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# AWSCPA Review - 1965-1966

Lucille R. Preston, CPA

President 1965-1966



As the 1965-1966 administrative year of the American Woman's Society of Certified Public Accountants comes to a close, it is time to value the accomplishments of the goals set forth for this year and to determine if the objectives of the Society, the advancement of the professional interest of women certified public accountants, were promoted.

The general theme of the program for the year was "Growth Through Challenges" with emphasis on membership participation, first in AWSCPA and then in other professional, civic, service and political organizations. Each member was challenged to make AWSCPA a personal matter, to assume the responsibilities of the accounting profession and to accept each challenge presented to her during the year.

The members of the Society did accept the challenges. More than one hundred members participated in the activities of the Society as members on the various committees. Many of the members served on committees of the American Institute of CPAs, the state societies of CPAs and other professional organizations. The second vice president was also second vice president of the National Accounting Association, and one member was a vice president of the Massachusetts State Society of CPAs. Many members attended seminars and

technical sessions of other accounting organizations, universities and governmental agencies, and were outstanding technical speakers at the Eastern and Western Regional Conferences of the American Society of Women Accountants, ASWA Chapters, and other professional and civic organizations. Others were speakers at career conferences in high schools.

Dr. Helene M. A. Ramanauskas, the National Reporter of the U. S. representing AWSCPA to the Ninth International Congress of Accountants in Paris in 1967, submitted her manuscript, "Accounting As A Means to Measure Productivity of the Administrative and Commercial Function," an original contribution.

Nine members wrote articles for *The Woman CPA*. Other technical articles by members of the Society were published in technical magazines or as documents for circulation. Also, nine AWSCPA members served the Society as members of the staff or editorial board of *The Woman CPA*.

Another milestone in the administration of the Society was accomplished by the members putting into effect more modern techniques for government through revision of the bylaws of the Society.

The Society became a member of the Accounting Careers Council whose purpose is to promote the attraction of better students in accounting. This will provide a better opportunity for AWSCPA members to serve the profession.

During the year, approximately 23,000 copies of "Mapping Your Future," the career booklet of AWSCPA and ASWA, were distributed by AWSCPA. The Accounting Careers Council was furnished 10,000 copies, the American Institute of CPAs 10,000 copies, and to state CPA societies, accounting associations, members and prospective members, approximately 3,000 copies. Also, during the year, 4,300 copies of "To Be Or Not To Be A CPA" were distributed.

The American Society of Women Accountants joined AWSCPA in the project of distributing the "Treasurers/Your Guideline" booklet which was prepared by the 1964-1965 AWSCPA Education Committee. ASWA received 1,300 copies to be distributed to its chapters to be used in holding treasurers' workshops. The AWSCPA Public Relations Committee prepared a glossary of accounting terms to be distributed with the booklet. This Com-

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mittee distributed almost 900 copies to members of AWSCPA and others interested in helping the lay person learn how to perform duties of the treasurer more efficiently. The booklet was prepared for the use of treasurers of clubs and organizations formed for social service and recognition purposes. It is intended to be particularly helpful for treasurers of school clubs, service clubs and professional organizations. It provides an opportunity for the AWSCPA member to contribute her talents to others in her community who do not have an understanding of the duties of a treasurer or of accounting.

The Public Relations Committee continued to work with the ASWA Public Relations chairman to complete the Speakers Bureau which should be ready for distribution within the next few months.

The Education Committee worked on a throw-away career leaflet which summarized the material in "Mapping Your Future" and will list all the educational material available. It should be completed during the next year. This will make it possible for AWSCPA to reach more prospective CPAs and to inform them of the availability of "Mapping Your Future."

The Publications Committee prepared and distributed six copies of the *AWSCPA News* to the membership. The goal of this committee was to bring the membership closer to the Society through knowledge of the activities of the Society and its members. Special features were editorials by the editor, articles by the retiring editor of *The Woman CPA* and the Public Relations Chairman, and mid-year reports by each committee chairman.

The Publicity Chairmen of AWSCPA and AWSA agreed that a statement of policy for publicity of joint projects was needed. Such a statement of policy was approved, so now more effective news coverage of joint projects will be possible.

The formation of The AWSCPA Educational Foundation, a tax-exempt corporation, was approved, and the charter has been submitted to the proper officials of the State of Illinois. This will make it possible for AWSCPA to continue the project of producing an educational film to encourage students to enter the accounting profession.

The membership in AWSCPA increased during the year to 704 members, effective July 1, 1966, a net increase of 53 members. Also, letters of congratulations and invitations to membership in AWSCPA were written to approximately 150 successful candidates passing the CPA examination. Approximately 2,300

women throughout the United States have now become CPAs.

The highlight of the year for the President was the honor bestowed upon her by being invited to Florida Southern College to speak on the subject, "The Federal Income Tax and Its Bearing Upon Business," as one of the lecturers in the college's Distinguished Accountants Series on Accounting for Business. Also, an article entitled "Chart Your Way to Success, Map A Future in Accounting" was published in the *National Business Woman*, official publication of the National Federation of Business and Professional Women's Clubs, Inc. She attended the Eastern and Western Regional Conferences of ASWA, the public relations dinners of the Houston and Fort Worth ASWA Chapters and the charter dinner of the Lubbock Chapter of ASWA and the Annual Meeting of the Texas State Society of CPAs.

The President is most grateful to all the members who, through their participation and interest, have made it possible for AWSCPA to progress in the advancement of its objectives during this administrative year. The officers and directors and chairmen of the various committees fully cooperated with the President and diligently worked to carry out the activities of their respective committees or assignments, giving freely of their talents and time to the Society.

The President also wishes to express her appreciation to the officers and directors of the American Society of Women Accountants, to the editorial staff of *The Woman CPA* and the staff at National Headquarters for their assistance and support in the execution of this year's program.

The President is aware that further accomplishments are necessary to attain the objectives of the Society, and the President sincerely hopes she has motivated each member to greater action and has stimulated a desire within each member to give more freely of her talents to her profession and community and to be a woman of influence. She is most grateful for the opportunity to serve AWSCPA as its president. It has been challenging and a rich and rewarding experience.

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