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Academic & Career Development

e-NewsLetter

June 2001
Edition 3

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MASS Appeal

The Massachusetts Society of CPAs held a High School Educators Symposium on April 25th that left the teachers attending asking for more. More high school teacher conferences, that is! Thanks to Barbara Iannoni of the MSCPA, the Symposium was a huge success.

Fifty teachers attended the Symposium, which was held at the Sheraton Four Points Hotel Conference Center in Norwood, MA. Arthur Andersen, Northeastern University, who provided CEUs for the attending teachers and guidance counselors, and the Massachusetts Business Education Association sponsored the Symposium.

In addition to the Academic and Career Development Team presenting the 360

Degrees of Possibilities Curriculum Kit and CPA iPACK, the agenda contained a variety of speakers. Mary Ann Shea, the Massachusetts Business Education Content Specialist, presented the Massachusetts Curriculum Framework and discussed how the AICPA Curriculum Kit was aligned with their Framework. Jean Joy, CPA and President of the MSCPA, moderated a panel that included a partner and human resource manager with Arthur Andersen, a sole practitioner, and individuals representing the National Association of Black Accountants (NABA) and the American Association of Hispanic CPAs (AAHCPA). Arthur Andersen and Northeastern University also spoke about the accounting profession and college programs, respectively.

All attendees received an AICPA Curriculum Kit and

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Takin' Care of Business CPA iPACK and were treated to a spectacular breakfast and lunch. Congratulations to Barbara and the MSCPA!

Bang, Bang, Bang!

It took the Michigan Association of CPAs just 5 weeks to organize their High School Educators Symposium. Upon learning of the concept on a visit to the AICPA, Peggy Dzierzawski, President and CEO of the Association, put her staff to the task of holding a Symposium.

The event took place on May 15th, was attended by 60 teachers and guidance counselors, and by all accounts, was a great success. Arthur Andersen sponsored the Symposium and the Michigan State Board of Education and Oakland County School District provided CEUs to the attending educators.

The Curriculum Kit and CPA iPACK was presented by the ACD Team, which was followed by a presentation by Arthur Andersen. In addition, "Peggy D" presented the MACPA student initiatives.

Mary Kline-Cueter, CPA and Chair of the Board of Directors at the MACPA, also attended the Symposium.

Special thanks to Michelle Mohan, Manager of Volunteer Activities and Special Projects, and Laura Rosen, Director of Volunteer Activities and Special Projects, for their efforts in making the event a great success. The Symposium was held in Troy at the Northfield Hilton, which also catered the breakfast and lunch.

The MACPA has already scheduled two Symposiums for the fall.

Another notable

The ACD Team also presented at a High School Educators Symposium that was held at Brigham Young University. The event was organized by BYU's Professor of Accounting, Fred Streuling, and was sponsored by Deloitte & Touche. Like its predecessors, the Symposium was very successful as noted by some teachers who drove 5 hours to attend.

Wisconsin's got the Number!

Actually, it's more than just numbers. An accounting careers program targeted toward fifth graders, MORE THAN JUST NUMBERS introduces students to the field of accounting through a two-hour, on-site visit to a CPA firm. The students are introduced to a case study and given informational tools to meet the challenge it proposes. *They* will be the CPAs. While at the firm, they are exposed to some of the tools of the trade: fax machines, computers/word processors, and calculators. After their visit, they return to the classroom and, over the course of several weeks, gather information and work on a "business plan" for their "client," played by CPAs from the firm they visited. The CPAs come to the classroom for the presentation.

The WICPA provides all the materials for MORE THAN JUST NUMBERS, so all the firm has to do is set aside the time and staff. Rewards will be reaped far beyond the immediate smiles on the faces of students who discover that accounting is

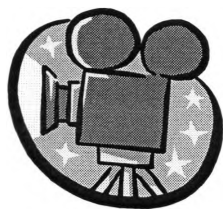
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MORE THAN JUST NUMBERS. Far-reaching benefits include enlightened students, increased awareness of the profession, the eventual entry of more students into the field, and visibility for participating firms.

To find out more about the WICPA MORE THAN JUST NUMBERS Program, contact Ann Dee Allen, Director of Public Relations and Communications, at 262.785.0445, extension 3004, or at AnnDee@wicpa.org. In addition, attached to this email is the WICPA MORE THAN JUST NUMBERS Handbook for you to review.

On the Big Screen

Did you know that some State Societies are advertising on the big screen in movie theatres?



For more information, contact the following Societies: Connecticut, Michigan, New Jersey, and Oklahoma.

Did you hear?



The ACD Team is discontinuing the *360 Degrees of Possibilities* theme and as such is revising the 360 Degrees of Possibilities Curriculum Kit and renaming it the *Takin' Care of Business* Education Handbook. The design and artwork will be in alignment with the *Takin' Care of Business* theme that is used for the CPA iPACK. In addition, the ACD Team is investigating the possibility of including the Education Handbook in the CPA iPACK. To learn more about student recruiting products and programs, please attend the Add-On Session at Interchange so we can give you all the details. See you there!

Communication Central

We want to hear from you!

Let us know the recruiting activities that you are

undertaking so that we can publish them in future editions of the *e-NewsLetter* to let other Societies know the success you are enjoying.

Please contact Jodi Ryan (jryan@aicpa.org, 212.596.6102) or Joe Bittner (jbittner@aicpa.org, 212.596.6282) of the ACD Team at the AICPA to let us know!

One More Time!

The ACD team is conducting a Recruiting Workshop at Interchange 2001 in New Orleans on Wednesday, July 25th from 3:00 p.m. to 5:30 p.m.

We will discuss, in detail, two recruiting programs—the *State Society High School Educators Conference* and *Student Recruiting with Beta Alpha Psi*.

At this workshop, the ACD team will distribute "Resource Guides" for each program. The Resource Guides contain materials and information that you can use to implement these two programs. In addition, state society representatives and a BAP student that helped develop these programs will

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be in attendance to provide their advice and insight.

All State CPA Society representatives are encouraged to attend. Please be sure to sign up now using your Interchange 2001 registration form.



In addition, as a follow up to the workshop, the Academic and Career Development team will be conducting in-depth training sessions to teach State Society personnel how to present the CPA iPACK and Education Handbook (formerly the Curriculum Kit) at a high school educator's conference. The training sessions will be held in the AICPA New York offices in September and will encompass one full day. For your convenience, we will provide you with a list of session dates in the near future.

THE AICPA ACADEMIC & CAREER DEVELOPMENT TEAM

Dinner is Served!

The ACD Team is hosting dinner on Friday, July 27th (Interchange 2001) at 6:30 p.m. at Mr. B's Bistro, located at 201 Royal Street.

We will meet in the lobby of the Ritz Carlton at 6:15 p.m. and walk the short distance to Mr. B's.

If you would like to join us, please contact Jodi Ryan by July 20th at jryan@aicpa.org or 212.596.6102.



*See you in
New Orleans!*