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# AWSCPA Officers 1959-60

KATHERINE E. PFEIFER, C.P.A.

CLEVELAND, OHIO

*President*

*Miss Pfeifer has served AWSCPA as first vice president, secretary, director, and chairman of its legislative committee, as well as editor of AWSCPA News. She attended Spencerian Business College and Fenn College, and obtained an Ohio Certificate in 1946.*

*A charter member of Cleveland Chapter ASWA, she has served the chapter in many offices, including that of president. She is employed on the audit staff of Lybrand, Ross Bros. and Montgomery. Her affiliations include membership in the American Institute and Ohio Society of Certified Public Accountants.*



## The President's Message

Since January 4, 1933, the American Woman's Society of Certified Public Accountants has made tremendous progress toward accomplishing its basic objectives. Our membership continues to increase; women accountants are making important contributions to the profession; and many of our members are participating in the programs of their State Societies and the American Institute of Certified Public Accountants. Much has been accomplished but much remains to be done.

"Increasing the number of woman certified public accountants, and enhancing the esteem in which they are held" are definitely public relations activities. Public relations is every one's job, and each member is urged to do her part.

Our third objective—"Increasing the participation of women in the activities of professional accounting societies"—is perhaps the most important. Such participation helps to fulfill our obligation to our profession as well as to those who will follow us.

To each of you I extend my sincere appreciation for the confidence you have placed in me. I am fully cognizant of the responsibilities involved and pledge my very best efforts for the coming year. I am particularly grateful for the capable officers and directors you have elected to serve with me. With your cooperation, I am confident that the aims and purposes of the Society will be furthered during this year.

I would like to introduce to you each of the officers and directors:

GERTRUDE HINDELANG, of Detroit, Michigan, first vice president: Miss Hindelang has served as second vice president, treasurer, director, award and budget and finance chairman of AWSCPA, and as president of the Detroit Chapter of ASWA. She

holds a BBE degree from the University of Detroit and secured a Michigan certificate. She is employed as a manager in the Detroit office of Arthur Young & Company, and her affiliations include membership in the American Institute and Michigan Association of Certified Public Accountants, National Association of Accountants, and currently she is first vice president of the Zonta Club of Detroit.

WINIFRED D. OWENS, of Washington, D.C., second vice president: Mrs. Henry S. Owens has served AWSCPA as treasurer, director and chairman of its legislative committee, and ASWA as chairman of its ethics committee. She holds a BCS degree from Southeastern University, Washington, D.C., an MCS degree from Benjamin Franklin University, and a District of Columbia certificate. She is in partnership with her husband in the firm of Henry S. Owens and Company, and her affiliations include membership in the American and District of Columbia Institutes of Certificate Public Accountants, National Federation of Business and Professional Women's Clubs and General Federation of Women's Clubs.

MARY F. HUNTER, of Chicago, Illinois, secretary: Miss Hunter has served AWSCPA as secretary, director and chairman of the education and yearbook committees, and has been president of the Chicago Chapter of ASWA. Having received an MBE degree from Mary Manse College, she obtained an Illinois certificate. She is employed as a Tax Manager in the Chicago office of Arthur Young & Company, and holds membership in the American Institute and Illinois Society of Certified Public Accountants, and in the American Accounting Association.

ELSIE A. VAN WIE, of Birmingham, Alabama, Treasurer: Miss Van Wie has served AWSCPA as

## 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".