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NEWS & views

JUNE 4, 1996 • For the Employees of the American Institute of Certified Public Accountants

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NEWS & VIEWS AND THE COMMUNICATIONS IMPLEMENTATION TEAM DEVISE A CURE FOR ACHING WRISTS



Is your arm getting tired from lifting up 12-page editions of *News & views*, packed with information on teams, teams and more teams? Well, here's a piece of good news: The staff newsletter population of the Institute has just doubled!

The Communication Implementation Team recognized that it needed a forum of its own, a place where Team AICPA could look for information on cross-functional teams and the new work culture of the Institute. They will be moving to a new location, coming soon to an in-box near you: *Team Network News (TNN)*. *News & views* will continue to publish articles related to Day-to-Day work teams, technology, health, personal financial planning, benefits, *News & views* Viewpoints, occasional messages from the President, and human resource-related issues.

That may sound like a lot, but the Communications Implementation Team is undertaking an even greater responsibility: their mission is to educate and inform Team AICPA about the Institute's new work environment. That means that *TNN* will

publish updates on PIP Teams, Implementation Teams, Operation ACCESS and one-stop shopping, Member Segment Teams, and any other cross-functional teams that are established. Their articles will continue to explain the spirit of the team environment and will attempt to demystify the concept of self-directed work teams. *TNN* will

be the Institute's first regular publication that is run from start to finish in a team-based manner.

Look for a surprising format and a cutting-edge writing style from *Team Network News*. The first issue should appear in mid-June. *News & views* will continue to inform Team AICPA, but it will stop giving people tennis elbow.

I HAVE AN ARTICLE: WHERE DOES IT BELONG?

News & views and *TNN* are going to publish different kinds of articles. While there are some ambiguous areas, as a rule of thumb, the chart below should help people decide where to send a story. Stories for *TNN* should be directed to Joanne Lindstrom, who can be reached by e-mail or at extension 3806. Stories for *News & views* should be directed to Anne Rothkopf, who can also be reached by e-mail or at extension 3357.

An article on . . .

Generally belongs in . . .

Implementation Teams, Member Segment Teams, PIP teams, Operation ACCESS, or other Cross-Functional Teams	<i>TNN</i>
A day-to-day work team (eg. messages, updates, etc.)	<i>News & views</i>
Special events, an unusual situation	<i>News & views</i>
One-stop shopping	<i>TNN</i>
Other technology, (eg. phones, internet, etc.)	<i>News & views</i>
General issues regarding team-based culture	<i>TNN</i>

COMMITTEE MEETINGS ENTER THE VIDEO AGE

John Daidone, Academic & Career Development



On May 2, the AICPA Accounting Careers Subcommittee conducted a meeting via video conference — the first time this format has been used for an AICPA committee meeting or conference. John Daidone of the Academic & Career Development Team, who is the aide to that committee, contributed the following report about the video conference to News & views.

It was an experiment that I approached with much trepidation. My committee had made it clear at a previous meeting that we should be progressive and explore other means for conducting meetings. The assignment: Look into the video conference format.

A committee member suggested that I contact Kinko's, which offers a national network of video conference sites. I spoke to a Kinko's representative and got information on cost, sites, and video conference etiquette, among other things. I learned that a three-hour meeting conducted from seven different sites (the recommended maximum number of sites) would cost about \$4,500 (i.e., \$210 per hour per site). Comparing this to my previous committee meeting in Miami, I realized that we would save about \$2,000. In addition to the cost savings, committee members would experience *time* savings by not having to travel to a meeting site, staying overnight in a hotel, etc. So, I worked with our Meetings & Travel Team to make the concept a reality.

Still, there was much concern on my part in the days leading up to the meeting. What if there's a technical difficulty? What happens if everyone speaks at once? I decided that it makes no sense worrying about the unknown. . . just take the plunge and hope for the best.

I got to the Kinko's site about 45 minutes prior to the call to learn how to work the equipment. I brought along my assistant, Kim Walsh, to take notes (normally I take notes, but I figured I would have enough to worry about facilitating the meeting from seven different sites). I sat at a long, oval table and began playing with the control panel before me. A television monitor was on the other

side of the table, enabling me to view the other participants when they arrived at their sites. In the lower left corner of the monitor was a separate screen so I could view myself and anyone else at the table. I was joined by two committee members based in New York.

The meeting started at 11 a.m. EST to accommodate one of my members on the west coast (I didn't want to get her up too early!). The Kinko's representative in New York did a roll call, then suggested that someone serve as a facilitator to bring control to the meeting. My committee chair, Dan Deines, imparted the responsibility to me. With that, I introduced the first item on the agenda.

Initially, everyone seemed a little awkward with the technology. Seeing yourself on screen can be a little unnerving. Also, transferring video through a network is not instantaneous, so there tends to be a slight delay from one speaker to the next. I tried to get the members to speak in turn, but at times they would jump in to respond to something that was said. After awhile, however, the participants began to get the hang of the format. We were able to move swiftly through the agenda, finishing the meeting in just under three hours (I would not recommend meeting for more than three hours since people are inclined to get "antsy" sitting in one place at one time).

At the end of the meeting, I asked the members what they thought of the format. They all thought it was very effective, noting that we stayed focus on the agenda. Like most committees, my committee sometimes "goes off on a tangent," but that didn't occur during the video-conference. Still, we don't see it as a permanent replacement for face-to-face meetings. The one element missing was the back-and-forth interaction, which often elicits good ideas. Nevertheless, the committee suggested that we do the video conference format again, perhaps one out of every two or three meetings. Personally, I found it to be a great experience and would encourage other AICPA committees to give it a try. Believe me, it works!

Editor's note: News & views Viewpoint is a new feature of News & views which will appear periodically in this publication. N&v encourages any and all Team AICPA members to submit editorials about work at the Institute to Anne Rothkopf. News & views reserves full editorial control over any submissions it receives.

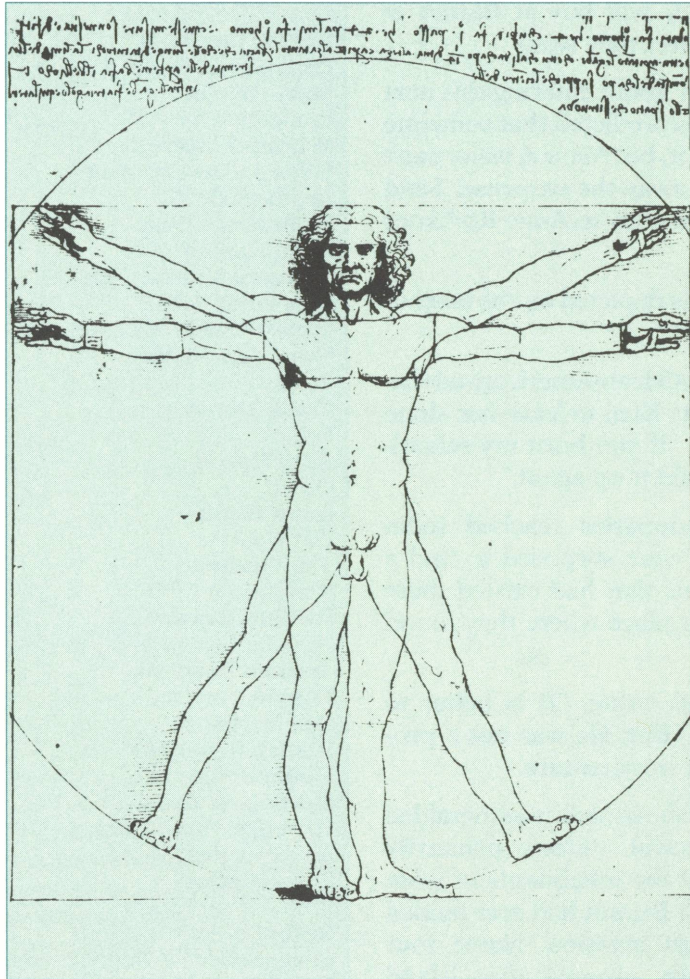
ERGONOMICS SEMINAR OFFERED IN NEW YORK

The most basic elements of our environment can affect our health and our state of mind. They can affect how easily and how rapidly we perform certain job-related tasks. In 1949, scholars began to study the way we relate to the objects around us, and they called their work ergonomics. Webster's dictionary defines ergonomics as "an applied science concerned with the characteristics of people that need to be considered in designing and arranging things that they use in order that people and things will interact most effectively and safely."

Ergonomics is taken quite seriously by the medical community, as well as by the designers of automobiles, furniture, and office equipment. Good ergonomic design can prevent back problems, carpal tunnel syndrome, and other ailments. In some cases, it is believed to contribute to the alleviation of fatigue and depression.

CAVEAT LECTOR

News & views would like to apologize to Leigh Knopf. We forgot to indicate that he is co-leader with Marianna Morgan of the Member Segment Team for State Societies and Associations for CPA firms.



The Mount Sinai Corporate Wellness Program, which has conducted a variety of health-related seminars in the recent past for Team AICPA, will be providing us with an opportunity to learn different strategies designed to improve our relationship with the things around us.

They will be sending a physical therapist, Kevin Weaver, to the Institute to help us find the best ways to sit at our desks to use our computers, and to perform other ordinary tasks so that we don't cause ourselves undue stress.

Arlene Cohen of the Professional and Technology Products Team, who participated in the seminar when it was in the New Jersey office, says that she would recommend it to others. "Ergonomics is not a new-age gimmick. It's an important

topic that is often overlooked. Most people don't realize that ergonomics is not just about furniture. It's also about movement."

The ergonomics seminar will be held in the New York office on Tuesday, June 18 in Conference Room F. Please call Kim Hines at extension 3350 to register.



HISTORY TRIVIA QUIZ #2

As it was predicted in one of the more esoteric writings of Nostrodamus, congratulations are due to Dave Dasgupta of the Communications/Public Relations Team and Richard Koreto of the *Journal of Accountancy* who both got the highest scores of the last *News & views* History Trivia Quiz. Somehow, Nostrodamus knew centuries ago that no one would get a perfect score. Wasn't he amazing? He even predicted which books they will buy at Barnes & Noble with the gift certificates they won!

Again, no one should be shy about entering this next trivia contest. Nostrodamus predicted that someone from the AICPA would win it, but *News & views* can't say who. That would take away the suspense. Send all entries by e-mail or hard copy to Anne Rothkopf no later than June 14.

- 1 What memorable event is depicted on the label of most bottles of Snapple?
- 2 Name the well-known African-American educator who got the Klu Klux Klan to leave her alone by calmly telling them, "If you burn my schoolhouse down, I'll just build it up again."
- 3 When Portuguese missionaries reached India for the first time, they were surprised to find a community of Christians that had existed there for centuries. Name the place where they found them.
- 4 Which political scientist wrote, "It is better to be feared than loved?" Hint: He was not a proponent of a team-based work culture.
- 5 The defeat of the Spanish Armada was heralded as a great English naval victory, primarily because it was rare that the inhabitants of what is today known as Great Britain had ever fended off a large-scale foreign invasion. Name four groups that successfully invaded that island before the reign of the Tudors.
- 6 Who was the first President of post-colonial Senegal, and what important cultural distinction does he hold today?
- 7 We all know that Marie Antoinette was reported to have said of the starving French peasants, "Let them eat cake." However, the report further said what *kind* of cake she would have them eat. Name the cake for 2 points.

Team AICPA Anniversaries

Congratulations to the following Team AICPA members who recently celebrated various anniversaries with the Institute:

Marie Barielle	
Technical Publications	25th
Jose Morales	
Information Operations	18th
Raymond Lipay	
Practice Monitoring	15th
Helen Figueroa	
General Accounting	14th
George Hoffman	
Professional Standards & Services	14th
Mary Ann Tait	
Production Services	14th
Margaret Monaghan	
Software Development	12th
Leonard Hecht	
Professional Ethics	11th
Allan Kaplan	
Financial Management	11th
Lois Wolfteich	
Professional Publications	11th
Marie MacBryde	
Professional Publications	10th
Frank Derosa	
Order	9th
John Harris	
Order	9th
Anita Meola	
PCPS/MAP	9th
Tina Andrews	
President & CEO	8th
Richard Bruder	
Human Resources	8th
Antonio Pacheco	
Printing Services	8th
Gae Barbano	
Human Resources	7th
Hollie Boyle	
Meetings & Travel	7th
Florence Vanbuskirk	
Accounts Receivable	7th
Susan Coffey	
Professional Ethics	6th
Brian Cooney	
Congressional & Political Affairs	6th
Israel Herskowitz	
Professional Ethics	6th
Stanley John	
Printing Services	6th
Robin Quinn	
Member Service	6th
Mark Spinelli	
Practice Monitoring	6th
Linda Volkert	
Technical Hotline	6th
Victoria Majewski	
Congressional & Political Affairs	5th
Ysidro Santana	
Printing Services	5th