

8-1963

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Recommended Citation

Hall, Mary F. (1963) "AWSCPA - Accent on the Positive," *Woman C.P.A.*: Vol. 25 : Iss. 5 , Article 2.
Available at: <https://egrove.olemiss.edu/wcpa/vol25/iss5/2>

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AWSCPA—ACCENT ON THE POSITIVE



Mary F. Hall, C.P.A., President 1962-1963

This has been a year of peaks and valleys for me. There have been peaks of confidence when the efforts of your capable officers and committee chairmen functioned competently to promote our objective of advancing the professional interests of women certified public accountants. And there have been valleys of impatience with myself when I have not been able to provide a maximum of leadership and guidance to further our Society's goals.

Following the aim of the 1962-63 administration to accent the positive side of the picture, we can point with pride to several substantial steps of progress that have been attained and to others that are moving toward accomplishment.

We qualify as a true growth situation this year with more than 75 new members, associates and international associates added to our roster. We started the year with a count of 525, but because of normal membership attrition close the year with just under 600 members. With newly inaugurated procedures centered at National Headquarters to insure that AWSCPA contacts every woman who passes a CPA examination in the United States, we can look forward to a continually increasing percentage of representation of all women CPAs.

Another highlight of the year was participation in New York last September by AWSCPA as one of the 8 United States sponsoring organizations in the Eighth International Congress of Accountants attended by

members of 124 accounting societies from 62 countries. Of special interest was our cooperation with the American Society of Women Accountants in maintaining a Foreign Visitors Suite during the Congress where we entertained visiting women accountants from other countries.

Our career information booklet, "Which Way, Young Lady?" published last year, has continued in the best seller category. The initial printing of 15,000 went quickly. This year a reprint of 20,000 copies has been distributed and a third printing of 20,000 copies has been run to meet the continuing demand for it.

Since the career information booklet has proved to be of growing benefit to both AWSCPA and ASWA, the two Societies have joined together this year to prepare a successor publication for similar use. The heart of this joint publication will be a statistical survey of the members of both societies aimed to provide an accurate and up-to-date picture of the woman accountant. This new pamphlet, hopefully projected for publication this fall, should prove exceptionally beneficial in our public relation activities.

Another joint effort of the two Societies is the development of a nationwide Speakers' Bureau which we can confidently believe will add much to our abilities to tell the business and professional world the story of women in accounting.

The foregoing touch only a few of the outstanding activities that contribute to the role that your society has played and will continue to play in our efforts to advance the professional interest of women accountants.

I am most grateful for the willing contributions of time and talent by officers, directors, committee chairmen and committee members. Their sincere, loyal cooperation and support is most appreciated for without it we could not point with pride to progress for the year.

I also express my thanks to officers and directors of ASWA for their helpful cooperation. In this, the 25th year of the existence of ASWA, I think that we can also point with pride to our affiliate's stature in the community of professional accounting organizations achieved largely through dedicated leadership so well exemplified by its 1962-63 president, Erma A. Sembach.

May I thank you for the privilege of serving you as president of the American Woman's Society of Certified Public Accountants.