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Inside AICPA, October 25, 1993

American Institute of Certified Public Accountants (AICPA)

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October 25, 1993

**Staff
Anniversaries**

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

		Anniversary
Art Podorefsky	CPE Program Development - Tax	14th
Octavio Rivera	Distribution Services	12th
Fred Gill	Accounting Standards	10th
Simmona Steele	Library Services	7th
Chris Miller	Human Resources	7th
Dan Providence	Examinations	6th

Promotions

In Production & Editorial Services, Ingrid Anderson and Michael Doyle were promoted from Production Associates to Senior Production Associates.

Lynn Chang was promoted from Secretary to Coordinator in CPE Administration - Direct Study.

Congratulations and much success in your new positions!

Please Welcome

Karen B. Lindsey - Secretary - Federal Government. Karen joins the Institute after working as a Staff Assistant for Monroe County Regional Service Center.

In Memoria

It is with deep regret that we inform you of the passing of staff member Jeff Orton. Jeff passed away on Friday, October 22 after a lengthy illness. Jeff joined the Accounting Department as an Accountant in January 1989.

Reminder

Please remember to submit training request forms to Human Resources - New York. Training forms must be submitted for in-house as well as courses taken outside of the Institute. Forms may be picked up in Human Resources or from Ela Work in the Washington office.

Your cooperation is appreciated.

**Harborside
Notice**

Please note that Tony Nunez, facsimile operator at Harborside, has relocated to a new area. Tony is now located across from the Cashier's Office on the third floor.

Profile - Promotions Department

Advertising AICPA products and services, including publications, software, and conferences, is handled by a small department sandwiched between the Journal of Accountancy and the PFP Division on the second floor of Harborside.

Consisting of eight people, the Promotions Department designs, produces, prints, and mails thousands of brochures, flyers, letters, catalogs, and other packages every month to select audiences. The department produces over one million promotional pieces of mail a year. Known as direct mail or dedicated mail (never call it junk mail!), this is one of the most profitable forms of advertising. Unlike television commercials or newspapers ads, which reach everyone but only appeal to a small group, dedicated mailings are sent only to people who are likely to be interested in a particular product. By sorting the AICPA's members' names into certain categories, the Promotions Department can ensure each dedicated mailing has the best chance of success with its audience. In the direct mail business, if 1 percent of all the people you send a promotion to buy what you are selling, your promotion is a success. It is not unusual for the Promotions Department to create dedicated mailings with a response rate exceeding 5 percent.

The members of the Promotions Department include manger Julia Esposito, supervisor Melanie Heim, designers Jim Stephenson and Amy Shertzer, production associate Julianne Lewis, and administrative assistant Myrna Giarrantano. Handling the complicated job of generating lists of names to mail to and selling names to outside advertisers are list sales coordinators Velda Gardiner and Lisa Nisivoccia.