

8-1960

Annual Meeting to Feature Treasurer of the United States

Author Unknown

Follow this and additional works at: <https://egrove.olemiss.edu/wcpa>



Part of the [Accounting Commons](#), and the [Women's Studies Commons](#)

Recommended Citation

Unknown, Author (1960) "Annual Meeting to Feature Treasurer of the United States," *Woman C.P.A.*: Vol. 22 : Iss. 5 , Article 2.

Available at: <https://egrove.olemiss.edu/wcpa/vol22/iss5/2>

This Article is brought to you for free and open access by the Archival Digital Accounting Collection at eGrove. It has been accepted for inclusion in Woman C.P.A. by an authorized editor of eGrove. For more information, please contact egrove@olemiss.edu.

Annual Meeting to Feature Treasurer of the United States

Colonial Philadelphia offers women accountants an opportunity to hear the Treasurer of the United States speak, plus an additional triple treat, the opportunity to attend the Annual Meetings of three nationwide accounting societies for the travel price of one.

The Joint Annual Meeting of the American Woman's Society of Certified Public Accountants and the American Society of Women Accountants will take place in that city September 21, 1960, with the Warwick Hotel as headquarters, and the Philadelphia Chapter of ASWA as hostesses.

The Annual Meeting of the American Institute of Certified Public Accountants will open in the Quaker City on September 25 and continue through September 28 with the Pennsylvania Institute of Certified Public Accountants and its Philadelphia Chapter as hosts.

Mrs. Ivy Baker Priest, Treasurer of the United States, will be the prime attraction at the AWSCPA-ASWA Meeting as speaker at the Annual Banquet, Saturday evening, September 24. Other featured speakers will be Mrs. Mary S. Tross, C.P.A. of Newark, New Jersey who will discuss ethics and conduct to tax practitioners, and Dr. Bernadine Meyer, of Pittsburgh, Pennsylvania, who will speak on the subject "The Accountant Communicates." Other speakers will consider the subjects of Budgeting and Pension and Profit Sharing Plans.

The AICPA 1960 Annual Meeting will feature outstanding leaders of the profession discussing such subjects as "Ethics of Tax Practice," "Accounting for Regulated Industries," "The Financial Press Talks to CPA's," "Small Firms Can Handle Big Audits Through Teamwork" and "Uniform Accounting and Tax Provisions of State Laws."

Included in the planned AICPA social and recreational events will be the President's Reception at the magnificent Museum of Art and a symphony concert by the famous Philadelphia Orchestra at the Academy of Music.

The 1960 convention city of accountants is a very enjoyable and exciting place to visit. The nation's most historic city and number one shrine, it is at the same time a great bustling metropolis which in the last few years has been experiencing a renaissance unequalled by any other American city. If you have not visited Philadelphia recently, you will be



Ivy Baker Priest
Treasurer of the United States

amazed at the face-lifting and redevelopment that has taken place, particularly in the mid-town area.

In the heart of the Delaware Valley, Philadelphia has an atmosphere all its own. It is a town that combines patrician elegance with Quaker simplicity and today adds a big dash of wide-awake excitement to produce something that just is not found elsewhere.

The city on the banks of the Delaware has great museums—such as the aforementioned Museum of Art—and famous scientific and educational institutions—such as the Franklin Institute and the Fels Planetarium. It has giant department stores and nationally known speciality shops. Its Chestnut Street compares favorably with New York's Fifth Avenue. Its restaurants rank with the best in cuisine and service. In and around Philadelphia, you will find restaurants specializing in German, Chinese, Polynesian, and Pennsylvania Dutch foods.

Within a pleasant walking tour are dozens of early American landmarks, all worth seeing, all reminders of the nation's and Philadelphia's great past. There is Independence Hall and its Liberty Bell. Gone are the shabby structures which once obstructed the view of this famous shrine. The old historic building is now fronted

(Continued on page 7)

What About the Competition?

By CHARLOTTE R. GAINES
Atlanta Chapter ASWA

Much has been written and said about the many opportunities for women in the accounting profession. But what about the competition . . . and the attitude displayed by some men in the field?

A young girl new to the business world laments, "I just feel them wishing I wasn't there, when nothing is said."

It would be an insult to the intelligence to say that this situation does not exist. It does. It exists in accounting and in many situations where men and women are striving for professional status. But the fact that the problem exists is not nearly so important as one's reaction to it. And herein lies the woman accountant's golden opportunity. Ignoring the competition, she can weave her own garment of security with the indestructible threads of poise, dignity, and intellectual "know how."

Why compete? The woman accountant has an important role to play and those who do not accept that fact are not her problem. Keeping the mental fist clinched in a constant state of defense saps intellectual energies which can be better used for doing a good job.

This does not mean that she becomes the carpet over which others walk to higher and better positions. No one who has achieved any degree of success would suggest such an attitude. Success in any endeavor takes hard work, but work doesn't mean fighting what someone else might be thinking.

Mary Hall made a valuable comment in her article "No Opportunities" in the February issue of the "Woman C.P.A." She said "The key to the door where opportunity knocks for women (or men) in this accounting business is the demonstrated ability to get the job done."

" . . . the demonstrated ability to get the job done. . . ." is the woman accountant's secret weapon for completely disarming the opposition. Without becoming a "female Machine-Gun Kelly" her place is set and progress assured if she has demonstrated ability to get the job done.

What she may consider competition many times is nothing more than a bruised ego. Amusingly, the man who lavishes attention on his lady in the evening may regard her with suspicions of an underground fifth-column movement in the office the next morning. But this is not her worry. She is poised and dignified and busy proving she has a head on her shoulders.

A prominent male C.P.A. once said, "Sixty per cent of the women in this business are using it as a bridge to marriage; twenty per cent just use it to kill time; but the other wonderful twenty per cent who are sincerely interested in the profession for its own sake are the finest accountants and C.P.A.'s you'll find anywhere. I wish I had an office full of 'em. It's just finding them."

Right motivation, coupled with active participation in the professional societies, including A.S.W.A., is the successful stepping stone to becoming one of those "finest accountants and C.P.A.'s you'll find anywhere."

(Continued from page 6)

by a beautifully landscaped Mall. A fountain plays majestically in the distance as the visitor's eye travels down the spacious lawns. To the east of Independence Hall stretches Independence National Historical Park where numerous other historic shrines are being restored or rebuilt. They include Carpenters' Hall where the First Continental Congress met in 1774 to debate the question of revolution and independence.

Outside the national park, there is the Betsy Ross House in which, tradition says, the little seamstress stitched the first Stars and Stripes.

Since 1787 when delegates from the thirteen original states gathered in Philadelphia for the convention which framed and adopted the Constitution of the United States, hospitality has been synonymous with the City of Brotherly Love. The same spirit of friendliness and service to the visitor is very much in evidence in the city today. A striking symbol of it is the new Hospitality Center of the Philadelphia Convention and Visitors Bureau which will open early in September. For a warm welcome and a wealth of information on where to go and what to see in the Quaker City, be sure to visit the Hospitality Center at 16th Street and Pennsylvania Boulevard in Penn Center when you come to the conventions.

For an outstanding convention experience, make your plans to be in Philadelphia in September and to take advantage of this bargain package—an opportunity to hear one of the country's most outstanding women in public office plus the triple treat of three nationwide accounting society Annual Meeting for the travel price of one.