape according to denomination"

August 16, 1971 –
Bill Fowe, Auditape section,
Executive Office received, along with a
photostat of the last letter, a Bombay
newspaper clipping with a photo
showing a man holding out his beard,
which extends beyond the reach of his
arm. The caption under the photo reads:

**"He grew this beard waiting
for an import license."**