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Inside AICPA, February 4, 1991

American Institute of Certified Public Accountants (AICPA)

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February 4, 1991

Welcome!

Ahava Goldman - Technical Manager - Examinations. Before joining the staff, Ahava was employed as a Supervisor for DDK & Company, CPA's.

Staff Promotions

Meg Alexander, formerly Technical Support Specialist in Programming & Systems, was promoted to Manager-EDP Operations in Data Processing Operations.

Joseph Lopez was promoted to File clerk in Library Services from Mail Clerk in Mail Services.

Congratulations to both of you and good luck in your new positions.

Another AICPA Effort Comes Up Short

Despite solid all around team play, the AICPA once again lost a close game, 71-66, to the Bank of Montreal. Starting slowly, the Institute fell behind and trailed at halftime by 12. The second half was one of spurts, with the Bank of Montreal leading by 20 at one point. Down 14 with 4 minutes to go, the AICPA made one last savage, but could get no closer than the final margin.

The Institute was led by Ronnie Dunn (Shipping & Receiving), who scored 27, and Shaun Roberts (Quality Review), who had 17. Also playing well were Tony Betances (Office Facilities), with 10, Allan Kaplan (Financial Management), with 7, and Tony Pacheco (Printing Services), with 5.

The team is off this week, and will return to action in a rare Thursday night game on February 14 at 8:20 p.m. The game will be played at P.S. 111 (53rd Street between Ninth and Tenth Avenues). Celebrate Valentine's Day by coming out and cheering on the AICPA.

Staff Anniversaries

Congratulations to the following staff members who last week celebrated various anniversaries with the Institute.

Anniversary

Florence Napolitano	Customer Service	9th
Art Kent	Information Technology	5th
Iris Mascetti	CPE Accounting	5th

You Can Create Your Own Image (in any job)

The newscaster on TV has an image that is carefully built. So does the president. Public relations experts build images for "important people", but you and I don't have that service. We have to create our own.

Who needs it? Does pumpkin pie need whipped cream? Does cheese cake need strawberries? Without them, these desserts wouldn't be ordered as often in restaurants.

Here are a few words on how to make the most important person you know (you) into a more attractive and more needed part of the workforce, no matter what job you hold now.

Be professional, whether you work on an assembly line, operate a machine, or run a computer. When you know your job is important, know how to do it well, and you can even teach others, you create your professional image.

Upgrade your skills. Learn more. Being professional about your work also means you realize you don't "know it all". There is always more to learn. Take courses, read whatever is available about your equipment and your work.

Be courteous. It's a mirror of your character. Good manners don't prove that you are a good person. Bad manners, however, convince others that you have more serious faults that are hidden.

Deliver. Business consultant Paul Stern says, "to deliver means to do the tasks that have been set in front of you better than anyone else in your position is expected to".

Leverage. In his book, Straight to the Top, (Warner Books) Stern says when you do those things that bring your efforts to the notice of your superiors, that's "leverage". Your image is enhanced and you are more likely to get a better job or some other reward.

Understand what "hard work" is: It involves creating excellence. Hard work is physical or mental labor that is measured not only in hours, but in output and in quality of results.

Learn to express yourself. Practice talking about your job, even if it's to yourself. Always do your homework, especially in areas where other people won't bother to do so. You will gain a better overall view of your work.

Your image is valuable to you, and it lets others know what kind of person you are. Be professional in your work, try to learn more about it, and make excellence a priority. Like strawberries on the cake, that image will make you stand out, be proud, and be ready for better things when they come your way.