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## AWSCPA President's Message

Mary F. Hall

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# AWSCPA President's Message

Mary F. Hall has served AWSCPA as first and second vice president and as chairman of the legislative and education committees. The education committee of which she was chairman was responsible for the preparation of the career pamphlet "Which Way Young Lady?" She has served ASWA as national secretary and as president of the District of Columbia Chapter.

She is employed as a senior-supervisor by Robert Douglas & Company in Boston and is a former staff member of Peat, Marwick, Mitchell & Co. in Washington, D. C.

Miss Hall holds BCS and MCS degrees from Benjamin Franklin University in Washington, D. C. and is a certified public accountant in the District of Columbia and the Commonwealth of Massachusetts.

Her professional memberships include the American and District of Columbia Institutes of Certified Public Accountants, the Massachusetts Society of Certified Public Accountants, the American Accounting Association, the National Accounting Association and the Boston Chapter of ASWA.

During World War II, Miss Hall served as a WAC with the Counter Intelligence Corps in Australia, New Guinea and the Philippines.

Mary F. Hall, C.P.A.



Boston, Massachusetts

As our Society commences its thirtieth year, we feel a confidence that we are progressing well toward our objective of advancing the professional interest of women certified public accountants.

Although women are a small percentage of the total number of CPA's in the country, we can point with justifiable pride to those who conduct their own excellent public accounting practices or are partners and staff accountants in both large and not so large public accounting firms.

Private industry, government and the teaching world are increasingly judging our talents as competent, professional accountants on merit alone.

We are aware that there is much yet to be done. However, it will be the aim of this administration to accent the positive side of the picture.

The progress we have made on the job, in telling our story to the accounting profession, and in joining in technical programs of other accounting societies demonstrates our capabilities in our chosen profession. And this progress is the base on which we will build our future progress.

For it is by accenting our strength that we will gain strength. And the power of an organization is a multiple of the strength, skills and character of the individuals that make it up.

We all owe a true debt of gratitude to the women who pioneered as CPA's not so many years ago, who first demonstrated so clearly that the path of the CPA is open to all who have the ability and the will to do the job. Especially do we owe a debt to those leaders of AWSCPA who have invested their time and talents in our futures.

I am particularly appreciative of the opportunity that I have had to benefit from the counsel and guidance of the 1961-62 president, Mrs. Winifred D. Owens. I will endeavor, within the limits of my ability, to so conduct the affairs of the society that we will move forward along the paths of programs which she and her predecessors have marked for us.

I want to present the able group of women that will serve you this year and the capacities in which they will serve. The officers are Grace S. Highfield, First Vice President, Research Committee; Margaret E. Lauer, Second Vice President, Budget and Finance Committee; Lucille R. Preston, Secretary Yearbook Committee; Doris Parks, Treasurer.

Directors and the committees they will be responsible for are Margaret G. Conley, Publicity; Joyce E. Cowman, Education; Loretta A. Culham, Membership; Virginia B. Hollister, Public Relations; and Winifred D. Owens, (ex-officio), Policy and Procedure.

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# Comments and Idea Exchange

Marion E. Davis

ACCOUNTANT: Author? Speaker? Sales Representative?

As the title of this piece suggests, the accountant of today must play a multiple role. He can no longer be content with merely applying accounting skills and knowledge. This must be supplemented with the additional skills of effective communication, be it writing or speaking; and in applying these additional techniques, the accountant is selling. In a recent issue of the Journal of Accountancy, John W. LaFrance, C.P.A. had this to say:

"Within our profession there are many CPAs who spend long hours in developing and maintaining their professional skills. They take it for granted that this is an important part of their profession. But within the same group there are probably very few that regard themselves as authors or speakers. Let me remind you that when a job is completed and you are asked to report on it, you have changed roles and you become an author or a speaker."

As long as men and women make decisions based on information, there will be reports to transmit that information to them. We do, as Mr. LaFrance has stated, prepare ourselves to produce the information, but how much time and thought do we give to "transmitting" the information.

The successful techniques of writing, speaking and selling can be ours if we are willing to give them the time and attention they deserve. I suggest we start by reading the article by Mr. LaFrance in the May Journal.

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## THOUGHTS OF ASPIRING AUTHORS

The trepidation with which the aspiring amateur author approaches writing an article for a national professional publication . . . the fear that it may not measure up to the publication's high standards . . . the discovery that editors and editorial boards are considerate in their suggestions for improvements and revisions and above all, perceptive in their guidance . . . the exhilaration of having an article published, of having met the high standards . . . the hope that others may also aspire to the seemingly unattainable and have the wondrous feeling that only having reached beyond yourself can bring.

Hazel Brauch  
St. Louis Chapter

## HOW TO COMMUNICATE WITH SILENCE

James N. Farr, Consulting Psychologist, has stated in an article in Nations Business, that many executives or managers overlook an important side to communication. It is knowing when *not* to communicate.

He goes on to point out that "silence" can be a useful management tool for those who know how to use it.

Silence in a face-to-face situation tends to generate tension and anxiety. This is basically unpleasant. That's why people usually remove the cause of the anxiety—the silence—by talking. Managers can use silence for various ends:

1. To encourage subordinates to think problems through before giving answers.
2. To encourage and permit subordinates to express themselves fully.
3. To help subordinates bring fears or resentments out in the open.

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## POINTS TO PONDER FROM PREVIOUS ISSUES

"Present professional liability insurance policies will insure accountants against breach of contract, negligence, constructive fraud, and civil libel and slander. The insurance companies will defend the accountant in suits alleging the above charges even though the charge is groundless. Insurance should not, however, be allowed to displace the importance of maintaining the highest level of competence and care. Although the insurance coverage can save the accountant direct monetary damage, it cannot protect his reputation."

—December 1961

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Other committees will be headed by Mary Jo McCann, Award; Mary Lou Hodges, Legislative; and Jane Strenciwilk, Publications.

My sincere thanks to the membership for the privilege of serving as your president and for providing me with this excellent supporting cast. We ask your support in our continuing efforts to advance the professional interest of women certified public accountants.