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## Inside AICPA, August 15, 1995

American Institute of Certified Public Accountants (AICPA)

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## GOALS FOR THE NEW AICPA

*"The world changes. Our priorities change. Our people change. Our technology changes. And we're going to change our organization as those things happen, and we're not going to be afraid to do it. And I need your help to accept those things and to make them happen so that this is a very viable organization. We can do it."*

-- Barry C. Melancon

The following summarizes the highlights of a video report that Barry Melancon has prepared for staff on his first 200 days as AICPA President. This video can be seen throughout the day on Wednesday, August 16th and Thursday, August 17th in the New Jersey cafeteria and in the New York lounge area. Also, the D.C. office will show the video.

### Five Long-Term Objectives for the AICPA

The AICPA must aim to be:

1. The premier organization that represents professionals in the country
2. A technologically advanced organization
3. An organization in which staff members never forget the little things that make members proud to be a part of the AICPA
4. Part of repositioning the CPA profession
5. Efficient and responsive to membership

### Initiatives for the First 200 Days

#### 1. Technology

- **Revitalize AICPA's database technology:** everyone will have access on their desk to a variety of data about our members, with multiple screens of data on each individual member; it should be analogous to calling a catalog like Land's End a second time and they practically know more about you than you know about yourself.
- **Target communications:** members' needs vary with location and function, and the AICPA needs to give members only those things that are important to them and not information that is only relevant to "someone down the street"; technology can bridge this communications gap.

## 2. Collaboration

- **With state societies, issue a joint proposal for a new member health-care program:** many of our small firm practitioners have significant problems with health-care coverage, and AICPA offers plans for disability, life and other areas, but not for health; a joint proposal to insurance carriers can bring together the state plans and reduce costs to members.
- **Work with state societies to recruit CPAs jointly:** of the nation's 400,000 CPAs, 320,000 are AICPA members and 85% of those are also state society members; recruiting CPAs jointly with the state societies should yield benefits to joint members and increase AICPA membership.

## 3. Member Responsiveness

- **Launch firm visitation program:** by visiting firms when they are traveling on business, staff members can show the AICPA's presence and find out what members need and enhance our products and services without incurring additional travel cost.
- **Create a one-stop shopping network for easy member access to all AICPA services:** when a member calls, AICPA staff should have information about our products and services at their fingertips; so, if a member wants to buy a product, check on an order, change addresses, or check on some other Institute matter, it could be done at once.

## The Executive Retreat

The Executive Staff Retreat scheduled for August 17-18 will set the agenda for change at the Institute. After the retreat, Barry will meet with department heads to inform them of the decisions that have resulted from the retreat, as well as from the brown bag lunches and recent staff survey. The recommendations for change will also be reported to the Board of Directors in mid-September.