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American Institute of Certified Public Accountants (AICPA)

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**Staff
Anniversaries**

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

Anniversary

Don Adams	Finance & Administration	19th
Pat Duane	Human Resources	14th
Dan Guy	Auditing Standards	13th
Jackie Oliveri	Quality Review	11th
Evelyn Fernandez	CPE Materials Management	10th
Elaine Miller	CPE Accounting	8th
Kris Korte	Tax Division	6th
Bob Rainier	Publications Administration	6th

Harborside Move

As the move to Harborside nears, the AICPA has planned various communications efforts to help inform members, state CPA societies, the 100 largest firms, and other major contacts about the relocation. Here is a summary:

Institute Efforts

For members, a directory of member services with the New Jersey phone numbers for relocating departments will appear in The CPA Letter (August), The Journal of Accountancy (September), and The Practicing CPA (September). The PFP and MCS divisions will announce their moves in their newsletters as well.

Also, an "Institute Announcement Card," showing all cost centers moving as well as the cost centers remaining in New York, will be mailed this month to **state societies, other associations, all committee members, governing Council members, and members of the Board of Directors.**

Individual Efforts

All cost centers relocating will soon receive a supply of **announcement cards to be completed by each employee (fill in your new phone and fax numbers) and sent to all relevant contacts prior to their moves.** The cards will be in postcard format so that they can easily be mailed to vendors, printers, advertisers, recruiters, designers, and others you deal with often.

Old Books

Rather than discarding your old books when you begin your clean up for the move to Harborside, think of sending them to the library. The library will select what they need and discard the rest. They can use AICPA and FASB publications, especially sets of standards.

Library Services thanks you for your cooperation.

What is Your Voice Image?

Did you ever meet a less-than-impressive person who changed your attitude with just a few words? Did you know that the image another person has of you is set within the first 15 seconds of answering your telephone call?

Almost everyone is disappointed the first time they hear their tape recorded voices. If you were too, take heart. You can improve your voice image. Here are some steps you can take:

- * Warm up your voice in the morning. Huskiness will disappear if you do a few "umm-humm-one," "umm-humm-two" exercises, then read aloud from the morning paper.
- * Practice breathing while talking. Always breathe from your midsection. Breathe smoothly and calmly as you speak.
- * Use a tape recorder to find your natural pitch. Consider taping yourself in the car, which is a natural sound booth. And use the tape recorder regularly, making a point to practice on parts of your speech you want to change.
- * Speak naturally, especially on the telephone. Some people have a different "telephone voice". It sounds unnatural and even untrustworthy to others. Further, a false voice can ruin the good sound of a natural voice over time.
- * Watch out for speaking faults such as being:
 - * Too loud
 - * Too authoritarian
 - * Too low
 - * Too sultry
- * Speak as you would to a person face-to-face.

Morton Cooper, Ph.D. and author of Change Your Voice, Change Your Life, gives these tips on establishing rapport with a person on the telephone:

- * Use the other person's name frequently.
- * Refer to mutual experiences or acquaintances.
- * Ask for the other person's viewpoint.
- * Let the listener know you share goals.
- * If an angry person calls, let the caller talk, keep calm and take notes so you can respond when he or she is finished talking.

Finally, when the phone rings, says Dr. Cooper, sit up and lean forward. Your posture affects the sound of your voice. Sitting up straight can make you sound more alert.