

University of Mississippi

eGrove

Newsletters

American Institute of Certified Public
Accountants (AICPA) Historical Collection

3-4-1991

Inside AICPA, March 4, 1991

American Institute of Certified Public Accountants (AICPA)

Follow this and additional works at: https://egrove.olemiss.edu/aicpa_news



Part of the [Accounting Commons](#)

March 4, 1991

**Staff
Anniversaries**

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

		<u>Anniversary</u>
Don Schneeman	General Counsel & Trial Board	27th
Art Lodge	Editorial-Newsletter	21st
Jerry Cicalese	Internal Audit	11th
Yolanda deJesus	Exams	10th
Roberta Hinds	Receivables	8th
Joan Anderson	General Accounting	6th
Lenny Mai	General Accounting	6th
Jessica Sacco	State Legis. & Legis. Relations	6th
Virginia Wilson	General Counsel & Trial Board	6th

**AICPA
Loses
Finale**

The AICPA season ended on a sour note, as it lost its final game to Blair Communications, 51-36. The Institute could not handle the taller and much deeper Blair squad, who substituted five players at a time for most of the game. Down 30-17 at halftime, the AICPA could never mount a serious challenge.

The Institute once again was led by Ronnie Dunn (Shipping & Receiving), who had 14 points.

**Say Hello
To ...**

David Handrich - Technical Manager - PCPS. David joins the Institute from the Wisconsin Institute of Certified Public Accounts where he was the Director of Education.

Jose Santiago - Copying Coordinator - Printing Services. Jose joins us from Todd Photoprint, Inc. where he was employed as a Xerox Operator.

Pedro Santos - Copying Coordinator - Printing Services. Previously, Pedro worked as a Stock Clerk for Aldersen Research Laboratory.

Elizabeth Anne Scifo - Project Manager - CPE Program Development-Self Study. Elizabeth previously worked as an Accounting Policy Analyst for Merrill Lynch.

**Writing
Made Simple
& Easy**

Is it easy for you to say something to someone...but very hard to make the same point on paper?

If so, perhaps you're trying to write a different language from the one you speak. And there's no reason for it. The clearest, most effective way to express an idea is in simple, conversational language. Why not use it?

Over the years professional management organizations receive tens of thousands of letters from executives at all levels. If any one observation can be drawn from these letters, it is this: Important and successful executives write more simply and briefly than the others.

Successful executives write, not to impress people, but to get things done. They get to the point directly, make clear what they want to say, then stop. They use the simplest sort of language and don't fog the situation by needless explanations and beating around the bush.

A common error of young up-and-coming executives is the tendency to write to impress people rather than to communicate ideas. To curb this impulse the following simple steps are suggested:

1. Don't write anything until the message is absolutely clear in your own mind.
2. Imagine the person you are writing to is sitting directly across your desk. Read the message aloud to your imaginary companion. Does it sound natural? Is it written the way you would say it?
3. Avoid introductory material--get to the point quickly, immediately if possible.
4. When you've made your point, stop.
5. Keep sentences and paragraphs short. Break long, complex sentences into simpler, multiple sentences.
6. When writing a long report, always summarize your conclusions or recommendations on the first page.

The art of management lies in making difficult things simple, not simple things difficult. The same applies to writing.