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AWSCPA President's Report

By **MARY J. McCANN, National President, 1958-59**

The 1958-1959 AWSCPA administrative year is now a matter of history, and it is time to report on the year's activities. A more complete president's report and committee reports will be presented at the 1959 AWSCPA annual business meeting in San Francisco and will later be published in the annual report to the membership.

My first comment must be on the splendid cooperation and performance of the 1958-1959 officers: Katherine E. Pfeifer, Gertrude Hindelang, Mary F. Hunter and Winifred D. Owens. They have discharged their duties well and promptly, and have been more than equal to any responsibilities given them.

During the year the board of directors has taken action on business of the Society in nine mail ballots and at two meetings in Detroit.

Under the capable leadership of Linda Standford, chairman for a second year, the membership committee have processed the applications of 53 new members and associates who have been approved by the board of directors. The continuous growth in membership increases the responsibility of the Society to accomplish its objectives but also provides more membership resources with which to do so.

The award committee chairman, Pearl Isham, who was serving for a second year, worked with the ASWA award committee all during the year in approving chapter award reports and submitted award rules for the 1959-1960 year to the board of directors for approval. The work of this committee has been increased by the chartering of six new ASWA chapters.

The principal activity in the legislative field has been the support of the Self-Employed Individuals Retirement Act of 1959, referred to as the Keogh-Simpson Bill (H.R. 10), providing tax benefits for retirement plans of self employed individuals. As instructed by the membership at the 1958 annual meeting, our resolution endorsing the principles of the Bill was sent together with a letter to all members of the House Ways and Means Committee. Telegrams were sent to women members of the House on the day the Bill came up for vote. Now that the Bill has passed the

House, we are continuing our support in the Senate. H. R. 8002, Annual Accrued Expenditures Budgeting for the Federal Government, which had been endorsed by AWSCPA at the 1957 annual meeting, was enacted into law during this year. The only activity this year in respect to the Equal Rights Amendment was the work of the Legislative Committee Chairman, Mary F. Hall, in cooperation with the Editor of *THE WOMAN CPA* in reviewing and arranging for serial publication the thesis of Sarah Jane Cunningham entitled "The Proposed Equal Rights Amendment to the United States Constitution."

The booklet "To Be or Not To Be a Certified Public Accountant," prepared by the 1951-1952 education committee, was revised and reprinted. Almost half of the reprint was ordered by ASWA for use by its chapters in public relations work. Most of the remainder has been distributed through the American Institute of Certified Public Accountants to vocational guidance counsellors and to women students requesting information on accounting as a career.

AWSCPA also handled the revision of the pamphlet "Women's Accounting Societies" which was also reprinted.

Six issues of the bi-monthly membership newsletter, *AWSCPA News*, edited by Katherine E. Pfeifer, have kept the membership well informed about activities of the Society and its members.

A roster of the membership as of November 15, 1958, (prepared by the 1957-1958 secretary, Katherine E. Pfeifer) and the 1957-1958 annual report (prepared by the 1958-1959 secretary, Mary F. Hunter) have been distributed to the membership.

The election of the 1959-1960 officers and directors was held in accordance with a new procedure approved by the board of directors at the annual meeting. The publicity committee with Pearl A. Scherer as chairman issued press releases to newspapers and other publications on the election and the individuals elected.

Lee Ella Costello, immediate past president, has been active this year in helping to effect a smooth transfer of duties from one administration to another, in serving

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ANNUAL MEETING AMERICAN SOCIETY OF WOMEN ACCOUNTANTS

In accordance with Article X, Section 1 of the Bylaws of the American Society of Women Accountants, notice is hereby provided that the 19th annual meeting of the Society will be held in conjunction with that of the American Woman's Society of Certified Public Accountants at the Hotel Mark Hopkins, San Francisco, California, October 22-24, 1959. The regular annual business meeting of the American Society of Woman Accountants has been called for 2:00 p. m. on Thursday, October 22, 1959.

Eleanore E. Becker, National Secretary

director and chairman of its education committee. Her basic accounting training was received from the American Academy of Accountancy and the University of Texas, and she holds a Texas certificate. She is employed by the Exploration and Production Division of Southern Natural Gas Company, and holds membership in the American Institute, and Alabama and Texas Societies of Certified Public Accountants, and is a charter member in the Birmingham Chapter of ASWA, which she has served as vice president.

The following are serving as directors:

Mary J. McCann of Kansas City, Missouri, immediate past president, who is an accountant on the staff of Touche, Nivan, Bailey and Smart;

Lillian Clay Cundiff, of Magnolia, Arkansas, an instructor in accounting at Southern State College;

Virginia R. Huntington, of Albuquerque, New Mexico, a partner in the firm of Ted J. Frick & Co. CPA's;

Ruth Kravitz, of Waterbury, Connecticut, a partner in the firm of Bernard J. Zucker & Co. CPA's;

Margaret E. Lauer, of New Orleans, Louisiana, an individual practitioner.

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as chairman of the policy and procedure committee and as chairman of the nominating committee.

The high standards of quality of THE WOMAN CPA have been maintained by Marguerite Reimers, editor, with the assistance of the assistant editors and the editorial board. One of the most obvious improvements in the magazine is the new cover which gives it a more up-to-date look.

Beatrice C. Langley, supervisor of national headquarters, has been most helpful to the officers and directors in all their dealings with national headquarters and has been faithful in carrying out efficiently all responsibilities assigned to her.

The increasing number of AWSCPA members serving in some official capacity their state societies of CPAs, ASWA nationally and locally, and other accounting organizations, and serving on committees of the American Institute of Certified Pub-

lic Accountants indicates fulfillment of a basic objective of AWSCPA.

The percentage of our membership who are also members of the American Institute of Certified Public Accountants is approximately the same as that of CPAs as a whole. In order to achieve one of the purposes of the Society, we should strive to increase the number of our members who are members of AICPA.

Plans are now being made for the 1959 joint annual meeting of AWSCPA and ASWA at the Hotel Mark Hopkins, San Francisco, October 22 to 24, 1959. I urge every member to attend this meeting and the AICPA annual meeting which immediately follows. I feel confident that you will find it an interesting and rewarding experience.

I wish to express to each of you my appreciation of your confidence and cooperation during this year. It has been a pleasure to work with the AWSCPA officers, directors and committee chairmen, the ASWA National President, Carolyn J. Abernethy, and other ASWA officers and directors. It has been a distinct honor and privilege to serve as the president of such a fine group of professional women. Thank you for the opportunity.

Mary J. McCann

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There is really no purpose in establishing a budget if it is not to be used for control. Control has been defined as "disciplined effort to follow a plan or to explain deviations from it". That is all. Voluntary, unified and cooperative efforts. If it is impossible to reach the budgeted sales volume, at least it is known earlier, and management can take the action that may be indicated. Budget practice is the pure adaptation of the principle of "management by exception".